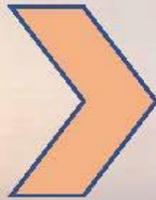


Puerto Rico Highway Safety Plan

FY 2021



TARGETS



OBJECTIVES



STRATEGIES

Government of Puerto Rico
Puerto Rico Traffic Safety Commission

Hon. Wanda Vázquez Garced
Governor of Puerto Rico



Hon. Carlos Contreras Aponte
Chairman of the Board

Darelis López Rosario,
Esq. Executive Director

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Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

- S. 405(b) Occupant Protection: **Yes**
- S. 405(e) Distracted Driving: **No**
- S. 405(c) State Traffic Safety Information System Improvements: **Yes**
- S. 405(f) Motorcyclist Safety Grants: **Yes**
- S. 405(d) Impaired Driving Countermeasures: **Yes**
- S. 405(g) State Graduated Driver Licensing Incentive: **No**
- S. 405(d) Alcohol-Ignition Interlock Law: **No**
- S. 405(h) Nonmotorized Safety: **Yes**
- S. 405(d) 24-7 Sobriety Programs: **No**
- S. 1906 Racial Profiling Data Collection: **No**

Highway safety planning process

Data Sources and Processes

The data sources used by Puerto Rico Traffic Safety Commission (PRTSC) to identify the safety problems include 2007-2018 Puerto Rico Department of Transportation and Public Works (PRDTPW), crash data; the 2007-2019 Puerto Rico Traffic Safety Commission (PRTSC), fatalities data; the 2007-2019 Automobile Accident Compensation Administration (PRAACA), serious injury data; the 2007-2019 Puerto Rico Highways and Transportation Authority, traffic data (i.e. Vehicle Miles Traveled (VMT), Annual Average Daily Traffic (AADT), roadway miles); annual PRHTA safety improvement projects lists, and others, as needed. In addition, the different PRTSC Task Forces provided other relevant information related to safety issues not evident from the data available (i.e., processes and data limitations) (i.e. needs for additional data, outdated data).

The processes used by PRTSC to identify the safety problems are categorized in two groups: engineering/planning and public processes. The Puerto Rico SHSP and HSP represent engineering/planning processes that use the most pertinent and available data to establish areas for improvement (i.e., SHSP Emphasis Areas), their performance goals and objectives based on specific performance measures, and the implementation of specific quantitative and qualitative strategies and actions. During this period, Puerto Rico implemented the first year of the current SHSP 2019-2023. The SHSP is a participative and collaborative effort lead by the PRHTA and the PRTSC, with the support of all sectors among the 4Es of highway safety (i.e., Engineering, Education, Enforcement, and Emergency Medical Services).

The performance measures are divided in two: the core performance measures and those related to specific safety problems defined in the Highway Safety Plan (HSP) (i.e. motorcyclists' fatalities, observed seat belt use, etc.) and the SHSP's Emphasis Areas 2019-2023 (i.e. pedestrians, traffic records system, emergency medical services, personal safety gear, negligent drivers, under the influence of alcohol and other substances, and lane departure). The similar core performance measures between the HSP and the SHSP are the number of traffic fatalities, the number of serious injuries, and fatalities by 100 Million VMT or fatality rate. In addition, the similar specific safety problems reported and/or analyzed in both HSP and SHSP are unrestrained-related fatalities, alcohol-impaired driving fatalities, speeding-related fatalities, unhelmeted fatalities, non-motorized fatalities. The SHSP includes seven (7) performance measures and report annually two of them through the Highway Safety Improvement Program (HSIP) Annual Report and sixteen (16) throughout the HSP annual report.

These performance measures are the key to evaluate the effectiveness of the strategies and actions implemented in Puerto Rico. Each year, safety stakeholders from all sectors in Puerto Rico evaluate alternatives, based on the SHSP and HSP, and determine the course of action to perform in order to achieve the different goals associated to improve highway safety in Puerto Rico. By their support to the actions and strategies included in the HSP and SHSP, they manage to enhance the culture of strategic planning, data-based decisions, and progress evaluation as the main tool for highway safety improvements in Puerto Rico. The actions defined in the SHSP for a five-year schedule are annually distributed in the HSP, the SHSP Action Plans, and the PRHTA

HSIP projects list (STIP). These plans are revised based on the performance of Puerto Rico on each of the performance measures mentioned.

During 2019, the main safety issues discussed among the safety stakeholders were traffic records systems, pedestrians, and the influence of alcohol and other substances. In addition, they discussed and work with all of the SHSP Emphasis Areas and HSP projects. The committees and emphasis area teams discuss changes in crash trends, data needs, progress in actions defined for specific safety issues, among other coordination between them. These meetings help them in many ways to enhance the culture of highway safety in Puerto Rico. By discussing crash trends, high crash locations, obstacles in the implementation of specific actions, and others, they move forward to implement and evaluate targeted actions. The annual results are going to be discussed with the task force and emphasis area teams in the upcoming months.

Processes Participants

The collaborative efforts of public, private, and non-profit organizations since the implementation of the HSP & SHSP have enhanced the communication bonds between all the safety stakeholders, leading to more efficient coordination and better overall results.

There are some internal and external partners collaborating in various aspects of the highway safety in Puerto Rico (i.e. the 4Es). The internal partners are those actively collaborating with the PRTSC, such as the participants of the FIESTA programs, the Community Programs, the PRHTA, the PRPD, and ACAA. The external partners are those representing the municipalities, non-profit organizations, Metropolitan Planning Organization (MPO), Local Technical Assistant Program (LTAP), other federal agencies (i.e., FHWA, FTA, FMCSA), DISCO, among others. In total, there are more than 80 stakeholders involved in these efforts in Puerto Rico.

Description of Highway Safety Problems

Every year, hundreds of lives are lost, and thousands of people are injured due to traffic crashes in Puerto Rico. Although, for the first time in traffic fatalities, a reduction to less than 300 in 2016 was achieved, still road users' behaviors are the biggest problem and the hardest to change.

PRTSC in conjunction with traffic partners, has identified several highway safety problems. However, it is important to mention some of the state's problems that hinder traffic safety: money constraints and budget cuts, out of date technology and data gathering, VMT delayed actualization, among other situations. All these limits the traffic data analysis process, which depends on multiple microanalyses of different databases, manual reports, and data entry delays, which we will establish as a primary highway safety problem.

The accurate location of crashes and the injury classifications are of importance. Currently, police officers fill the police crash report using the kilometers markers within every municipality. Repetition or erroneous entries, missing or destroyed signs due to past natural events, such as hurricanes, and earthquakes, led to mixed, missing, or incomplete information in the crash database. In addition, Puerto Rico does not have historical data of crashes classified by the KABCO injury classification system. The serious crash injuries being reported are people transported in an ambulance from the event scene, which is data provided by the Automobile Accident

Compensation Administration (ACAA). However, the Puerto Rico Police, supported by the TRCC, is implementing the new digital traffic crash report (PPR-621.5), which includes this injury classification, and a pilot project has been going on since late 2019. As mentioned, the last year, the MIRE action plan was approved in 2017, and the PRHTA is the leader in coordinating affirmative actions to improve the traffic data gathering process. To achieve the required MIRE FDE for the year 2026, Puerto Rico has incorporated this plan as one of the main topics of the Traffic Records Coordinating Committee (TRCC).

Over the last years, alcohol-impaired driving and pedestrian fatalities have represented two-thirds of total traffic fatalities in our island. Concerns about the lack of resources for the police to intervene with pedestrians and a significant reduction in police agents complicate the enforcement of Act 22 of 2000 as amended. For both issues, HSP has joined forces with the SHSP Plan 2019-2023 to keep working towards reductions in both categories.

Other traffic safety problems, which will be described in further detail in each Program Module, are Occupant Protection and Child Restraint with the basic rule to buckle up in each seating position within a vehicle. Motorcyclist Safety education towards sharing the road and the importance of wearing safety gear such as DOT helmets. Police Traffic Services that address speed, distracted, and reckless driving all contributing factors in many crashes. P&E to complement all enforcement efforts and to maintain traffic safety issues current all year long.

Methods for Project Selection

The methods for project selections are the strategies to be applied to respond to the traffic safety problems revealed as a result of the data analysis process. The objective of the strategy selection process is to identify evidence-based countermeasures that are best suited to address the issues identified in the data-driven problem identification process and collectively would lead to improvements in highway safety and the achievement of the performance target.

The planning process is a continuous one since all factors and events that take place during the year must be considered in the process. The Planning Area manages eleven (11) educational/emphasis programs that administer various projects, both internals, and externals. All aspects must be taken into consideration to ensure yearly activities run smoothly.



The following steps outline the planning process and project selections:

- Review the most recent data available. (Fatalities, Serious Injuries, Injuries Crashes, Property of Damage and Surveys)
- Ensure FARS analyst provides the latest fatality statistics and compare it with PRPD data.
- Prepare letter and published Public Notice to request proposals.
- Prepare Problem Identification after data analysis.
- Review Proposals with "Project Agreement Assessment Form" and send comments to applicants.
- Prioritize problems, distribute module writing, and set goals with strategies.
- Select projects to include in the Highway Safety Plan.
- Complete 405 grants applications.
- Insert data analysis, justification of planned activities, countermeasure, and performance target. Include tables, graphs, and other information required.
- Review the last draft, sign certifications, and assurances and send it to NHTSA.

- After the fiscal year ends, documents and data are gathered, reviewed, and organized to evaluate outcomes.
- Annual Report is prepared and submitted to NHTSA.

List of Information and Data Sources

The HSP and the SHSP consulted:

- PRDTPW crash database
- PRTSC - FARS database
- PRHTA traffic volumes database
- FHWA – Vehicle Miles Traveled
- ACAA injury database

Description of Outcomes regarding SHSP and HSIP Coordination

The close coordination of the HSIP and the SHSP facilitates outcomes because both teams collaborated as one throughout the years. Since the implementation of the first SHSP in 2014, the TRCC has received the active support of several representatives from all sectors in the TRCC meetings, sub-committees (i.e., police crash report upgrade, MIRE), as well as other task forces (i.e., alcohol). In addition, the safety stakeholders representing the 4Es have actively participated in the Emphasis Areas teams' meetings and events coordinated by PRHTS as part of the SHSP implementation (i.e., Safety Summits, Quarterly Meetings, progress meetings). The HSIP and SHSP coordinators work in close coordination, use the same databases, establish the performance goals, objectives, and strategies, define action plans, among others. In addition, both manage to identify safety issues and assume the responsibility of taking the corresponding actions to reduce the number of fatalities and serious injuries reported by the police and/or local media. Another important outcome is the enhancement of the implementation of the safety plans by highlighting the progress and results to the safety stakeholders by communicating continuously with them.

Performance report

Progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance measure name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
C-12) Number of youth impaired driving fatalities	In Progress
C-13) Number of drug-impaired driving screening test conducted	Not Met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
B-2) percentage of people that reported making cell phone calls while driving. (Survey)	Not Met

B-3) Mean number of days from crash date to date crash report is entered into database	Met
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Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year rolling average of the number of traffic fatalities from 306 in 2016 to 290 in 2020. - In 2019, Puerto Rico had 289 fatalities. Based on FARS data, the reduction target of 292 set for 2016-2020 will likely be reached.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year rolling average of the number of serious injuries from 4,353 in 2016 to 3,983.0 in 2020. - In 2019, Puerto Rico had 5,357.69 serious injuries. Data is not available for 2020; however, Puerto Rico is expecting to achieve the target.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year rolling average of the traffic fatalities VMT from 2.00 in 2016 to 1.913 in 2020. - In 2019, Puerto Rico had 1.855 traffic fatalities VMT. Data is not available for 2020, but Puerto Rico is expecting to achieve the target.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the number of unrestrained passenger vehicle occupant fatalities 13.6 percent from the 2017 calendar year of 88 to 76 by December 31, 2020. - In 2019, Puerto Rico had 105 unrestrained occupant fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above by 4.3 percent from the 2017 calendar base year of 96 in 2017 to 92 in 2020. - For 2019 fatalities in crashes involving a driver or motorcycle operator with a BAC of 08 and above data is not available. Still, Puerto Rico is expecting to achieve the target to the end of 2020.

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year moving average of the number of speeding-related fatalities by 23.2 percent from 112 in 2017 to 86 in 2020. - In 2019, Puerto Rico had 93 speed-related fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year moving average of the number of motorcyclist fatalities by 9.5 percent from 42 in 2017 to 38 in 2020. - In 2019, Puerto Rico had 33 motorcycle fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year moving average of the number of unhelmeted motorcyclist fatalities by 3.8 percent from 26 in 2017 to 25 in 2020. - In 2019, Puerto Rico had 33 unhelmeted motorcycle fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

Program-Area-Level Report

To reduce drivers age 20 or younger involved in fatal crashes 3.6% from the 2017 calendar year of 28 to 27 by December 31, 2020. - For 2019 drivers age 20 or younger involved in fatal crashes, data is not available, but Puerto Rico is expecting to achieve the target to the end of 2020.

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To reduce pedestrian fatalities, 4.1 percent from the 2017 calendar year of 98 to 84 by December 31, 2020. - In 2019, Puerto Rico had 100 pedestrian fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

To reduce bicyclists' fatalities 10 percent from the 2017 calendar year of 10 to 9 by December 31, 2020. - In 2019, Puerto Rico had 9 bicyclist fatalities. The target set for the end of 2020 is likely to be met, as we have had a reduction in fatalities this year.

Performance Measure: C-12) Number of youth impaired driving fatalities

Progress: **In Progress**

Program-Area-Level Report

To decrease the five-year moving average of the number of youth impaired driving fatalities by 17.4 percent from 23 in 2017 to 19 in 2020. - For 2019 youth impaired driving fatalities data is not available, but Puerto Rico is expecting to achieve the target to the end of 2020.

Performance Measure: C-13) Number of drug-impaired driving screening test conducted

Progress: **Not Met**

Program-Area-Level Report

Delays in the implementation of the SFST Program (due to the COVID Pandemic) and drug screening due to laws and regulations amendments required and the lack of funds within the Forensic Institute have hindered Project implementation.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **In Progress**

Program-Area-Level Report

To increase statewide observed seat belt use of front seat belt use of occupants in passenger vehicles 2.00 percentage from the 2018 calendar year usage rate of 85.00 percent to 87.00 percent by December 31, 2020. - In 2019 Puerto Rico had 88.3% of observed seat belt use of front seat belt use of occupants in passenger vehicles. YTD data is not available.

Performance Measure: B-2) Percentage of people that reported making cell phone calls while driving. (Survey)

Progress: **Not Met**

Program-Area-Level Report

To decrease the percentage of people that reported making cell phone calls while driving from 67.10 percent in 2018 to 66.50 percent by December 31, 2020. - In 2019, 67.00% of people in Puerto Rico reported making cell phone calls while driving. The survey was not conducted during the fiscal year 2020 due to the COVID pandemic.

Performance Measure: B-3) Mean number of days from crash date to date crash report is entered into database

Progress: **In Progress**

Program-Area-Level Report

To collect digital data from the Police Crash Report from 4% percent in 2018 to 50% by the end of the calendar year 2020. - In 2019, Puerto Rico collected 60% of digital data for the Police Crash Report.

Performance Plan

Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of traffic fatalities (FARS)	5-Year	2017	2021	288.20
C-2) Number of serious injuries in traffic crashes (State crash data files)	5-Year	2017	2021	4,688.55
C-3) Fatalities/VMT (FARS, FHWA)	5-Year	2017	2021	1.915
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2021	2021	77
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5-Year	2017	2021	97.82
C-6) Number of speeding-related fatalities (FARS)	5-Year	2017	2021	89.20
C-7) Number of motorcyclist fatalities (FARS)	5-Year	2017	2021	36.62
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5-Year	2017	2021	23.24
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-Year	2017	2021	23.28
C-10) Number of pedestrian fatalities (FARS)	5-Year	2017	2021	95.01
C-11) Number of bicyclists fatalities (FARS)	5-Year	2017	2021	9.76
C-12) Number of youth impaired driving fatalities	5-Year	2017	2021	19.80
C-13) Number of drug-impaired driving screening test conducted.	Annual	2021	2021	100.00
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2021	2021	89.00
B-2) Percentage of people that reported making cell phone calls while driving. (survey)	Annual	2021	2021	66.50

B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	Annual	2021	2021	53.00
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2021	2021	45.00

Performance Measure: C-1) Number of traffic fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)	Numeric	288.20	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of fatalities safety performance target is 288.20 for 2021, while the reduction in the number of traffic fatalities from 2017 to 2021 is 0.32%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The Puerto Rico FARS was database was used for this analysis.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)	Numeric	4,688.55	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of serious injuries safety performance target is 4,688.55 for 2021, while the reduction in the number of serious injuries from 2017 to 2021 is none, because the trend of serious injuries drastically changed after hurricanes Irma and Maria in September 2017. Thus, these numbers were obtained considering that change and discussing them between the key safety stakeholders. The local MPO also approved it. The database used to forecast the number of serious injuries was the Automobile Accident Compensation Administration (ACAA, by its Spanish acronym) years 2007 to 2019.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)	Numeric	1.915	5-Year	2017

Performance Target Justification

The 5-year moving average of the fatality rate (fatalities/HMVMT) safety performance target is 1.808 for 2021, while the reduction in the number of traffic fatalities from 2017 to 2021 is 6.43%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The databases used to forecast the fatality rate were from the Puerto Rico FARS Database and the values of the Hundred Million Vehicle Miles Traveled (HMVMT) reported by the Puerto Rico Highways and Transportation Authority.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Numeric	77	Annual	2021

Performance Target Justification

The number of unrestrained passenger vehicle occupant fatalities safety performance target is 77 for 2021, while the reduction in the number of unrestrained passenger vehicle occupant fatalities from 2017 to 2021 is 12.5%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of unrestrained-related fatalities was the Puerto Rico FARS Database from 2012 to 2019.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Numeric	97.82	5-Year	2017

Performance Target Justification

The 5-year moving average of the number in crashes involving a driver or motorcycle operator with a BAC of .08 and above is 97.82 for 2021, while the reduction in the number of traffic fatalities from 2017 to 2021 is 27.8%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number in crashes involving a driver or motorcycle operator with a BAC of .08 and above was the Puerto Rico FARS Database, between 2008 and 2018.

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)	Numeric	89.20	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of speeding-related fatalities safety performance target is 89.20 for 2021, while the reduction in the number of traffic fatalities from 2017 to 2021 is 19.78% (equal to the SHSP). These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of speeding-related fatalities was the Puerto Rico FARS Database (2008 to 2019).

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)	Numeric	36.62	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of motorcyclist fatalities safety performance target is 36.62 for 2021, while the reduction in the number of motorcyclist traffic fatalities from 2017 to 2021 is 12.81%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of motorcyclists' fatalities was the Puerto Rico FARS Database from 2008 to 2019.

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Numeric	23.24	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of unhelmeted motorcyclist fatalities safety performance target is 23.24 for 2021, while the reduction in the number of unhelmeted motorcyclist traffic fatalities from 2017 to 2021 is 8.49%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of unhelmeted motorcyclists' fatalities was the Puerto Rico FARS Database, years 2008 to 2018.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Numeric	23.28	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of drivers age 20 or younger involved in fatal crashes is 23.28 for 2021, while the reduction in the number of traffic fatalities from 2017 to 2021 is 33.87%. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of fatalities of drivers age 20 or younger involved in fatal crashes was the Puerto Rico FARS Database (2012 to 2018).

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)	Numeric	95.01	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of pedestrian fatalities safety performance target is 95.01 for 2021, while the reduction in the number of pedestrians from 2017 to 2021 is none, because the trend of pedestrian fatalities drastically changed after hurricanes Irma and María in September 2017. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of pedestrian fatalities was the Puerto Rico FARS Database using 2008 to 2018 data.

Performance Measure: C-11) Number of bicyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)	Numeric	9.76	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of cyclist fatalities safety performance target is 9.76 for 2021, while the reduction in the number of pedestrians from 2017 to 2021 is 7.89%. These numbers were obtained after several mathematical data analysis discussed between the key

safety stakeholders and approved by the local MPO. The database used to forecast the number of bicyclists' fatalities was the Puerto Rico FARS Database. (2008 to 2018).

Performance Measure: C-12) Number of youth impaired driving fatalities

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-12) Number of youth impaired driving fatalities	Numeric	19.80	5-Year	2017

Performance Target Justification

The 5-year moving average of the number of youth impaired driving fatalities safety performance target is 19.80 for 2021, while the reduction in the number of pedestrians from 2017 to 2021 is 5.88%.. These numbers were obtained after several mathematical data analysis discussed between the key safety stakeholders and approved by the local MPO. The database used to forecast the number of bicyclists' fatalities was the Puerto Rico FARS Database. (2008 to 2018). The database used to forecast the number of youth alcohol-related fatalities was the Puerto Rico FARS Database. 2001 to 2023.

Performance Measure: C-13) Number of Drug-impaired driving screening test conducted.

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-13) Number of drug-impaired driving screening test conducted.	Numeric	100.00	Annual	2021

Performance Target Justification

Second phase of SFST Project will integrate the operational part that is screening blood samples for drug and other controlled substances in drivers. Without past experience or a previous baseline assessing drivers for drugs and/or controlled substances the number is an estimate.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Measure: B-2) Percentage of people that reported making cell phone calls while driving. (Survey)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	Percentage	66.50	Annual	2021

Performance Target Justification

To decrease the percentage of people that reported making cell phone calls while driving from 67.00 percent on 2019 to 66.50 percent by December 31, 2021. Based on PRTSC distraction awareness campaigns and enforcement efforts a reduction in the use of cell phones while driving is expected. Distracted driving continues to be an emerging traffic issue in our Island and there's not much data to establish other target.

Performance Measure: B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database.

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	Percentage	53.00	Annual	2021

Primary performance attribute: **Completeness**

Core traffic records data system to be impacted: **Crash**

Performance Target Justification

To increase the percentage of crash records with no missing critical data elements in the CARE database from 38% in 2020 to 53% by the end of the calendar year 2020. The Puerto Rico Police Crash Report has finally been entirely digitized. Puerto Rico has redesigned its relational database to accommodate new data structure and migration of 2012-2018 data to a new crash database. Including the design and deployment of a single Police Crash Report search tool. As well as the design and implementation procedures to import daily Police Crash Report data, review and

codify it, and integrate it. As a result, Puerto Rico selected Crash, Fatal, and Non-Motorist data elements as it considers them critical for its internal completeness.

Performance Measure: B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Percentage	45.00	Annual	2021

Primary performance attribute: **Completeness**

Core traffic records data system to be impacted: **Citation and adjudication**

Performance Target Justification

To increase the percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database from 0% in fiscal year 2019 to 45% by the end of the fiscal year 2021.

Grant Program Activity Reporting

Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: Yes

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: 31,364

Fiscal Year A-1: 2019

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: 1,922

Fiscal Year A-2: 2019

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: 23,666

Fiscal Year A-3: 2019

Program areas

Program Area: Impaired Driving

Description of Highway Safety Problems

Problem ID

The Alcohol-Impaired Driving Prevention Program is outlined within Puerto Rico's mission of preventing and reducing deaths, injuries, and property damage caused by impaired drivers. This program is of utmost relevance, according to the *National Highway Traffic Safety Administration* (NHTSA), and is supported by national statistics on crashes, injuries, and fatalities caused by drunk drivers, placing impaired driving as the number one cause of road deaths. This proposal's objective is to subsidize the coordinated efforts and manage the Puerto Rico Traffic Safety Commission Impaired Driving Program.

Currently, the Impaired Driving Program manages:



According to a 2010 study, there is a clear relationship between BAC and the increasing risk of a traffic crash. We can summarize the research in the following paragraph: *Even with the wide publicity that has been given to the risk of drinking and driving, the perception of how altered you are to drive is limited, in part by the specific effect of alcohol, which decreases self-criticism and the ability to make decisions, while increasing the likelihood of risk decision making and violent behavior which can result in producing intentional injuries in others and in itself. In addition, because it is difficult to have an approximate idea of how much you have to drink to have detectable levels, or to be within acceptable BACs, or to have compromised driving skills.*¹

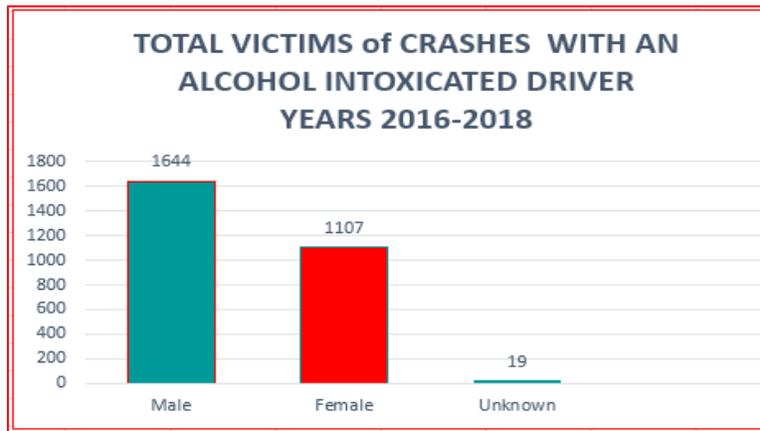
In Puerto Rico, alcohol consumption never gets out of style. As the study *Consulta Juvenil* had exposed in past studies conducted in the island's public and private schools, children start to taste and consume alcohol as early as 9 years old during family gatherings or parties. Not even money constraints, as we had experienced for the past years, seem to have an impact on alcohol consumption.

¹ Álvaro Ruiz, Felipe Macias, Carlos Gómez-Restrepo, Martín Rondón, Juan Manuel Lozano, "Blood alcohol levels and risk of traffic crashes: a systematic review of the literature," *Colombia Psiquiatría* 39, (2010)

To worsen the traffic scenario, medicinal cannabis consumption is rising due to legalization. In addition, it is not a secret that Puerto Rico has a very high drug dependency population, and over 95% of criminal activities are directly related to drug dealing. However, very little data about drug-impaired driving is available.

The Puerto Rico Traffic Safety Commission has been working for the last 48 years with Education and Enforcement strategies to reduce traffic crashes, injuries, and fatalities on our island. Since the beginning, impaired driving has been one of the traffic safety emphasis area and, although much has been achieved, many efforts must continue to meet the challenges as new technology and human conduct continue to evolve. Also, economic constraints and an Oversight Board appointed by Congress seeking the powers of our elected government, slow down the already bureaucratic system that affects all components of our Program, state, and municipal government.

According to SAFETY Database, for years 2016 to 2018, a total of 3,761 alcohol-related crashes occurred, and 2,770 people some type of injury or fatal injuries.

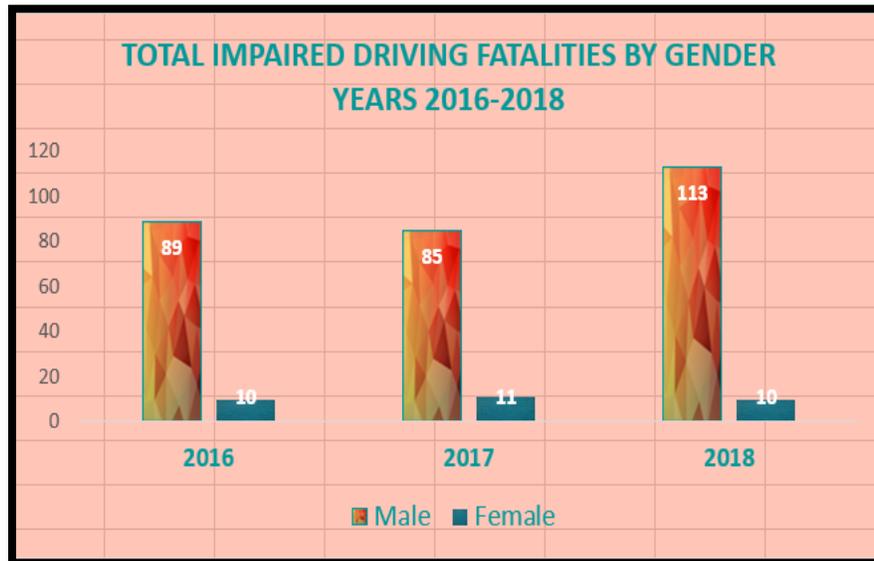


Below is the table showing the ten municipalities with the most crashes involving at least one alcohol-impaired driver for years 2016-2018:

Municipalities	Crashes
Aguadilla	93
Arecibo	103
Bayamón	96
Caguas	208
Carolina	176
Guaynabo	152
Mayagüez	111
Rio Grande	82
San Juan	801

ALCOHOL IMPAIRED DRIVING FATALITIES YEARS 2016-2018

According to NHTSA's Fatality Analysis Reporting System, FARS, in 2018, one hundred twenty-three (123), impaired driving fatalities occurred, indicating a 28% increase from 2017.



- ↪ Gender data analysis for impaired driving fatalities for the three years shows an average of 90% of male fatalities and 10% female fatalities.
- ↪ Analysis by age group for the three years shows that 54% of impaired driving fatalities were in the age group 25-49, 28% in age groups 50+, and 18% in the age group 16-24. Older drivers, 63+ years old and older, reported 10% of total impaired driving fatalities.
- ↪ In the three years, 79% of impaired driving fatalities occurred at nighttime from 6:01 PM to 6:00 AM.
- ↪ When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3 years with 35%, followed by Friday with 17% and Saturday with 16%.
- ↪ Impaired driving fatalities by month, for these three years: December registered the highest ID deaths with 13%, May reported 11%, and both July and October registered 10% each. Summer months, June, July, and August, accounted for 24% of total impaired driving fatalities.

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

- ↪ 71% were drivers and 29% motorcyclists.
- ↪ 69% had a BAC of .08%+.

- ↳ 73% of impaired drivers killed were unrestrained, a 3% increase when compared to 2015-2017.
- ↳ 70% of impaired motorcycle riders killed were un-helmeted, an increase of 35% when compared to the period 2015-2017.
- ↳ 54% of alcohol-impaired driving fatalities also presented a speeding factor.

The management of different funds and the logistics involved in the PRTSC’s strategic plan implementation require well-rounded staff that can work with a diversity of stakeholders from municipal police to forensic toxicology specialist. Every day is a new challenge since drivers continue to find creative ways to get out of trouble, and the system and its bureaucracy discourages the most committed people. However, to make our roads a safer place for all users, we must continue educating and enforcing the law.

As per any new approach to an old problem, such as impaired driving, agencies and organizations must come together. SFST Program is no different; for its first three years, much education and coordination have been shared with fellow state agencies and legislature. While making changes and adjustments along the way, PRSTSC manages the ongoing development of the program to ensure the suitable use of human and financial resources. Although progress to implement a Comprehensive SFST Program has been slow, PRTSC is committed to keep on working to ensure a solid program, to mitigate the number of flaws both within the laws and regulations and in the procedure for completing the handling of intervention and prosecution of impaired drivers.

DRUG RELATED DRIVING FATALITIES YEARS 2016-2018



According to the Fatality Analysis Reporting System, FARS, for the three-year period from 2016 to 2018, sixty-four (64) drug-related driving fatalities were reported. Drug-related driving

represents 7.3% of total traffic fatalities. However, it is important to know that the forensic pathologist is who decides if/or for what type of drugs the person will be tested, which might result in an underestimation in the numbers.

- ↳ Gender data analysis for drug-related driving fatalities for the three years shows an average of 98% of male fatalities and 2% female fatalities.
- ↳ Analysis by age group for the three years shows that 30% of drug-related driving fatalities were in the age group 25-36, followed by age group 50-62 with 25%. Age group 16-24 accounted for 14%.
- ↳ In the three years, 45% of drug-related driving fatalities occurred from 6:01 PM to midnight. 25% of drug-related driving fatalities occurred from 12:01 AM to 6:00 AM, making nighttime the most dangerous period for road users.
- ↳ When analyzing data of drug-related driving fatalities, by day of the week, Sunday reported the highest average of fatalities for the 3 years with 30%, followed by Saturday with 20% and both Friday and Wednesday with 14% each.
- ↳ Drug-related driving fatalities by month, for these three years: January registered the highest number of deaths with 14%, July with 13%, and both September and November with 11% each.

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

- ↳ 75% were drivers and 25% motorcyclists.
- ↳ 59% were alcohol-impaired.
- ↳ 63% of drug-related driving fatalities were unrestrained.
- ↳ 75% of drug-related driving fatalities were un-helmeted.
- ↳ 50% of drug-related driving fatalities also presented a speeding factor.

Another problem is that only certain substances are currently detected within drug driving. According to the Puerto Rico Forensic Sciences Institute data, the list below are the drugs detected during forensic procedures, from greatest to least, on fatalities related to drug driving for years 2016-2018:

- * Cocaine
- * Opium
- * Cannabinoids
- * THC

In Puerto Rico, 90% of total criminal activities are directly related to drugs and drug trafficking, which is taken into consideration when traffic safety experts establish that impaired driving by drugs is much higher than our traffic data contains. It is also related to the lack of a driver's evaluation and drug detection.

According to the latest study conducted by the Mental Health and Anti-Addiction Services Administration of (MHAASA)), titled Substance Disorders and Use of Services in Puerto Rico-Household Survey 2008:

One in 50 people (1.8%) between the ages of 15-74 suffered from drug abuse. This rate of abuse represents about 52 thousand people. Similarly, one in 50 people (2.0%) between the ages of 15-74 years suffered from drug dependence. This dependency ratio represents about 59 thousand people. Taken both rates together, the study estimated that some 111,000 adults in Puerto Rico (3.8%) suffer from drug abuse or dependence.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5-Year	97.82
2021	C-13) Number of drug-impaired driving screening test conducted.	2021	Annual	100.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Alcohol Screening for Prosecutorial Evidence
Drug Screening for Prosecutorial Evidence
DWI Prosecution
Highway Safety Office Program Management (ID)
Impaired Driving Attitude Survey
SFST Program Coordinator
Short-term, High Visibility Law Enforcement (ID)
Victims Impact Panel
Responsible Beverage Service

Countermeasure Strategy: Alcohol Screening for Prosecutorial Evidence

Program Area: **Impaired Driving**

Project Safety Impacts

The Alcohol Toxicology Lab within the Department of Health is essential for the prosecution of alcohol-impaired driving cases. As ordered by Act 22 of the year 2000, as amended, or the Vehicle and Traffic Law and Regulation 123, the Toxicology Lab is responsible for calibrating and certifying all intoxilyzers; prepare the chemical solutions, prepare blood tubes and analyze blood samples for alcohol content. In addition, chemists must attend court as a witness of DWI cases. Project costs include salaries, fringe benefits, lab equipment, blood tubes, contractual services, office and educational supplies, and local travel costs.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The project will contribute to preserving alcohol detection equipment within Police Departments in optimal operating conditions according to national standards, which are thoroughly revised during DWI court cases. Also, the project will keep providing prosecutorial evidence such as intoxilyzer calibration information, apparatus condition, maintenance log and blood sample results, interpretation of results, among others. The Toxicology Lab personnel and resources served the whole Island of Puerto Rico, its thirteen judicial regions and municipal courts that prosecute impaired drivers. Costs include salaries, fringe benefits, contractual services, office materials, trainings, travel, lab equipment, and other related costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA's Uniform Guidelines for Highway Safety Programs, Guideline #8, Part III-Section B. Enforcement, and Section D. Prosecution. Every DWI case has a scientific aspect that is a main contributing factor when evidence is presented during the prosecution process. The Toxicology Lab analyzes blood samples taken from drunk drivers, prepares the chemical solutions to calibrate all Intoxilyzers, prepares the chemical solutions used to perform the verification of calibrations of the intoxilyzers, performs monthly verifications of the calibrations of all intoxilyzers at island level (all traffic police regions), attends court as witnesses of charge (expert) and calibrates the gas chromatography. Puerto Rico selected this countermeasure as it will aid in the preparation of evidence to prosecute impaired drivers and hence aid in the reduction of impaired driving.

The budget should aid the project in achieving the implementation of planned activities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-72	Alcohol Toxicology Lab

Planned Activity: Alcohol Toxicology Lab

Planned activity number: **21-01-72**

Primary Countermeasure Strategy ID: **Alcohol Screening for Prosecutorial Evidence**

Planned Activity Description

Alcohol Toxicology Lab- For FY 2021, the project will continue analyzing blood alcohol samples taken from drunk drivers, preparing the chemical solutions to calibrate all intoxilyzers, preparing the chemical solutions used to perform the verification of calibrations of the intoxilyzers, performing monthly verifications of the calibrations of all intoxilyzers at island level (all traffic police regions), attending court as witnesses of charge (expert) and calibrating the gas chromatography. Act 22 of Vehicle and Traffic in Puerto Rico and PRDOH Regulation 123 establishes that the Toxicology Lab within the Department of Health is responsible for performing all alcohol blood tests for suspected drunk drivers. This Traffic Lab is for the exclusive tasks of conducting blood samples among living specimens (suspected drunk drivers), preparing the chemical solutions, blood tubes, and chemical solutions for the intoxilyzers.

Intended Subrecipients

State Agency- Puerto Rico Department of Health

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Alcohol Screening for Prosecutorial Evidence

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	154 Transfer Funds - AL	154 Alcohol	\$350,000.00	\$70,000.00	

Countermeasure Strategy: Drug Screening for Prosecutorial Evidence

Program Area: **Impaired Driving**

Project Safety Impacts

Drugs and other controlled substances toxicology testing will be the scientific and corroborative prosecution proof of those drivers whom SFST was performed on, with no identification of alcohol, but showed indicators of impairment. Countermeasures for driving under the influence of drugs and other substances are being evaluated since the field is practically a new one. It is quickly growing due to medicinal and recreational marijuana laws in Puerto Rico. The reliable data and test results are intended to enhance the DUI prosecution and the design of future drug-impaired driving projects. Also, to improve the laws and regulations dealing with this issue. Costs will be intended for salaries, fringe benefits, contractual services, lab materials, and others.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The prosecution of drug-impaired driving in Puerto Rico is practically unknown. Little data is available. A study conducted by the PR Mental Health Administration in 2009 estimated that 100,000 people were actively using one or more types of drugs. By 2021, we can expect that number to be much higher since medicinal cannabis has been legalized and dependence on prescription drugs continues to rise in the nation.

Toxicology tests are the complement of the SFST Program to prosecute all impaired drivers fully. Funds will support the toxicology lab, where the drug tests will be conducted as part of the post-arrest process.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure was selected by following the 2021 Impaired Driving Program Assessment Recommendations and the 2016 SFST Program Assessment. This will be the post-arrest process related to the SFST Program. Second year of the project for the Forensic Science Institute which have been undergoing a lot of changes and budget cuts. Project funds will cover equipment, lab and office supplies, professional services, salaries, printing, and other related costs.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-77	Drug Impaired Driving Screening Lab

Planned Activity: Drug Impaired Driving Screening Lab

Planned activity number: **21-01-77**

Primary Countermeasure Strategy ID: **Drug Screening for Prosecutorial Evidence**

Planned Activity Description

As established in the SFST Program Assessment of 2016, post-arrest procedures, sample collection and drug and/or controlled substances toxicology testing have to be in place as the logical complement to the SFST Program. A panel of drug tests will be conducted by the Puerto Rico Forensic Sciences Institute for suspected DUID drivers. This traffic lab will be for the sole purpose to conduct traffic drug tests. As any other lab, this one requires a very sophisticated and scientifically proven equipment which needs maintenance and repair in order to keep it working in optimal conditions and expand its life span. Part of the DUID cases evidence will be the trustworthiness of all lab equipment, supplies, and professional credentials.

Intended Subrecipients

State Agency- Puerto Rico Institute of Forensic Sciences

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving High	405d High BAC Testing/Reporting (FAST)	\$300,000.00	\$60,343.25	

Countermeasure Strategy: DWI Prosecution

Program Area: **Impaired Driving**

Project Safety Impacts

DWI Prosecution- Under the direct supervision of the TSRP the DWI Prosecution Unit will maintain its solid structure. Its specialized approach to the litigation and direct supervision of DWI cases, and improvement of data collection through the Integrated Criminal Record System (RCI) within the DOJ, continuous education through trainings for prosecutors and police. Project includes TSRP, administrative assistant, DWI specialized prosecutors, DWI prosecutor's aids and a DWI comprehensive training plan.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Project will continue to provide specialized DWI prosecution all judicial regions within the Department of Justice while integrating law enforcement agencies, and other state partners to work consistent toward the extensive knowledge and mastery of the law to improve the impaired driving problem. Costs include salaries, fringe benefits, office supplies, trainings, travel, equipment, and other related costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The prosecution and adjudication of DWI offenders is an evidenced-based countermeasure strategy and a key component of a comprehensive approach to address impaired driving problems. This countermeasure strategy and the funded planned activities will contribute to attaining the performance targets set to reduce the number of fatalities and persons injured in alcohol-related crashes and the number of fatalities in drug-related crashes.

This is based on Countermeasures That Work 2017, Chapter I, Part 3- Deterrence: Prosecution and Adjudication. Also, in the recommendation the 2017 & 2020 Impaired Driving Program Assessment.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-06	Impaired Driving Prosecution Enhancement

Planned Activity: Impaired Driving Prosecution Enhancement

Planned activity number: **21-01-06**

Primary Countermeasure Strategy ID: **DWI Prosecution**

Planned Activity Description

For Fiscal Year 2021, Project DWI Prosecution Enhancement will strengthen its staff by adding another specialized prosecutor to work cases in the Bayamon Judiciary District since it has a high load of DWI cases. A non-interrupted operation of the Unit will be foreseen by the administrative staff, and approximately 27,300 prosecution hours. The TSRP will continue to provide trainings for prosecutors and state and municipal traffic police throughout the island. Costs include reimbursement of hours worked conducting eligible highway traffic safety activities, a proportional share of fringe benefits, contractual services, office materials, highway traffic safety trainings, travel, equipment, and other related costs

Intended Subrecipients

State Agency - Puerto Rico Department of Justice

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
DWI Prosecution

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018 2019	FAST Act 405d Impaired Driving High	405d High	\$910,000.00	\$363,754.00	

Countermeasure Strategy: Highway Safety Office Program Management (ID)

Program Area: **Impaired Driving**

Project Safety Impacts

Impaired Driving Program Coordinators oversee the Puerto Rico Impaired Driving Program. By ensuring the efficient use of resources, performance and project evaluation, technical assistance, and the program intends to set strategies that will aid in the reduction of impaired driving fatalities. Promote awareness among road users of the danger and consequences of DWI and encourage law enforcement efforts and coordination. Coordinators plan or consider new projects to keep developing and enhancing the program

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Impaired Driving Program Coordinators guarantee management uniformity, cohesion among project strategies, leadership, strategic planning, and procedures to ensure planned activities are executed as requested by NHTSA Uniform Guidelines for State Highway Safety Programs. Impaired Driving Coordinators' general management tasks are communication, coordination, follow-up, evaluation. During the fiscal year 2021, PRTSC Impaired Driving Coordinators will promote law enforcement activities as regulated by Act 22 to intervene with impaired drivers, maintain a data-driven approach to track problem identification, track performance, and compliance among funded projects within the Program. Program coordinators will continue to support educational impaired driving prevention programs in Puerto Rico, at state, municipal, and community levels. Project costs will include salary and benefits, as well as out-of-state and local travel, equipment, consultant, and translation services.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 8, Part I. Program Management, and Strategic Planning. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment, Impaired Driving Program Assessment, and others. Puerto Rico has selected this countermeasure as its activities will help in the reduction of impaired driving within the island.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-13	Impaired Driving Program Coordinator

Planned Activity: Impaired Driving Program Coordinator's

Planned activity number: **21-01-13**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (ID)**

Planned Activity Description

Impaired Driving Program Coordinators: costs will include salary and benefits, contractual service, equipment, and as well as out-of-state and local travel and other related expenses.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (ID)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving High	405d High ID Coordinator (FAST)	\$144,574.00		

Countermeasure Strategy: Impaired Driving Attitude Survey

Program Area: **Impaired Driving**

Project Safety Impacts

This countermeasure strategy is fundamental to receive and analyze public feedback regarding impaired driving enforcement efforts, educational, and media campaigns. It is necessary to understand public perception and opinion regarding this topic. In the past, the impaired driving survey has proven to be a useful tool when designing creative messages. Also, the strategy has proven effective nationally and by other jurisdictions.

- Attitude Survey Statistics and Research- funded activities under the project
 - Contract a professional firm with experience and knowledge on surveys, data collection, and analysis
 - Review surveys' methodology, sample, and questions to ensure guidelines compliance and sample characteristics
 - Conduct the impaired driving attitude survey
 - Discuss an approve final survey report data and results

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Will administrate attitude survey that targets the strengths and weaknesses of the impaired driving program to comprehend drunk drivers' opinions, knowledge, level of awareness, and attitude regarding alcohol consumption patterns before driving. A specialized market research agency with experience in road safety will be contracted to conduct the survey.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The project will conduct all proposed planned activities by surveying the target market to identify the perception of population segments based on data age and gender. It will also be taken into consideration impaired driving high crash locations.

This countermeasure strategy is fundamental to receive and analyze public feedback regarding impaired driving enforcement efforts, educational, and media campaigns. It is necessary to understand public perception and opinion on this behalf. Impaired driving survey has proven to be a useful tool when identifying improvement areas for strategic planning and future media campaigns. Also, the strategy has proven effective nationally and by other jurisdictions.

A specialized market firm with all credentials and licenses will be contracted to design the sample and conduct the survey, as it will be more cost-effective than to hire personnel for this once a year task. All Federal and State’s contracting laws and regulations will be observed.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-25	Impaired Driving Survey

Planned Activity: Impaired Driving Survey

Planned activity number: **21-01-25**

Primary Countermeasure Strategy ID: **Impaired Driving Attitude Survey**

Planned Activity Description

A specialized firm will be contracted to conduct Attitude Survey to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Will measure the following campaigns:

- Alcohol-Impaired Driving Holidays Crackdown

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Attitude Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$13,500.00		

Countermeasure Strategy: SFST Program Coordinator

Program Area: **Impaired Driving**

Project Safety Impacts

The SFST program has been available nationally to law enforcement for more than 25 years. This program has been used by law enforcement officers and prosecutors to identify both alcohol-impaired and drug-impaired drivers on roads and highways. In Puerto Rico, the SFST Coordinator will oversee all SFST training activities, maintain records of trained SFST instructors, training of SFST practitioners, distribute updated SFST training materials, and ensure SFST National standards are strictly followed. The SFST Coordinator will keep a fluid communication with local instructors and law enforcement agencies throughout the island and will locate and develop trainings providing opportunities for law enforcement officers. In addition, a legal advisor was added to improve the knowledge and explanation of the laws, to write, to negotiate with recognizable state top administrators (in conjunction with the PRTSC executive director), ability to write law amendments, procedures, follow up with agencies and keep up to date all information related to the program are few of the skills needed to ensure a proper evolution of the SFST Program adoption.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

SFST will contribute to enhancing enforcement efforts targeted to detect impaired driving, specifically alcohol and other causes of impairment. Drug-impaired driving, which prevalence in Puerto Rico has not been established, but due to the high crime rate related to drugs, it is suspected to be relatively high. Fatality data for the year 2018 indicated that 23% of alcohol-impaired drivers also had drugs in their bodies at the time of the crash.

During the last years, development of the Program, much education, and coordination has been shared with fellow state agencies and legislature while making changes and adjustments within the way the PRSTSC manages the ongoing development of the Program to ensure the appropriate use of human and financial resources. Although progress to implement a Comprehensive SFST Program has been slow, PRTSC is committed to keep working to provide a solid program, with the least number of flaws both within the laws and regulations and in the procedure for completing the intervention and prosecution of impaired drivers.

SFST Coordinator will oversee all the program and will work in coordination with the legal consultant and Impaired Driving Program to ensure all program activities are implemented as proposed.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is essential to strengthening the enforcement of impaired-driving laws. The program will provide law enforcement officers with extra tools to detect impaired drivers and to

testify more accurately during court’s trials. Costs will include professional services, training, training materials and both, local and external traveling. This is based on Countermeasures That Work 2017, Chapter I, Part 7.1- Enforcement of Drug-Impaired. Also, a recommendation of the 2016 SFST Assessment & 2020 Impaired Driving Program Assessment.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-71	SFST Program Coordinator

Planned Activity: SFST Program Coordinator

Planned activity number: **21-01-71**

Primary Countermeasure Strategy ID: **SFST Program Coordinator**

Planned Activity Description

SFST Program Coordinator/SFST Trainer will manage all SFST training activities within the State and Municipal Police Departments, will maintain records of all agents trained and certified as SFST Practitioner and Instructor, distribute training and related materials, develop instruction resources and provide training opportunities. In May 2019, the law was amended to allow officers to conduct SFSTs. Due to the Coronavirus Pandemic, the first class was delayed for FY2021. This includes trainings for officers, instructors, prosecutors, and judges.

Intended Subrecipients

State Agency- Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
SFST Program Coordinator

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving High	405d High ID	\$123,000.00		

Countermeasure Strategy: Short-term, High Visibility Law Enforcement (ID)

Program Area: **Impaired Driving (Alcohol)**

Project Safety Impacts

Short Term High Visibility Impaired Driving Enforcement- Overtime hours to participate in Impaired Driving National Crackdowns and mobilizations will be funded for PRPD's 13 traffic police regions and many Municipal Police. Mobilization periods have been chosen by identifying very high alcohol consumption periods. At least four (4) impaired driving mobilizations during FY 2021 will be conducted. Due to the reprogramming of the CIOT 2020 campaign to November 2020, Impaired Driving Thanksgiving Mobilization will not take place this year. Due to the reprogramming of the CIOT 2020 campaign to November 2020, Impaired Driving Thanksgiving Mobilization will not take place this year.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

High visibility enforcement is an evidence-based strategy to enforce DWI traffic laws and a dissuasive for people. Alcohol consumption is pretty much a yearlong activity in Puerto Rico, but some peaks have been identified mainly related to festivities, holidays, and vacations. Over the years, five (5) of these high alcohol consumption periods have been chosen to increase police patrolling during nighttime, which is the highest time for alcohol-impaired crashes and fatalities. Overtime hours to participate in short term high visibility impaired driving mobilizations will be funded for PRPD's 13 traffic police regions and some Municipal Police. PRPD will complement these mobilizations with checkpoints during weekends. Municipalities will be selected using past performance criteria, alcohol equipment acquisition such as Alco-sensors, mouthpieces, police security gear, availability to work overtime hours, and funding. LEL's will meet with municipal police chiefs to engage them to facilitate Municipal Police participation. Costs will include: a percentage of the salary for a Project facilitator, officers overtime hours, fringe benefits, equipment, office supplies, maintenance and repair of equipment, trainings, as out-of-state and local travel, and other related costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

High visibility enforcement is an evidence-based strategy to enforce DWI traffic laws and a dissuasive for people. The perception of getting caught by authorities is the highest fear of people breaking the law or as a dissuasive before it. An increase in compliance with traffic laws can be achieved if risk perception with high visibility patrolling and checkpoints are conducted. Funds will be intended for a percentage of the salary of a Project Facilitator who will be in charge of maintaining all coordination with PRTSC, overtime hours and fringe benefits, equipment, supplies, and other activity related expenses.

Countermeasure is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline #8, Part III-Section B-Enforcement.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-01	Impaired Driving Overtime Enforcement
21-01-XX	Impaired Driving Overtime Enforcement

Planned Activity: Impaired Driving Overtime Enforcement

Planned activity number: **21-01-01**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Law Enforcement (ID)**

Planned Activity Description

Short term high visibility Impaired Driving Mobilizations. Coordination with PRPD- Traffic Police to participate in four (4) impaired driving enforcement overtime mobilizations during high alcohol consumption periods. Costs include overtime hours, fringe benefits, specialized equipment purchases, trainings, project facilitator salary, repair, and equipment maintenance, as well as out-of-state (if necessary) and other related costs.

ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2021	
DATES	DESCRIPTION
Holidays Crackdown 12/11/2020 to 1/1/2021 (until 6 AM)	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
Easter Crackdown 03/26/2021 to 04/5/2021 (until 6AM)	Easter Festivities/Spring Break- Schools, colleges, agencies close during the week and a high consumption of alcohol is observed although some religious traditions are still practice.
Summer Crackdown 07/16/2021 to 08/1st/2021 (until 6 AM)	July is considered the pinnacle of summer and a synonym of vacations. During the hot days most population hit the beaches, rivers and recreational centers. There is a tendency to increase alcohol consumption during the long days and nights.
Labor Day National Crackdown 08/26/2021 to 09/7/2021 (until 6 AM)	August is back to school and routine. Hurricane season is at its peak during August and September and people tend to consume alcohol to cope with stress. In addition, Labor Day weekend is the last summer holiday and celebrations with alcohol are always present.

Intended Subrecipients

Puerto Rico Police Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (ID)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018 2019	164 Transfer Funds-AL	164 Alcohol	\$450,000.00	\$90,000.00	

Planned Activity: Impaired Driving Overtime Enforcement

Planned activity number: **21-01-XX**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Law Enforcement (ID)**

Planned Activity Description

Short term high visibility Impaired Driving Mobilizations. Coordination with Municipal Police to participate in four (4) impaired driving enforcement mobilizations. Costs include overtime hours, fringe benefits.

ALCOHOL IMPAIRED DRIVING MOBILIZATIONS FY 2021-Municipalities		
Municipalitie's Budget	DATES	DESCRIPTION
\$125,000.00	Holidays Crackdown 12/11/2020 to 1/1/2021 (until 6 AM)	This covers the Holidays Season, which in PR extends up to January. An increased in alcohol consumption characterized this season.
\$60,000.00	Easter Crackdown 03/26/2021 to 04/5/2021 (until 6AM)	Easter Festivities/Spring Break- Schools, colleges, agencies close during the week and a high consumption of alcohol is observed although some religious traditions are still practice.
\$100,000.00	Summer Crackdown 07/16/2021 to 08/1st/2021 (until 6 AM)	July is considered the pinnacle of summer and a synonym of vacations. During the hot days most population hit the beaches, rivers and recreational centers. There is a tendency to increase alcohol consumption during the long days and nights.
\$50,000.00	Labor Day National Crackdown 08/26/2021 to 09/7/2021 (until 6 AM)	August is back to school and routine. Hurricane season is at its peak during August and September and people tend to consume alcohol to cope with stress. In addition, Labor Day weekend is the last summer holiday and celebrations with alcohol are always present.

Intended Subrecipients

Municipal Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (ID)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019 2020	164 Transfer Funds-AL	164 Alcohol	\$335,000.00		

Countermeasure Strategy: Victims Impact Panel

Program Area: **Impaired Driving (Alcohol)**

Project Safety Impacts

Victims Impact Panel Program (VIPP) is an awareness program for offenders convicted by the court for driving while alcohol-impaired. It consists of a non-confrontational presentation by crime victims/survivors expressing their personal experiences and stories of how impaired drivers have changed their lives and family dynamics. Panel assistance and completion are part of sentencing under Act 22 of 2000 as amended, section 7.04. The VIPP presents a distinctive perspective to the offenders that was often overlooked in our system, and that cannot be taught by the courts or the DWI offender schools. Panelists express to offender's first-hand trauma, physical pain, emotional suffering and devastation, financial loss, anger, and frustration that is experienced by victims and families resulting from a DWI-related crash.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The project will contribute to extending DWI sanctions by requiring DWI offenders to attend the panel and expose them to the pain and suffering that criminal behavior brings to a person/family. It aims to reduce recidivism. The project will include professional services, office supplies, educational supplies and equipment, stipends for panel speakers.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure strategy is essential to create some sort of empathy towards DWI victims to keep drunk drivers from repeating their behavior. This strategy has proven effective nationally and in other jurisdictions and has been successful in Puerto Rico, and it is appropriate given the

data in the problem identification and the resources available. This is based on Countermeasures That Work 2017, Chapter I, Part 3-Section 3.4-Sanctions

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-67	Victims Impact Panel Program

Planned Activity: Victims Impact Panel Program

Planned activity number: **21-01-67**

Primary Countermeasure Strategy ID: **Victims Impact Panel**

Planned Activity Description

DWI Victims Impact Panel Program is established as part of DWI penalties under Act 22 of the year 2000, as amended in section 7.04. This strategy aimed to prevent and reduce recidivism behavior in convicted DWI offenders by exposing them to the pain and suffering their criminal behavior and the cost to others. The Victim Impact Panel has been developed and put into operation in the Mental Health and Anti-Addiction Services Administration DWI Programs. Currently, it conducts panels in the regions of San Juan, Ponce, and Mayagüez, with an approximate duration of 2.5 hours per panel.

The panels will be offered at least eight times during the 2021 fiscal year. Participants will be pre- and post-tested to measure the knowledge and participants' opinions. Upon completion of the panel, each participant will receive a certificate of compliance with details of the duration and time of participation as part of the court's panel attendance and completion requirement.

Intended Subrecipients

State Agency- Puerto Rico Mental Health and Anti-Addiction Services Administration (MHAASA)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Victims Impact Panel

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	\$115,000.00	\$28,750.00	

Countermeasure Strategy: Responsible Beverage Service

Program Area: **Impaired Driving (Alcohol)**

Project Safety Impacts

First-year of the implementation of this strategy aimed to train alcohol salespeople/vendors with a server training program. It covers laws and regulations to prevent or discourage the excessive sale of alcohol to a patron to prevent drunk driving. With management engaged in the trainings it should be an effective initiative towards reducing alcohol-impaired driving.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Projects will contribute to disseminate useful information related to responsible beverage among alcohol servers, retailers, and management. Costs will include professional services, supplies, educational supplies, and equipment.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is key to provide some sort of responsibility among alcohol servers. This is based on Countermeasures That Work 2017 and a recommendation of the 2020 Impaired Driving Program Assessment.

Recommended budgets seem fair for first year projects to achieve planned activities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-01-XX	Conscience while Driving
21-01-XX	Promoting Alcohol Retailing Practices

Planned Activity: Conscience while Driving

Planned activity number: **21-01-XX**

Primary Countermeasure Strategy ID: **Responsible Beverage Service**

Planned Activity Description

Project plans to train alcohol salespeople/vendors with a server training program at the Municipality of Naranjito. Training will include laws and regulations to avoid or discourage the excessive sale of alcohol to clients to prevent drunk driving. With management engaged in the trainings it should be an effective initiative towards reducing alcohol-impaired driving.

The Prevention and Action Coalition of Naranjito has been working to prevent the use of alcohol and other substances since 2014. In 2015, they received funds from the Drug-Free Communities to implement a strategic plan towards the prevention of alcohol consumption and other drugs among the youth of Naranjito. They implemented environmental and individual strategies such as Check ID.

Naranjito municipality, 27.8 square miles, is located in the north-central region of Puerto Rico, which is 95% rural with scenic areas and one of the preferred routes for “chinchorro” (bar crawl) bar hopping for people of all the island. Like other rural areas, there are only a few entertainment activities for people: sports, nature, some local festivals, and bars. Naranjito has approximately 150 registered alcohol sellers, with 30% of them located on Road 152. The risk of crashing and DWI is ever-present!

PRTSC considered the Project’s experience in administering federal funds and implementing projects to prevent alcohol consumption as reasonable, and therefore it was selected. In addition, the Responsible Beverage Program was a recommendation of the Impaired Driving Program Assessment.

Intended Subrecipients

NGO- Naranjito’s Coalition for Prevention and Action

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Responsible Beverage Service

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	164 Transfer Funds-AL	164 Alcohol	\$80,000.00	\$20,000.00	

Planned Activity: Promoting Alcohol Retailing Practices

Planned activity number: **21-01-79**

Primary Countermeasure Strategy ID: **Responsible Beverage Service**

Planned Activity Description

Project plans to train alcohol salespeople/vendors with a server training program at five Municipalities: Caguas, Carolina, San Juan, Mayagüez, Aguada Training will include laws and regulations to avoid or discourage the excessive sell of alcohol to clients to prevent drunk driving. With management engaged in the trainings, it should be an effective initiative towards reducing alcohol-impaired driving.

Intended Subrecipients

University of Puerto Rico-Division of Continuous Professional Education

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Responsible Beverage Service

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	164 Transfer Funds-AL	164 Alcohol	\$85,000.00	\$21,250.00	

Program Area: Youth Impaired Driving

Description of Highway Safety Problems

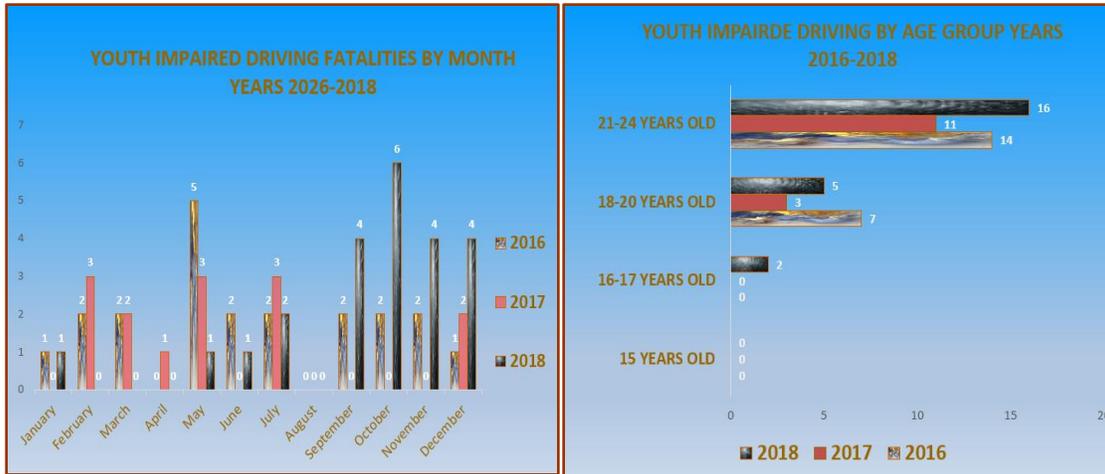
Problem ID

Young people have a high tendency towards alcohol consumption. Somehow, this consumption is related to newfound freedom, the false sense of immortality or escapism, peer pressure, etc. Therefore, teenagers and young adults are more vulnerable to consume alcohol during this stage of life.

The transition from school to college is of great matter; many young adults make a 180° lifestyle change. Many live by themselves, gain first possession of a motor vehicle, a false sense of invulnerability, peer pressure, alcohol use/abuse is expected, most of the social activities are promoted by the alcohol industry, among other risky behaviors. All these make driving while alcohol-impaired one of the major dangers associated with teenagers and young adults. DWI traffic crashes continue to be one of the leading causes of death among the population aged 16-25.

According to NHTSA Fatality Analysis Reporting System, FARS, in 2018, twenty-three (23) youth impaired driving fatalities, 16-24 years old, occurred. This indicates a 64% increase from the year 2017 to the year 2018. For the three years period, 2016-2018, a total of 58 youth alcohol-impaired driving fatalities occurred.





- ↳ Gender data analysis for youth impaired driving fatalities for the three years shows an average of 90% of male fatalities and 10% female fatalities.
 - ↳ Analysis by age group for the three years shows that 71% of youth impaired driving fatalities were in the age group 21-24 and 29% age group 16-20. Zero impaired driving fatalities were reported among those who were 15 years old.
 - ↳ In the three years, 91% of youth impaired driving fatalities occurred at nighttime from 6:00 PM to 6:00 AM. Nighttime continues to be a dangerous period for drunk drivers and other road users.
 - ↳ When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3 years with 31%, followed by Friday with 21% and Wednesday with 14%.
 - ↳ Youth impaired driving fatalities by month, for these three years, some peaks are noticed: May 16%, July, October, and December 12% each. Summer months, June, July, and August accounted for 19% of total youth impaired driving fatalities.
- Other relevant information regarding the three-year period and youth impaired driving fatalities:
- ↳ 72% were drivers and 28% motorcyclists.
 - ↳ 79% had a BAC of .08%+.
 - ↳ 92% of youth impaired drivers killed were unrestrained.
 - ↳ 63% of impaired motorcycle riders killed were un-helmeted.
 - ↳ 71% of alcohol-impaired driving fatalities also had speeding as a contributing factor.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-12) Number of youth impaired driving fatalities	2021	5-Year	19.80
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5-Year	97.82

Countermeasure Strategies in Program Area

Countermeasure Strategy
Youth Programs - Peer to Peer Approach
Alcohol Vendor Compliance Check

Countermeasure Strategy: Youth Programs - Peer to Peer Approach

Program Area: **Youth Impaired Driving**

Project Safety Impacts

Youth Impaired Driving Prevention Projects focus on DWI education and prevention strategies reaching college campuses and youth Island wide. Its main tactic is using peers to talk to peers. FIESTA Projects seek to motivate youth and young adults not to drink and drive or to ride with a designated driver that has not been drinking alcohol. Also, FIESTA-Creativo is a non-profit organization that offers alcoholism rehabilitation, which accepts people who voluntarily seek treatment. For FY 2021, projects will continue using innovative strategies to attract public awareness, to provide formal educational workshops with fun and creative resources, and a continuous social media presence to spread alcohol-related and impaired driving prevention messages among teenagers and young adults, ages 16 to 24.

The reality of living with the COVID-19 pandemic has turned our way of living upside down. FIESTA projects have been developing some tools and strategies to do their jobs at a distance using technology since mid-March 2020. FIESTA staff and educators are mostly Millennials and Gen Z, meaning that technology has been part of their life since early childhood so, the adaptation from person to person to online meetings, workshops, creative brainstorming, etc., has been easier for them. Nevertheless, many adjustments have been made, such as retraining of staff and educators in some areas, new practices for evidence submittal, and the redesign of certain aspects of proposed strategies. For example, FIESTA-Católica changed its annual staff and educators' one-day in-person training to three segments of training conducted on three consecutive Fridays. Each segment was a 2-hour workshop.

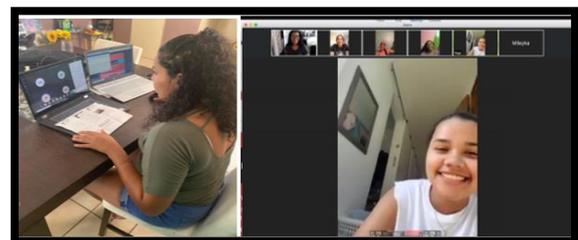


Project proposals 2021 were submitted before the pandemic. As soon as PRTSC knew that the Fall 2020 semester was to be conducted online (late June 2020), the Impaired Driving Coordinator asked for an updated appendix to the Problem ID and Solution to include how the pandemic will affect FY 2021 activities and their proposed solutions. A revised 2021 Action Plan was requested with amended strategies for FY21's first quarter to be adjusted to the online and social distancing reality. Some of the strategies presented by FIESTA Projects are:

- Facebook Live to conduct what use to be educational booths.
- Alcohol and DWI Educational Newsletters will be shared by social media and the College's email network.
- Use of Zoom, Microsoft Teams, Google Meets for meetings, presentations, and workshops.

Public recognition and affinity due to the closeness in age make the FIESTA Projects very appealing to public and private schools seeking alcohol and driving education. Many of the FIESTA Projects include in their project's proposals strategies to reach at least two surrounding communities, middle and high schools, with alcohol and DWI prevention activities and workshops which are redesigned and prepared according to students' ages. In addition, it was part of the Impaired Driving Program Assessment recommendations.

As an example, Project FIESTA-PISTA conducted a one-hour virtual workshop for San Antonio Private School for Juniors on March 24, 2020, using Microsoft Teams and for the Seniors on April 29, 2020, using Zoom. They presented the Project's mission, alcohol consumption effects, driving while alcohol-impaired, and Act 22-2000 as amended Chapter 7.



Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy, and allocation of funds to planned activities.

Youth Impaired Driving Programs, or as we call them, *FIESTA* Projects will continue using tools for public awareness activities and social media to extend alcohol-related and impaired driving prevention messages among teenagers and young adults. By maintaining its presence in social media networks, such as Youtube, Instagram, Tik Tok, Twitter, Facebook, platforms throughout the year, their DWI prevention message is current all year long among their target group. Campaign memes, videos, ads, press releases, strategic messages, news updates, and upcoming activities information are continuously posted.

Most costs for these projects include staff salary and fringe benefits, stipends for peer educators, contractual services, office and educational materials, training, purchase, and maintenance of equipment, and local travel per-diem.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure is essential because it involves youth drinking-and-driving prevention programs that seek to motivate youth not to drink, not to drink and drive, and not to ride with a driver who has been drinking. This is based on Countermeasures That Work 2017, Chapter I, Part 6.5 Youth Programs (peer to peer approach) and as a recommendation from the 2020 Impaired Driving Program Assessment.

Budgets are reasonable and focused on achieving the implementation of planned activities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-02-02	FIESTA II - UPR Rio Piedras Campus
21-02-05	FIESTA VI - UPR Mayagüez Campus
21-02-10	FIESTA VIII - UPR Cayey Campus
21-02-14	FIESTA IX - UPR Ponce Campus
21-02-15	FIESTA CREATIVO
21-02-16	FIESTA XII - PUCPR Ponce
21-02-17	FIESTA - UPR Utuado Campus
21-02-21	FIESTA XI - UPR Aguadilla Campus
21-02-25	FIESTA PISTA XIII - UAGM
21-02-32	POLI FIESTA XVI - PUPR

Planned Activity: FIESTA II - UPR Rio Piedras Campus

Planned activity number: **21-02-02**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our You-tube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Rio Piedras Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$151,564.00	\$48,916.00	

Planned Activity: FIESTA VI - UPR Mayaguez Campus

Planned activity number: **21-02-05**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Mayaguez Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$80,082.00	\$62,435.00	

Planned Activity: FIESTA VIII - UPR Cayey Campus

Planned activity number: **21-02-10**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Cayey Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$73,493.00	\$120,580.00	

Planned Activity: FIESTA IX - UPR Ponce Campus

Planned activity number: **21-02-14**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Ponce Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$76,810.00	\$40,016.11	

Planned Activity: FIESTA CREATIVO

Planned activity number: **21-02-15**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

Non-governmental organization - Hogar CREA Inc.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$78,717.00	\$78,920.00	

Planned Activity: FIESTA XII - PUCPR Ponce

Planned activity number: **21-02-16**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

Non-governmental organization - Pontifical Catholic University of Puerto Rico (PUCPR), Ponce

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$108,539.00	\$21,775.00	

Planned Activity: FIESTA - UPR Utuado Campus

Planned activity number: **21-02-17**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Utuado Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$89,292.00	\$24,783.00	

Planned Activity: FIESTA XI - UPR Aguadilla Campus

Planned activity number: **21-02-21**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

State Agency - University of Puerto Rico, Aguadilla Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$91,365.00	\$26,397.00	

Planned Activity: FIESTA PISTA XIII - UAGM

Planned activity number: **21-02-25**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

Non-governmental organization - University Ana G. Méndez, Cupey Campus (formerly called Metropolitan University)

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019 2020	FAST Act 405d Impaired Driving High	405d High ID	\$57,059.00	\$13,650.16	

Planned Activity: POLI FIESTA XVI - PUPR

Planned activity number: **21-02-32**

Primary Countermeasure Strategy ID: **Youth Programs - Peer to Peer Approach**

Planned Activity Description

Youth Projects mostly operate within college campuses. They seek to educate college students and middle and high schoolers about alcohol, alcohol consumption consequences, and impaired driving. We call them FIESTA Projects (Facilitators Instructors in Traffic Safety and Alcohol) because they are youth motivated to spread their message of reducing impaired driving. FIESTAs spread the message of do not drink and drive or to ride with a designated driver using their permanent slogan, #PASALALLAVE.

Also, FIESTA-Creativo is a non-profit organization that offers drug and alcohol rehabilitation, which accepts people who voluntarily seek treatment. Using the peer to peer approach and under the guidance of a Project Coordinator, the participants become aware of the consequences of drinking and driving. Educational activities include, but are not limited to, awareness campaigns, distribution of educational materials, workshops, artistic presentations, goggles/DWI simulators activities, media and social media campaigns, and research related to youth alcohol-impaired driving. By maintaining its presence in social media networks, such as Twitter, Tik Tok, Facebook, and Instagram platforms throughout the year, safety traffic messaging will be continuously spread among this target group. DWI educational campaign videos and media interviews will be posted on our Youtube channel.

Intended Subrecipients

Non-governmental organization - Polytechnic University, San Juan Campus

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Youth Programs - Peer to Peer Approach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$50,065.00	\$10,013.00	

Countermeasure Strategy: Alcohol Vendor Compliance Check

Program Area: **Youth Impaired Driving**

Project Safety Impacts

Youth Impaired Driving Prevention Projects focus on DWI education and prevention strategies using a peer to peer approach towards youth behavior modification. For FY 2021, a new community-based project will be strengthened under the Youth Impaired Driving Prevention Program. This is an NGO that works with a few municipalities in the center of the island, with law enforcement, and community organizations to reduce youth alcohol-related problems by conducting check ID of alcohol sellers to prevent selling to minors.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Youth programs are an evidence-based strategy with a peer to peer tactic. In Puerto Rico, most of them reached college campuses focusing on messages such as: how does alcohol affect the brain and levels of impairment, don't drink and drive, have a designated driver, and avoiding binge drinking. Youth programs prevention efforts mostly rely on providing information to teenagers and young adults in making conscious decisions before driving. They do this by using fun and creative activities like drunk busters googles, graphic art, theatre, and social events without alcohol, among other related activities.

Another issue that has been affecting teenagers is accessibility to alcoholic beverages in gas stations, mini markets, bars that sell alcoholic drinks to them. The project enforces the minimum legal drinking age by conducting "visits" to alcohol sellers and conducts check ID tactics to implement the countermeasure to ensure alcohol vendor compliance with the legal age alcohol selling requirement.

The majority of the costs for these projects include staff salary and fringe benefits, stipends for peer educators, contractual services, office and educational materials, training, purchase, and maintenance of equipment, and local travel per-diem.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This countermeasure strategy is essential and will be implemented in FY2021 by the PR Highway Safety Office and the traffic safety partners. They have been effective and have been successful in Puerto Rico. In addition, they are appropriate given the data in the problem identification and the resources available. Strategies are based on Countermeasures That Work 2017, Chapter 1, Part 6.3 Alcohol vendor Compliance Check, and based on the recommendation of the 2021 Impaired Driving Assessment.

The budget is reasonable and focused on achieving the implementation of planned activities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-02-34	Compliance Check ID

Planned Activity: Compliance Check ID

Planned activity number: **21-02-34**

Primary Countermeasure Strategy ID: **Alcohol Vendor Compliance Check**

Planned Activity Description

This new community-based project will be strengthening Youth Impaired Driving Prevention Program. Check ID is a multi-step strategy that integrates the selection of alcoholic beverages vendors, recruitment and training of teenagers’ impersonators, purchase simulation exercises, data collection, and evaluation.

The purchase simulation is like a “mini-drama”: a young person impersonates a teenager who enters a business to buy alcohol. He or she doesn’t complete the purchase by offering an excuse to exit the place. After the simulation, two field agents enter the business to educate about the law, current practices, and underage drinking consequences. In addition, the business is fined if they didn’t request an ID from the young buyers. A detailed report, including vendor information, employees, fines, and the stipulation is completed after every check ID exercise. At least four Check ID rounds will be conducted in the first year. As a complementary element to the Check ID strategies, the project will educate 200 high school students about alcohol and the risks of driving while impaired by alcohol in order to cover both: the retailer compliance and youth awareness of the DWI problem.

The Check ID project’s main objective is to increase the number of alcohol retail outlets that comply with ID verification on the Municipality of Morovis.

Intended Subrecipients

Non-governmental organization – Office for the Promotion of Human Development, Inc.

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$80,000.00	\$16,000.00	

Program Area: Police Traffic Services
Description of Highway Safety Problems
Problem ID

Police Traffic Services are highly effective in reducing traffic-related injuries and fatalities through the use of selective enforcement countermeasures, prevention efforts, public information, and education. Used together, law enforcement agencies can employ these strategies to address their communities traffic safety problems successfully. Through the years, PRTSC has maintained combined efforts with the PRPD and the Municipality Police to enforce traffic laws and prevent traffic violations.

PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2015	131,138	7,544	6,165	130,937	4,315	66,571	403,472
2016	110,953	7821	6,189	145,512	2,489	67,795	361,325
2017	93,697	5,096	4,225	92,189	1,670	47,217	202,649
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019*	72,193	4,198	3,291	73,090	1,188	37,662	352,848

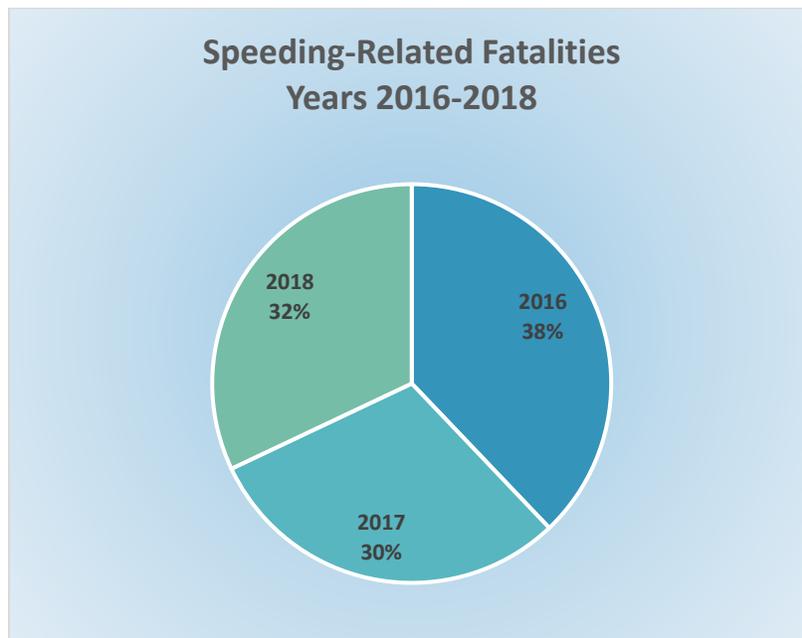
Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2015	13,867	2,727	997	24,812	270	14,100	100,346
2016	5,338	2,620	723	13,423	73	6,855	Data Not Available
2017	8,332	3,571	929	12,342	114	8,635	41,040
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019*	21,393	3,394	840	11,942	98	10,093	45,942

Puerto Rico Police Department and the Municipal Police have been showing an increase in traffic citations over the last year. The gains may be attributed to various factors, such as the commitment and hard work of the police officers around the island to reduce fatalities on our roads.

It is essential to mention that due to the fiscal situation of Puerto Rico, many of the State and Municipal Police suffered a reduction of personnel caused by the retirement of a considerable number of officers. Or they have been forced to migrate to other parts of the world looking for better opportunities and better salaries to support their families, reducing the number of officers

patrolling the streets due to a lack of personnel. However, in the past year, an increase in traffic citations was achieved because of law enforcement's commitment to reducing traffic-related fatalities.

Speed and Aggressive driving are a major factor in fatal crashes, regardless of road type or functional class. For the 2016-2018 periods, Puerto Rico had 256, or 29% of the total of fatalities were speeding-related. According to FARS, in 2016 reported 97 fatalities; in 2017, there was 77 speeding-related death. However, in 2018 we had 82 speeding-related fatalities that represent five fatalities more or a 7% increase compared to the year 2017. In impaired driving fatalities, 60% had speed as a contributing factor.



According to traffic police officers, speeding and aggressive behavior are the most probable cause for intervening with drivers. When analyzing speed and aggressive driving fatalities for the years 2016-2018:

- Gender data analysis for speeding-related fatalities for the three years shows an average of 75% of male fatalities and 25% female fatalities.
- When analyzing data of speeding-related fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3 years with 23%, followed by Friday with 18% and Saturday with 18% each.
- Analysis by age group for the three years shows that 66 fatalities or 26% of speeding-related fatalities were in age groups 25-36. However, 33% of speeding-related fatalities were in age groups 37-49 with 16% and 50-62 with 17%.
- In the three years, 38% of speeding-related fatalities occurred at nighttime from 12:00 AM to 5:59 AM and 32% from 6:00 PM to 11:59 PM that shows a total of 70% of the total fatalities.

- 41% of speeding-related fatalities occurred in May, Jun, July, and December. 30% occurred in August, September, October, and November. The other 25% occurred in February, March, and April.
- Out of the 256 fatalities in the three years, 78 were in the municipalities of San Juan, Caguas, Ponce, Bayamon y Arecibo that represent 30% of the total.

Analysis of speed and aggressive fatal and injury crashes in 2016-2018 illustrated the following:

- 38% of fatal and injury crashes occurred on weekends, Friday, Saturday, and Sunday.
- 62% of speed and aggressive driving crashes occurred during weekdays, Monday, Tuesday, Wednesday, and Thursday.
- 39% of fatal and injury crashes occurred on primary roads.
- 22% of crashes occurred on secondary roads.
- 12% of crashes occurred on tertiary roads.
- 44% of fatal injury crashes occurred in January, February, March, April, and May.

Associated Performance Measures

Fiscal Year	Performance measure name	Target Year	End	Target Period	Target Value
2021	C-6) Number of speeding-related fatalities (FARS)	2021		5-Year	89.20

Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (PTS)
Law Enforcement Liaison
Short-term, High Visibility Law Enforcement (PTS)
Speed and Aggressive Driving Attitude Survey

Countermeasure Strategy: Highway Safety Office Program Management (PTS)

Program Area: **Police Traffic Services**

Project Safety Impacts

The Traffic Enforcement Coordinator will emphasize speed, impaired driving, and occupant protection. However, a comprehensive approach to traffic safety enforcement to prevent traffic violations that may trigger injuries or fatalities is necessary to achieve injury and fatality reductions.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Therefore, enforcement efforts should focus on reducing driver's behaviors such as speeding, aggressive driving, and distracted driving. That's why enforcement is critical to achieving compliance with speed limits by integrating speed enforcement into related highway safety and priority enforcement activities such as impaired driving prevention, seat belt use, among others. According to traffic police officers, speeding and aggressive driving behavior is the most probable cause for intervening with drivers.

The program coordinator will continue to support the speeding-related prevention program in PR at the state and municipal levels. Project costs will include salary and benefits, as well as out-of-state and local travel, equipment, and other expenses related to program management.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

With the HVE mobilizations integrating Puerto Rico Police Department and the Municipal Police, we will focus on those areas where the most fatalities and crashes occur, fatalities will be reduced. In addition, the Traffic Enforcement Coordinator with SHSO will combine education pointed to the aggressive drivers through law enforcement and enhanced by coordination and cooperation among the engineering and educational disciplines to reduce speeding-related fatalities, injuries, and crashes. This strategy is based on Highway Safety Program Guideline No. 19.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-03-78	Traffic Enforcement Coordinator

Planned Activity: Traffic Enforcement Coordinator

Planned activity number: **21-03-78**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (PTS)**

Planned Activity Description

The project proposes for the Coordinator to be in charge of managing Speed Enforcement Mobilizations, LEL's Program, and Speed Enforcement Equipment projects of the State and Municipal Police forces. In addition, the Traffic Enforcement Coordinator will give support to other programs that work with enforcement and mobilizations, including the LELs.

Cost will include salary and benefits, contractual service, equipment, and as well as out-of-state and local travel and other related costs. The Coordinator will work with the Police Traffic Services Program funded 75% and funded 25% by the Motorcycle Safety Program.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (PTS)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$43,109.00		

Countermeasure Strategy: Law Enforcement Liaison

Program Area: **Police Traffic Services**

Project Safety Impacts

The problem identification of this program area is representative of speeding data related to crashes, injuries, and fatalities. The Police Traffic Services section serves to support the maintenance and function of the Law Enforcement Liaison (LEL) position within the HSO. The function of the LELs' is to support and address other traffic initiatives outlined in this plan.

Speeding-related crashes, injuries, and fatalities will be addressed through funding High Visibility Enforcement (HVE) projects. The goal of the LEL is to provide a link between the HSO, law enforcement agencies, and other safety partners. The LEL assists in organizing enforcement efforts during national mobilizations as well as local campaigns.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The LEL's will focus on different strategies to reduce injuries and fatalities around the island, working hand in hand with the Puerto Rico Police Department and the Municipality Police during the mobilizations by helping them with the paperwork and visits during those campaigns for better results. Support for national and local initiatives and policies that promote traffic safety programs and enforcement. In addition, work with law enforcement agencies to increase enforcement of traffic safety laws.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

LELs will be working with the HVE mobilizations of the different programs and the funds for overtime hours for State and Municipal Police during mobilizations. Various law enforcement strategies will be used, including dedicated roving patrols and enforcement details within Municipalities and regions at high risk. Enforcement in high crash areas will be encouraged. In addition, a routine day by day enforcement is needed to increase the public's perception of the risk of apprehension. The LEL's are trained to detect and correct problems quickly and improve police traffic services.

This strategy is based on NHTSA's uniform guideline, #15, Chapter VI. training and Chapter VII, Evaluation.

This countermeasure strategy is the rationale that will be implemented in the FY2020 by the highway safety office. This strategy has proven effective nationally and in other jurisdictions, and has been successful in Puerto Rico, and is appropriate given the data in the problem identification and the resources available.

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-03-03	Law Enforcement Liaison Program

Planned Activity: Law Enforcement Liaison Program

Planned activity number: **21-03-03**

Primary Countermeasure Strategy ID: **Law Enforcement Liaison**

Planned Activity Description

The Law Enforcement Liaison (LEL) Program is designed to enhance the relationship between the highway safety office, law enforcement community, and other pertinent partners. LELs make

valuable resources. LEL’s are trained to detect and correct problems quickly and improve police traffic services. Retired ranking two officers will serve as experts in police and enforcement matters to guide PRTSC in the decision-making process regarding enforcement. In addition, they continue to coordinate at least two training Below 100 for all officers of the Municipal Police. Primary responsibilities of the LEL include serving as the liaison between the law enforcement community, key partners, and the grant applications, encouraging the use of proven countermeasures and evaluation measures. These collaborative approaches facilitate mutual respect and foster lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries.

Project costs will include contractual services, trainings, training materials, as well as out-of-state travel, equipment, and other costs related to program management.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Liaison

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$139,800.00		

Countermeasure Strategy: Short-term, High Visibility Law Enforcement (PTS)

Program Area: **Police Traffic Services**

Project Safety Impacts

Program management provides oversight of the Speed and Aggressive Driving to:

- Reduce speed and aggressive driving crashes, injuries, and fatalities.
- Achieve a greater awareness among aggressive drivers of law enforcement’s efforts through HVEs.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Program management provides oversight of the Speed and Aggressive drivers program to:

- Achieve a greater awareness among aggressive drivers of law enforcement efforts with the HVE mobilizations.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

One of the most commonly occurring factors of road fatalities is speeding and aggressive driving. In conjunction with education and HVE mobilizations by the State Police and Municipal Police, speed enforcement strategies will be used in areas or regions of high risk.

This countermeasure strategy has been selected because High-Visibility Enforcement (HVE) operations and community outreach promote safer behaviors and increases compliance with appropriate traffic laws.

The budget for overtime hours approximately will be \$300,000.00. It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-03-XX	Speed Enforcement Mobilization

Planned Activity: Speed Enforcement Mobilization

Planned activity number: **21-03-XX**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Law Enforcement (PTS)**

Planned Activity Description

During May 2021, PRTSC will grant funds for overtime hours to State and Municipal Police for the Speed Enforcement Mobilization. It will be supported through safety education and informational materials about law 22 fines covering speeding and aggressive driving. This will be done in conjunction with enforcement with a budget of approximately \$330,000.00 for the mobilization.

The PRTSC will continue to support enforcement projects designed to increase speed limit compliance on all types of roadways. Various speed enforcement strategies will be used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at high risk. While enforcement of high crash areas is encouraging, routine day to day enforcement between May 3-16, 2021, is also needed to increase the public's perception of the risk of apprehension. The PRPD participation and 30 or more Municipality Police.

Intended Subrecipients

State Police and Municipal Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Law Enforcement (PTS)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$330,000.00		

Countermeasure Strategy: Speed and Aggressive Driving Attitude Survey

Program Area: **Police Traffic Services**

Project Safety Impacts

An attitude survey will be conducted to measure the effectiveness of traffic speed campaigns, especially paid media, to aid in planning future enforcement and media strategies for upcoming campaigns. This Attitude Survey is a useful tool in identifying which strategies are effective and which needs to improve, especially as speed ranks number three (3) on overall PR Traffic Fatalities between years 2016-2018.

- Speed Attitude Survey Statistics and Research- funded activities
 - Contract a professional firm with experience and knowledge on surveys, data collection, and analysis
 - Review survey's methodology, sample, and questions to ensure guidelines compliance and sample characteristics
 - Conduct the speed and aggressive driving attitude survey
 - Discuss and approve the final survey report data and results

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Will administrate attitude surveys that target the strengths and weaknesses of the speed and aggressive driving program to comprehend driver's opinions, knowledge level of awareness and attitudes regarding speed driving, perception of risk, such as getting caught by the police, safety, and effect of the prevention message. A specialized market research agency with experience in road safety will be contracted to do the survey.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Will sustain all proposed planned activities and derive the target market from identifying specific population segments based on data elements such as age and gender. Also, problem cities and locations and date periods, and other relevant information will be taken into consideration.

A specialized market firm with all credentials and licenses will be contracted to design the sample and conduct the survey, as it will be more cost-effective than to hire personnel for this once a year task. All Federal and State's contracting laws and regulations will be observed.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-03-00	Speed and Aggressive Driving Survey

Planned Activity: Speed and Aggressive Driving Survey

Planned activity number: **21-03-00**

Primary Countermeasure Strategy ID: **Speed and Aggressive Driving Attitude Survey**

Planned Activity Description

A specialized firm will be contracted to conduct Attitude Surveys to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Will measure the May 2021 Speed Mobilization.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Speed and Aggressive Driving Attitude Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Automated Traffic Enforcement Systems Survey	\$13,500.00		

Program Area: Planning & Administration

Description of Highway Safety Problems

Problem ID

The Planning and Administration (P&A) program of the Puerto Rico Traffic Safety Commission (PRTSC) is responsible for overseeing the development of the annual Highway Safety Plan (HSP) and Annual Performance Report (APR), which require the evaluation of traffic safety problems within the island. This program administers the highway safety sub-grant funds. It also guides the activities and necessary costs for the overall management and operations for the PRTSC.

This area supports the Planning and Operations Division, which is responsible for identifying traffic safety problems and prioritizes and develops strategies and solutions for addressing those problems based on NHTSA's guidelines and countermeasures. In addition, P&A assigns funds to internal and external PRTSC projects.

Through effective planning, programming, management, and project development efforts, the PRTSC will continue to improve the efficiency of all our Safety Programs.

This program also covers the costs for employee's salaries, day-to-day internal management, contractual services, supplies, and costs associated with administrative support necessary to carry out the functions of PRTSC. Also, P&A manages services, program purchases such as equipment and materials. In addition, P&A compiles financial reports and follows up for compliance with the closeout deadlines.

This program will be subsidized with a split-funding of Sections 402PA (51%) and 154PA (49%).

The P&A program implements and maintains policies and procedures in the most efficient manner to provide a proficient financial operation effectively and program evaluation of the Highway Safety Program.

The PRTSC will provide support to all legislative amendments that will strengthen and improve existing traffic safety laws and regulations. Follow up on the amendments of the Puerto Rico Vehicles and Traffic Law that can reduce motor vehicle-related fatalities and injuries, and eventually produce reductions in the number and severity of traffic crashes. Specific attention will be provided for the implementation of the SFST Program in Puerto Rico.

The declaration of an emergency throughout Puerto Rico regarding the outbreak of the Coronavirus (COVID-19) that afflicts the world population has been a challenge that we continue to work to remain operating. With the acquisition of new equipment and changing our way of working to a remote mode, we continue at work to achieve our goals.

Associated Performance Measures

Planned Activities

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
21-04-03	Administer Program	Planning & Administration
21-04-09	Administer Program	Planning & Administration
21-04-02	Evaluate HSP Tasks	Planning & Administration
21-04-12	Evaluate HSP Tasks	Planning & Administration
21-04-07	Evaluate HSP Tasks	Planning & Administration
21-04-13	Federal Program Manager	Planning & Administration
21-04-14	Federal Program Manager	Planning & Administration

Planned Activity: Administer Program

Planned activity number: **21-04-03**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds will be used for purchase and rent equipment, office materials, consulting needs, and the single audits. Travel and per diem expenses for the local and statewide activities and other administrative expenses will be funded. Also, single audit costs and other costs associated with the accounting of expenses and funds, budget consultants, IT consultant's services to maintain computerized system and maintenance, membership fees, insurance and purchase of equipment and office materials necessary for program's administration and other costs regarding administration will be covered.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$114,866.00		

Planned Activity: Administer Program

Planned activity number: **21-04-09**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

In order to provide support for the general administration of the highway safety program, allowable limits of federal funds will be used for purchase and rent equipment, office materials, consulting needs and the single audits. Travel and per diem expenses for local and state-side activities and other administrative expenses will be funded. Also, single audit costs and other costs associated with the accounting of expenses and funds, budget consultants, IT consultant's services to maintain computerized system and maintenance, membership fees, insurance and purchase of equipment and office materials necessary for program's administration and other costs regarding administration will be covered.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	154 Transfer Funds-PA	154 Planning and Administration	\$86,839.00		

Planned Activity: Evaluate HSP Tasks

Planned activity number: **21-04-02**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

The monitor will be funded to follow up on the operational and fiscal activities of all projects, daily. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, promote timely voucher, and monitoring reports. Other tasks performed include providing support for project development, such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$45,069.00		

Planned Activity: Evaluate HSP Tasks

Planned activity number: **21-04-12**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

The monitor will be funded to follow up on the operational and fiscal activities of all projects, daily. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, promote timely voucher, and monitoring reports. Other tasks performed include providing support for project development, such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$56,185.00		

Planned Activity: Evaluate HSP Tasks

Planned activity number: **21-04-07**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

Two project monitors will be funded to follow up on the operational and fiscal activities of all alcohol projects. Also, by performing on-site reviews of the subrecipient's program operations, providing technical support, prompts timely voucher, and monitoring reports. Other tasks performed include providing support for project development, such as technical assistance, resource allocation, monitoring, and reporting. Salaries, local and stateside training, travel expenses, materials, and equipment will be funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	154 Transfer Funds-PA	154 Planning and Administration	\$77,714.00		

Planned Activity: Federal Program Manager

Planned activity number: **21-04-13**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

Manages the Planning Area, including the planning, administration, fiscal control, and evaluation of all projects of the Highway Safety Program financed through NHTSA. Other duties include the preparation and submission of the Highway Safety Plan, the Annual Report, and the general direction of the highway safety program. This position supervises four monitors and five coordinators and the Traffic Safety Educational Park.

In addition, it provides funds for the program manager to coordinate and supervise employees, to monitor all projects with federal funds, and coordinate countermeasure activities with local, State, and community organizations. These include working with local, State, and community organizations to develop awareness campaigns, supporting and assisting local and State task force initiatives, and providing technical assistance to project coordinators.

For fiscal year 2021, a highway safety advisor will be hired with the purpose of reaching our goals through the established countermeasures and planned activities. This person will advise the planning staff in seeking new strategies based on data and analysis of crashes and fatalities and expanding the knowledge of road safety coordinators and programs. Also, the advisor will work closely with the Federal Programs Manager and will be under her supervision.

Federal Programs Manager: costs will include salary and benefits, contractual service, equipment, and as well as out-of-state and local travel and other related costs. This program will be subsidized with a split-funding of Sections 402PA (51%) and 154PA (49%).

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Planning and Administration (FAST)	\$68,640.00		

Planned Activity: Federal Program Manager

Planned activity number: **21-04-14**

Primary Countermeasure Strategy ID: **Planning & Administration**

Planned Activity Description

Manages the Planning Area, including the planning, administration, fiscal control, and evaluation of all projects of the Highway Safety Program financed through NHTSA. Other duties include the preparation and submission of the Highway Safety Plan, the Annual Report, and the general direction of the highway safety program. This position supervises four monitors and five coordinators and the Traffic Safety Educational Park.

In addition, it provides funds for the program manager to coordinate and supervise employees, to monitor all projects with federal funds, and coordinate countermeasure activities with local, State, and community organizations. These include working with local, State, and community organizations to develop awareness campaigns, supporting and assisting local and State task force initiatives, and providing technical assistance to project coordinators.

For fiscal year 2021, a person in highway safety consultancy will be hired with the purpose of reaching our goals through the established countermeasures and planned activities. This person will advise the planning staff in seeking new strategies based on data and analysis of crashes and fatalities and expanding the knowledge of road safety coordinators and programs. Also, the advisor will work closely with the Federal Programs Manager and will be under her supervision.

Federal Programs Manager; costs will include salary and benefits, contractual service, equipment, and as well as out-of-state and local travel and other related costs. This program will be subsidized with a split-funding of Sections 402PA (51%) and 154PA (49%).

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Planning & Administration

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	154 Transfer Funds-PA	154 Planning and Administration	\$65,938.00		

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

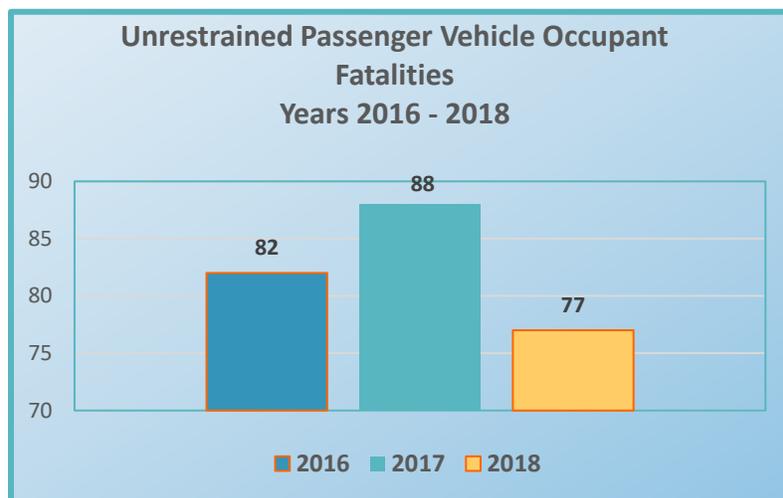
Problem ID

Puerto Rico was the first jurisdiction to pass a mandatory safety belt usage law, in 1974, and the first in having a primary law that covers all seating positions. Increasing seat belt use is the simplest way to reduce serious injuries and death in the event of a motor vehicle crash. However, failure to buckle up remains a major contributing factor in fatal crashes in Puerto Rico.

The observed seat belt use rate reported in 2019 was 88.3%; this reflects an increase of 3.9% when compared to seatbelt use in 2018. Child restraint was 93.5%; this reflects a dramatic 11.8% increase compared to 2018.

	2017	2018	2019
Seat Belt	87.90%	85.00%	88.3%
Child Safety Seat	82.30%	81.70%	93.5%

Data for the 2016-2018 period shows a total of 247 unrestrained related fatalities. Gender data analysis shows 70% of total fatalities were male, and 30% were female. Therefore, males are overrepresented in unrestrained occupant fatalities. As in other priority areas, most of the unrestrained fatalities were young adults among the 16-24 years old age group, followed by the 25-34 years age group. Unrestrained fatalities occurred mostly at nighttime, between the hours of 10:00 pm - 5:59 am. 40% of the fatalities occurred in a rural area and 54% in an urban area.



When analyzing unrestrained fatalities by day of the week during the 2016-2018 periods, it shows that days with the most fatalities were Friday, Saturday, and Sunday. Of the 153 unrestrained fatalities, 62% were on weekends.

According to vehicle seating position fatality data, front-seat passengers accounted for the great majority of passenger fatalities.

Studies have proven that the correct use of child safety seats is exceptionally effective in reducing the risk of death in children involved in road crashes. However, nearly 73% of these are not installed or used correctly. These seats, when used properly, can reduce fatal injury to infants (less than 1-year-old) by 71% and toddlers (1-4 years old) by 54% in the event of a traffic crash.

PRTSC has established permanent fitting stations in Fire Stations, with certified firemen as Child Passenger Safety Technicians (CPST). As a result of daily inspections and checkpoints carried out last year, it was found that 3 out of 4 car-seats were installed incorrectly or children and safety seats weren't appropriately matched. Essential elements such as the child's weight and height were ignored when acquiring a safety seat. Based on these issues, the PRTSC decided that the increase of use of child restraint seats and its correct use are priorities that must be addressed during FY 2021.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	Annual	77
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	89.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPST Training
Highway Safety Office Program Management (OP)
Occupant Protection Observational Survey
Short-term, High Visibility Seat Belt Law Enforcement

Countermeasure Strategy: Child Restraint System Inspection Station(s)

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

PRTSC has established permanent fitting stations in Fire Stations, with certified firemen as Child Passenger Safety Technicians (CPST), to serve approximately 73% of the population below the poverty level. As a result of daily inspections and checkpoints carried out last year, it was found that 3 out of 4 car seats were installed incorrectly, or the child wasn't using a proper seat design for its weight and/or height. Based on this data, the PRTSC has established that the increase of the use of child restraint seats and its correct use are priorities that will be addressed during FY 2021.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Child Restraint System Inspection Stations, within the PR Fire Department, promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and check-up events throughout the fiscal year. The PRTSC will fund projects to provide child safety seat inspections and child passenger safety education, coordinate, and operate fitting stations or community outreach events. The funding source will pay for equipment rental for inspections and/or clinics, supplies, and maintenance for the official vehicles needed to transport equipment (seats).

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The establishment of a large and active network of inspection stations to give parents access to child safety seat education and installation instruction is a proven strategy for ensuring young children riding in vehicles are safe and secure. This countermeasure strategy is also a NHTSA requirement for the receipt of 405b Occupant Protection funds. Sufficient funding is allocated to provide for the delivery of child passenger safety services. This strategy is based on Countermeasures that Work 2019, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Inspection Stations Page 2-35 & 2-36.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-05-43	Puerto Rico Fire Department - Fitting Stations

Planned Activity: Puerto Rico Fire Department - Fitting Stations

Planned activity number: **21-05-43**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

As part of the strategies to increase the appropriate use of child restraint systems, the PRTSC will fund projects to provide child seat inspections and child passenger safety education in collaboration with the Puerto Rico Fire Department through the coordination and operation of portable stations or community outreach events. At least 6,000 inspections will be conducted during FY 2021. The funding source will pay for the purchase of child restraints for training and educational talks, equipment rental for inspections and/or clinics, supplies, and vehicle maintenance needed to transport the equipment (seats).

Intended Subrecipients

State Agency - Puerto Rico Fire Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	\$21,300.00	\$128,773.00	

Countermeasure Strategy: CPST Training

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Well trained professionals are a must when the lives of children are at stake. The impact of CPST trainings is tangible when trainees complete their courses, and their perspective toward children's safety changes for the better. They become aware of the needs of the kids and, they share their experiences within the group of new techs, families, and communities. They become advocates of child road safety. CPST's participate in publicized inspection checkpoints, including supplies and equipment, to conduct those checkpoints. This project focuses on providing trainings for new CPST's, funding for training equipment, training supplies, travel, per diem, lodging, and other related costs. Purchase of child restraint seats for checkpoints, fitting stations,

and community programs will be funded 5% with 405(b) funds, to be distributed through PRTSC's loaning programs to a population under poverty levels.

Linkage Between Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The CPST Trainings are required to maintain a well-trained group of technicians. If 3 out of every 4 child restraint seats were installed incorrectly or the child wasn't using the proper seat, that means that techs are identifying one of the problems around children's road safety, correcting it, and educating parents or guardians to prevent future hazard for their kids. PRTSC has established permanent fitting stations in Fire Stations, Community Programs, and some State and Municipal Police, with certified Technicians (CPST). Daily inspections and checkpoints to be conducted in the different stations will ensure PRTSC 2021 priorities toward children traffic safety are addressed. Funding for training equipment, training supplies, travel, per diem, lodging, and other related costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The recruitment and training of a large network of certified Child Passenger Safety Technicians is essential for the successful implementation of the evidence-based countermeasure strategies and planned activities for improving child passenger safety. Funding is allocated for the training and recertification of the technicians. Funding is also provided for to purchase and distribute child restraints to low-income families. Enough funds are allocated to support the effective implementation of this countermeasure strategy and the associated planned activities. This strategy is a NHTSA requirement for the receipt of 405b Occupant Protection funds.

This strategy is based on Countermeasures that Work 2019, Chapter 2, Seat Belt and Child Restraint, Section 7.2 Page 2-35 & 2-36 Programs to make child seats available at low cost.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-05-27	Increase Child Protection & Education

Planned Activity: Increase Child Protection & Education

Planned activity number: **21-05-27**

Primary Countermeasure Strategy ID: **CPST Training**

Planned Activity Description

This project will increase the number of trained CPS technicians across the Island.

Conduct (2) CPST Course

- Train 20 New child passenger safety technicians
- Conduct 6,000 inspections in the permanent fitting stations.

CPS Technicians				
Numbers of Classes	Possible Dates	Alternate Dates	Location of Classes	Estimated Number of Students
2 for FY21	May 11-14, 2021	May 4-7, 2021	Training Room Metropolitan Bus Authority (AMA), San Juan	10 per each class
	September 14-17, 2021	September 21-24, 2021	Training Room Metropolitan Bus Authority (AMA), San Juan	10 per each class

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
CPST Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019 2020	FAST 405b Low Act OP	State and Local Child Passenger Safety Education	\$36,975.00		

Countermeasure Strategy: Highway Safety Office Program Management (OP)

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Management of a Program is the starting point to oversee and ensure proper funds implementation and compliance. This project's main objective is to maintain the Program Coordinator, who is in charge of the Occupant Protection or Safety (driver and passenger). For the nature of the Program, it involves coordination with government agencies, civic groups, private sector and requires proper coordination at the PRTSC level. The Coordinator's salary is 85% funded from this project and 15% from the Distracted Driving Program. Also, local and out of state travel, equipment, and consultant costs are funded.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy, and allocation of funds to planned activities.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 8, Part I. Program Management, and Strategic Planning. Funds will cover salaries, fringe benefits, local and out of state travel, equipment, and others.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This strategy is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline # 20, and Chapter I. Program Management the State Highway Safety Office should:

- Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects.
- Integrate occupant protection programs into community/corridor traffic safety and other injury prevention; and
- Evaluate the effectiveness of the State's occupant protection program.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-05-03	Occupant Restraint Coordinator

Planned Activity: Occupant Restraint Coordinator

Planned activity number: **21-05-03**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (OP)**

Planned Activity Description

This project's main objective is to provide a Program Coordinator to oversee proper funds implementation and compliance. The Coordinator's salary is 85% funded from this project and 15% from the Distracted Driving Program. Also, local and stateside travel, equipment, and consultant costs are funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (OP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Occupant Protection (FAST)	\$46,601.00		

Countermeasure Strategy: Occupant Protection Observational Survey

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

Three (3) surveys will be conducted: an observational survey for seat belt and child restrained enforcement efforts and knowledge, and two (2) attitude surveys (seat belt usage in all seating positions and car seat usage for passengers ages 0-8). These will measure the effectiveness of campaigns, especially paid media. This countermeasure strategy is fundamental to receive and analyze public feedback regarding occupant protection enforcement efforts, educational, and media campaigns. It is necessary to understand public perception and opinion regarding these traffic safety issues. In addition, Attitude Surveys are useful in identifying which strategies were effective and areas to improve and/or adjust according to people's responses/opinions.

Observational and Attitude Survey Statistics and Research funded activities:

- Contractual services of a professional firm with experience and knowledge on surveys, data collection, and analysis
- Review surveys methodology, sample, and questions to ensure guidelines compliance and sample characteristics

- Conduct the seat belt and car seat observational survey
- Conduct the car seat and seat belt attitude survey
- Discuss an approve final survey report data and results

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Attitude surveys are useful tools to evaluate the strengths and weaknesses of the occupant protection program, aid in identifying vehicle occupant awareness towards seat belt and child passenger safety media campaigns. It helps management to adjust action courses when results didn't reach expectations or educational message wasn't understood as intended. A specialized market research agency with experience in survey and road safety will be contracted to conduct the surveys.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Surveys will sustain proposed planned activities and derive the target market to identify specific population segments based on data of age and gender. In addition, surveys take into consideration problem cities and locations.

This countermeasure strategy is key to find out the public's feedback regarding occupant protection enforcement efforts, education for prevention of occupant crashes and injuries, and media campaigns. It is necessary to understand public perception and opinion on this behalf. Occupant Protection Surveys have proven to be a useful tool when identifying improvement areas for strategic planning and future media campaigns. Also, the strategy is proven effective nationally and by other jurisdictions.

A specialized market firm with all credentials and licenses will be contracted to design the sample and conduct the survey, as it will be more cost-effective than to hire personnel for this once a year task. All Federal and State's contracting laws and regulations will be observed

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-05-29	Occupant Protection Observational Surveys

Planned Activity: Occupant Protection Observational Survey

Planned activity number: **21-05-29**

Primary Countermeasure Strategy ID: **Occupant Protection Observational Survey**

Planned Activity Description

A specialized firm will be contracted to conduct the observational surveys and attitude surveys to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns.

Attitude Surveys

The surveys will present awareness attitudes and of respondents' essential to understanding unrestrained passengers in all seating position practice. With a non-intimidating environment, the information gathering unveils facts regarding drivers' opinions, knowledge, level of awareness, and attitudes regarding unrestrained conduct in all seating positions, perception of risks such as getting caught by the police (enforcement), safety, and the effect of the prevention messages. Obtained data and feedback will identify areas of improvement for future unrestrained passengers' strategic planning and future campaigns. Data will also be used to compare results over time. Will measure the September 2020 Child Restraint Awareness, Prevention and Educational Effort and the November 2020 (postponed due to the pandemic), and May-June 2021 Click It or Ticket Campaign.

Car Seat \$20,500

Seat Belt \$13,500

Observational Surveys

The parameters and regulations established by the National Highway Traffic Safety Administration (NHTSA) under the objective, will be implemented to conduct an observational survey to measure occupant protection enforcement and media campaign. The obtained information leads to double the resources and design efforts that have influenced used in activities such as design of the sample of municipalities and places to conduct observations and quality control procedures and monitoring, traffic/hours when carrying out observations and observational protocol according to the number of lanes, and statistics and measurements. Per established by the guidelines, the study will be conducted on August 2021.

Seat Belt \$50,000

Car Seat \$12,000

This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138. Below is the time frame for each attitude survey and the observational survey.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission and Private Contractor

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Occupant Protection Observational Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	Seat Belt Survey	\$96,000.00		

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

Project Safety Impacts

The PRTSC conducts two (2) seat belt mobilizations in coordination with PRPD and Municipality Police, one of which include pre- and post-vehicle occupant survey in Puerto Rico.

These will include strict and sustained police enforcement efforts, and the use of earned and paid media to increase prevention among the public, as well as the deterrent effect, and assist in the effectiveness of enforcement efforts. These activities will take place during November 2020 and May 2021.

During these mobilizations, HVE and preventive patrol will be increased in order to issue tickets for non-use of seat belt and car seat, with the purpose of creating awareness among all citizens on how these save lives and their use is required by law. For both mobilizations, greater participation will be requested in the geographic areas in which at least 70 percent of the unrestrained passenger vehicle occupant fatalities, combined fatalities and serious injuries occurred. As an effective measure, Police funds will be granted through mini grants.

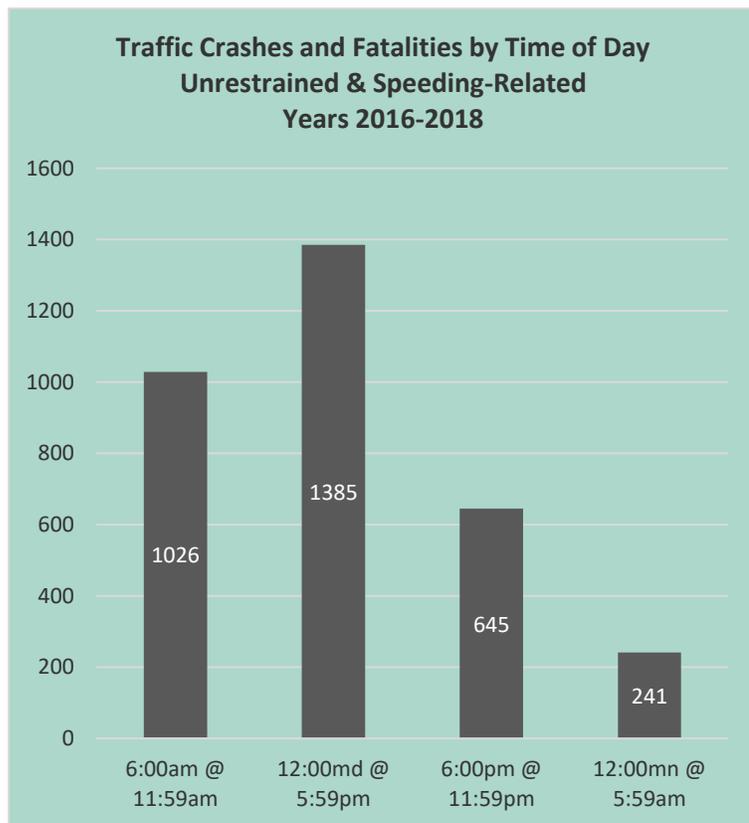
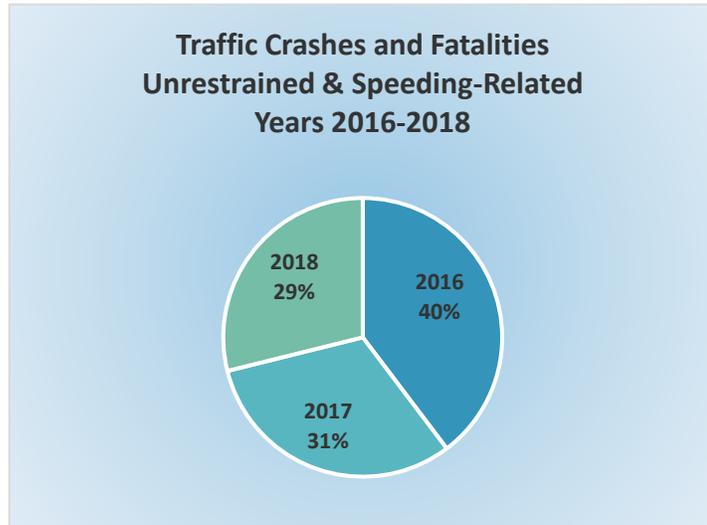
Selection of Municipal Police that will participate of mobilizations is based mainly on the amount of injury and fatal crashes reported in the municipality. Also, PRTSC considers the overall performance and results in past mobilizations of each individual municipality. Number of extra hours and budget is proposed by each municipality.

For this FY 2021, the PRTSC proposed to conduct one (1) mobilization combined (seat belt and speed) in coordination with PRPD. Based on analyses of restraint use in specific types of crashes, it was determined that occupants who are fatalities or injured are more likely to be unrestrained when speed is involved in the crash.

Characteristics of traffic crashes unrestrained & speeding-related

Over the three-year period 2016-2018, the total of traffic crashes and fatalities Unrestrained & Speeding was 3,297.

- * Analysis by age group for the three-year period shows that 50% of unrestrained & speeding-related traffic crashes and fatalities were in age group 25-49, and 16% in age groups 50-62.
- * On the three-year period, 73% of unrestrained & speeding-related traffic crashes and fatalities occurred during the day from 6:00 AM to 5:59 PM.
- * When analyzing data of unrestrained & speeding-related traffic crashes and fatalities, by day of the week, it shows that Friday reported the highest average of fatalities for the 3-year period with 18%, followed by Sunday and Monday with 14% each.
- * Unrestrained & speeding-related traffic crashes and fatalities by month, for this three-year period: March and April registered the highest traffic crashes with 10% each and January, February, May, September and October reported 9% each.



Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

PRTSC will provide grant funds for overtime hours to participate in the CIOT mobilizations, to State and Municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols.

Funding is provided to top performing municipalities decreasing unbelted crashes depends upon identifying high crash locations and planning and implementing interventions and countermeasures to address the problem.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This strategy is based on NHTSA's Uniform Guidelines for State Highway Safety Programs, Guideline # 20, and Chapter III. Enforcement Program.

The effectiveness of High-Visibility Enforcement (HVE) operations and community outreach to promote safer behaviors and to reinforce the message through law enforcement to increase compliance with appropriate traffic laws is a proven strategy.

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-05-XX	Seat Belt Enforcement – Mobilization Overtime
21-05-XX	Combined Enforcement – Mobilization Overtime

Planned Activity: Seat Belt Enforcement - Mobilization Overtime

Planned activity number: **21-05-XX**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

This planned activity has the purpose to increase seat belt use and educate the public on the impact proper seatbelt use has had on reducing injuries and fatalities in motor vehicle crashes. Based in this data, PRTSC plan to conduct (2) Mobilizations on the hours of 2:00 pm - 6:00 pm (Daytime) and - 6:00 pm to 10:00 pm (Nighttime), the Click It or Ticket campaigns will be conducted from November 9-29, 2020, and another from May 24 to June 6, 2021.

Funds will be provided to State and municipal law enforcement agencies to implement seat belt saturation and/or tactical overtime patrols. State and municipal police forces will receive funds to participate in enforcement efforts. For both mobilizations, greater participation will be requested in the geographic areas in which at least 70 percent of the unrestrained passenger vehicle occupant fatalities, combined fatalities, and serious injuries occurred. Also, the municipal police participating in the mobilization will impact 70% of the urban population and 30% of the rural area. On the other hand, the PRPD will impact 100% of the population (urban & rural area). This type of enforcement has proven to be an effective mechanism to maintain awareness of these matters of road safety.

Intended Subrecipients

State Police and Municipal Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$200,000.00		
2020	FAST Act 405b OP Low	405b Law Enforcement	\$200,000.00		

Planned Activity: Combined Enforcement – High Visibility Enforcement

Planned activity number: **21-05-XX**

Primary Countermeasure Strategy ID: **Short-term, High Visibility Seat Belt Law Enforcement**

Planned Activity Description

Another enforcement countermeasure that has been shown to be effective is combining seat belt enforcement with the enforcement of other traffic violations. As indicated by data, occupants are less likely to be restrained in crashes that involve high-risk behaviors such as speeding. These combined efforts provide more opportunities to increase the perception of the risk of receiving a seat belt ticket and can increase the overall productivity of enforcement efforts. A combined enforcement approach enables agencies to conduct sustained enforcement of seat belt use as well as other traffic violations.

Intended Subrecipients

State Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Funding Source

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Fund Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Occupant Protection (FAST)	\$80,000.00		

Program Area: Community Traffic Safety Program

Description of Highway Safety Problems

Problem ID

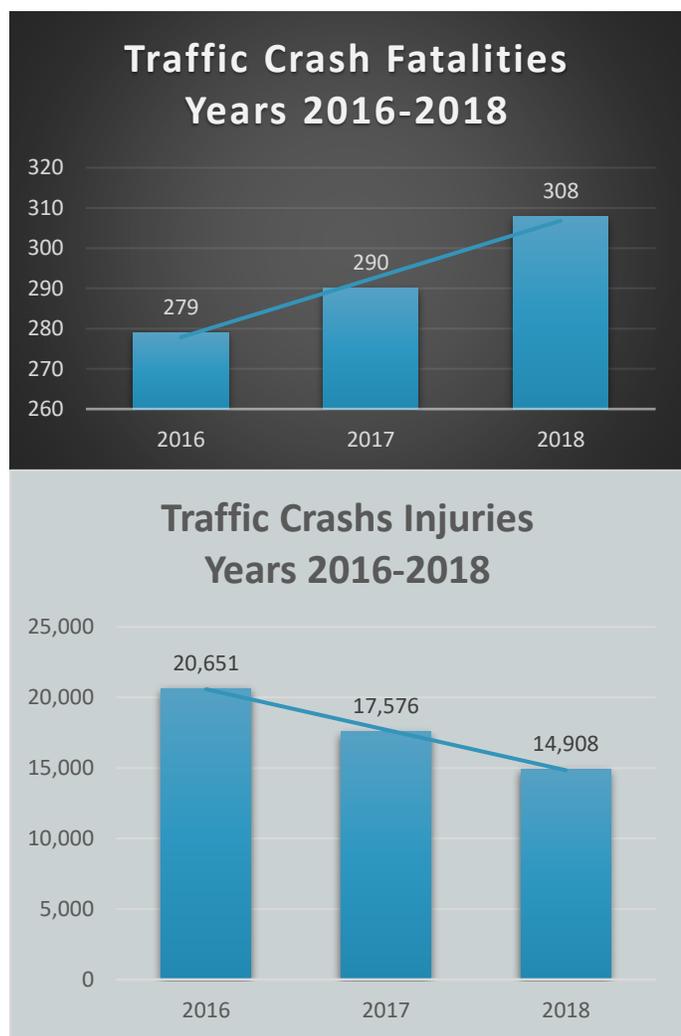
Traffic safety is a public health issue, and it should be addressed by government, non-governmental organizations, and communities in general. Due to the pandemic (COVID-19) that is affecting the entire world, the PRTSC will continue to seek new strategies to be able to encompass the greater participation of the community and thus be able to carry the educational message and will implement safety and social distancing measures when they have to participate in activities directly with the population. In addition, the public will be oriented virtually, which is part of new strategies due to COVID-19 to educate as many of the population as possible about injuries and fatalities from traffic crashes through the Community Traffic Safety Programs (CTSP).

Fatalities data provided by FARS (PRTSC) for the years 2016, 2017 and 2018 show an upward trend, with 2017 reporting 11 more deaths than in 2016 with an increase of 5.1%. In addition, 2018 represents a 2% increase compared to 2017 with 308 fatalities.

Data on crashes with reported injuries was provided by the Safety / CARE Database System for the years 2016, 2017, and 2018. Although there was an increase in fatalities in the years 2016 to 2018, the traffic crashes where injuries were registered; a considerable reduction is shown. In 2016 there were a total of 20,651 injuries. Compared to the results for 2018, where 14,908 injuries were reported. This shows a 4.2% reduction.

CTSP's are established and managed by municipalities with the sole purpose of targeting road users most at risk of being injured or killed in a traffic crash.

Programs carry out different strategies that target PRTSC's program areas such as Impaired Driving, Youth Alcohol, Occupant Protection, Non-Motorized, Speed, Distracted Driving, and Motorcyclist Safety.



PRTSC has partnered with Community Traffic Safety Programs (CTSP's) since 1989. These programs conduct community-based traffic crash prevention, education, and outreach efforts using firsthand knowledge of their areas, targeting specific high-risk group(s) at venues and events. Programs have also played a critical role, acting as a direct link between PRTSC and their communities, local leaders, civic groups, non-profit organizations, and local police forces.

As in other states, Community Programs coordinate law enforcement efforts, enlist community leaders, offer traffic safety conferences in schools, industry, community/civic groups, and others.

CTSPs also prepare and distribute educational materials and actively participate in activities organized by PRTSC. CSTPs have demonstrated that they play a key role when the time comes to mobilize police and other resources to participate in national campaigns, crackdowns, and high visibility enforcement efforts. In addition, they actively participate in conducting observational surveys, Seat Belt and Distraction surveys will be carried out before and after the mobilizations.

The CTSP works very closely with the PRTSC. We meet quarterly and in times of COVID-19 we have virtual meetings as a group to receive information about new events, upcoming campaigns, activities and plans and report progress. The CTSP directors also coordinates training for municipal police, child restraint clinics and other activities that involve the PRTSC and other CTSPs. All activities will be established and coordinated through the identification of problem areas by each individual program through data of fatalities and fatal and injuries crashes.

Historically, the PRTSC has established CTSP in over sixty-two (62) municipalities throughout the island. The projection for fiscal year 2021 is to continue collaboration with eight (8) community programs that are directly serving 62 municipalities, which altogether comprise 85% of the island's population. The following table lists all CTSP's for FY2021 with their assigned municipalities and data regarding their populations, fatalities, and injury crashes.

Community Traffic Safety Programs (CTSP's) FY2021



Puerto Rico Traffic Safety Commission				
Community Program FY2021				
Num.	Regional Community Program	Population (CENSUS)	Total Fatalities 2016-2018	Injury Crashes 2016-2018
1	San Germán (Añasco, Cabo Rojo, Hormigueros, Lajas, Las Marías, Maricao, Mayagüez)	263,945	59	4,903
2	Sabana Grande (Guánica, Guayanilla, Jayuya, Peñuelas, Ponce, Yauco)	315,567	75	4,195
3	Guayama (Arroyo, Cayey, Humacao, Maunabo, Patillas, Salinas, Yabucoa)	272,043	89	4,132
4	Barceloneta (Arecibo, Florida, Hatillo, Manatí, Utuado, Lares, Vega Baja, Vega Alta, Ciales)	402,299	85	4,589
5	Isabela (Aguada, Aguadilla, Camuy, Moca, Quebradillas, Rincón, San Sebastián)	307,356	63	7,121
6	Naranjito (Aibonito, Barranquitas Bayamón Toa Alta, Comerío, Corozal, Orocovis, Villalba, Coamo)	516,730	99	5,030
7	Guaynabo (Aguas Buenas, Caguas, Cidra, Gurabo)	358,325	91	5,477
8	Cataño (Carolina Dorado, Toa Baja, Trujillo Alto, San Juan)	803,844	189	11,892
Total		3,172,524	750	47,339

The Educational Park for Traffic Safety, better known as (PESET), specializes in the education of children from 3 to 18 years old (with the new alcohol prevention curriculum). This school/park imitates and simulates an ideal city, where positive behavior is promoted and, at the same time,

is instructive and educational about the issues of road safety laws, with the main purpose of promoting safe behavior.

Traffic safety education for children and teenagers at the PRTSC is of vital importance as the island's educational system does not have a road safety related curriculum, neither for future drivers (drunk, distracted, speeding among others), pedestrians, bicyclists and motorcyclists.

In order to promote the importance of traffic safety among children aged 3-18 and to learn to correct habits that they will apply throughout their adult lives, PESET will continue to provide traffic safety education and experiences as a drunk driver, driver, pedestrian and bicyclist. This will be done first in a classroom setting and then in the park replica of typical Puerto Rican roads.

With the goal of promoting the importance of traffic safety among children between the ages of 3-18 years old and learning to correct habits that they will apply through their adulthood, PESET will continue to provide traffic safety education and experiences as a drunk driver, driver, pedestrian, and cyclist. This will be done first in a classroom environment and then in the park's replica of typical Puerto Rican Town roads.

In addition, road safety educators will continue for FY 2021 to offer the alcohol course to future driver license candidates. This course is a requirement of the traffic law and is an alliance with the Department of Transportation and Public Works (DTOP). This park also serves as a child safety seat fitting and distribution station as it counts with one certified safety seat technician.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5-Year	288.20
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5-Year	4,688.55
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	Annual	77
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5-Year	97.82
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5-Year	89.20
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5-Year	36.62
2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021	5-Year	23.24

2021	C-10) Number of pedestrian fatalities (FARS)	2021	5-Year	95.01
2021	C-11) Number of bicyclists fatalities (FARS)	2021	5-Year	9.76
2021	C-12) Number of youth impaired driving fatalities	2021	5-Year	19.80
2021	C-13) Number of drug-impaired driving screening test conducted.	2021	Annual	100.00
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	89.00
2021	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2021	Annual	66.50

Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Traffic Safety Prevention and Education
Highway Safety Office Program Management (CTSP)

Countermeasure Strategy: Community Traffic Safety Prevention and Education

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

The coordinator and assistant of the community program focus on the reduction of causes and deaths in transit in all areas, referring to activities, constantly training, participating in quarterly meetings or virtual meetings and promoting the conditions for safe roads. In addition, the Community Traffic Safety Programs, CTSP, will ensure that responsible fund management is maintained, develop events, observational surveys and projects to achieve the objectives, maintains a data-driven approach and complete the required reports in accordance with state and federal.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Community Programs are an essential resource to address traffic safety problems. They work directly with communities, citizens, and NGO’s, schools, elderly centers, law and order and other social gatherings within the municipalities they served. In addition, they have direct communication with mayors and other government officials, such as senators and legislators, of each municipality they served.

These programs provide education through orientations to create awareness about occupant protection (seatbelt, child restrained, and distracted driving) and non-motorized (pedestrians and bicyclists). Also, youth alcohol consumption, alcohol-impaired driving, bicyclists, and motorcycle safety, will be areas of discussion during orientations. These workshops, video conferences, and educational conferences are targeted at children, teenagers, adults, and seniors.

CTSP personnel also provide educational assistance to municipalities with prevention and educational campaigns scheduled by the PRTSC. They serve as a direct contact with the municipality in cases in which PRTSC personnel can't reach different areas within the municipality, such as Finance Office, Mayor's Office, or Municipal Superintendent. In addition, CTSP personnel have been present in alcohol checkpoints distributing our traffic safety educational material.

These CTSP's will also work as child seat fitting stations aiding local Fire Stations in this important task directed towards child safety. Multiple child restrained checkpoints will be conducted throughout the year.

Because they are established in the middle of the municipalities, they have direct knowledge/access or can easily identify many of the traffic safety necessities of their communities.

CTSP's will also conduct observational surveys of seat belt and distracting driving, in addition to aid municipalities and municipality police in identifying road safety hazards and areas prone to crashes and fatalities. Programs coordinate with the PRTSC to evaluate potential traffic safety hazards such as signage, pavement marking, road audits, and recommendations.

Community Programs funding includes personnel costs for administrator/coordinator, office and educational materials, rent, maintenance of equipment and vehicles, out-of-state and local travel costs training, and other related costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Traffic Safety Community Programs carry traffic safety educational messages throughout the island. Among their responsibilities are to provide traffic safety educational materials, workshops, to promote corrective actions toward specific traffic problems on the communities they serve, integrate and keep communities involve in road safety. They focus on these areas:

- Child passenger safety based on CTW 2017 Chapter 2. Seat belts and child restraints, section 7.2 Inspection Stations
- Promote and educate on pedestrian behavior based on CTW 2017 Chapter 8. Pedestrians, section 4.6 Pedestrian Gap Acceptance Training
- Bicyclist Safety based on Uniform Guidelines, Guideline 14.

- Promote pedestrian and bicyclist safety among children based on CTW 2017 Chapter 8. Pedestrians section 2.1 Elementary-age pedestrian training and Chapter 9. Bicycle Safety Education for Children
- Promote Occupant Protection for Children and Adults based on Uniform Guidelines, Guideline 20, section IV.

These countermeasures strategies will be worked on FY2021 by the Highway Safety Office and the safety partners. They are proven effective nationally and have been successful in Puerto Rico and are appropriate given the data in the problem identification and the resources available.

It is a reasonable budget for the project to achieve the implementation of planned activities.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-06-11	Community Program of Guayama
21-06-15	Community Program of Barceloneta
21-06-21	Community Program of Isabela
21-06-22	Community Program of Sabana Grande
21-06-28	Community Program of San Germán
21-06-29	Community Program of Naranjito
21-06-46	Community Program of Cataño
21-06-50	Traffic Safety Education Park (PESET)
21-06-52	Community Program of Guaynabo

Planned Activity: Community Program of Guayama

Planned activity number: **21-06-11**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Guayama focuses on traffic safety education to prevent crashes, injuries and fatalities from happening. This community program covers 8 municipalities within their geographic area conducting traffic safety orientations, video conference, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project

proposal are achieved. This project has the need for a vehicle to have a greater scope to carry the educational message of road safety. Costs are intended for staff salaries, fringe benefits, supplies, equipment, vehicle, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Guayama

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$90,437.00	\$18,080.00	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
SUV	1	\$30,000.00	\$30,000.00		

Planned Activity: Community Program of Barceloneta

Planned activity number: **21-06-15**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Barceloneta focuses on traffic safety education to prevent crashes, injuries and fatalities from happening. This community program covers 10 municipalities within their geographic area conducting traffic safety orientations, video conference, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Barceloneta

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$90,937.00	\$18,080.00	

Planned Activity: Community Program of Isabela

Planned activity number: **21-06-21**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Isabela focuses on traffic safety education to prevent crashes, injuries, and fatalities from happening. This community program covers 8 municipalities within their geographic area conducting traffic safety orientations, video conference, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Isabela

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$41,454.00	\$8,390.79	

Planned Activity: Community Program of Sabana Grande

Planned activity number: **21-06-22**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Sabana Grande focuses on traffic safety education to prevent crashes, injuries and fatalities from happening. This community program covers 7 municipalities within their geographic area conducting traffic safety orientations, video conferences, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Sabana Grande

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$62,385.00	\$22,154.00	

Planned Activity: Community Program of San Germán

Planned activity number: **21-06-28**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of San German focuses on traffic safety education to prevent crashes, injuries, and fatalities from happening. This community program covers 8 municipalities within their geographic area conducting traffic safety orientations, video conferences, workshops, safety fairs, school activities, trainings, and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of San Germán

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$68,597.00	\$15,200.00	

Planned Activity: Community Program of Naranjito

Planned activity number: **21-06-29**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Naranjito focuses on traffic safety education to prevent crashes, injuries and fatalities from happening. This community program covers 10 municipalities within their geographic area conducting traffic safety orientations, video conferences, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project

proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Naranjito

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$60,368.00	\$13,000.00	

Planned Activity: Community Program of Cataño

Planned activity number: **21-06-46**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Barceloneta focuses on traffic safety education to prevent crashes, injuries and fatalities from happening. This community program covers 6 municipalities within their geographic area conducting traffic safety orientations, video conferences, workshops, safety fairs, school activities, trainings and other P&E activities. In addition, they participate of project meetings, project and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Cataño

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$67,231.00	\$19,587.12	

Planned Activity: Traffic Safety Education Park (PESET)

Planned activity number: **21-06-50**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Since mid-March 2020, after the COVID-19 pandemic was declared, the PESET project has had to start developing tools and strategies to continue work and education in road safety at a distance using technology as an alternative means. The PRTSC recognizing that the focus of PESET is to provide practical and theoretical education in the roles of driver, cyclist, and pedestrian, we are designing virtual classrooms to continue our mission and vision of educating future drivers in traffic safety. However, we have had to make many adjustments, such as retraining of staff and educators, new practices for testing, and redesigning certain aspects of the proposed strategies.

Some of the innovative strategies that will be worked on for FY 2021 will be:

- ↳ Virtual classes through Microsoft Teams and Google Meets traffic safety platforms for ages 6 to 18.
- ↳ Pre and post online testing of the virtual classes and evaluation of the virtual classes.
- ↳ Facebook Live from PESET to carry out educational capsules of traffic safety.
- ↳ Working in partnership with the Department of Education for the implementation of one (1) semester road safety education course as a requirement for graduation for higher-level grades.

In addition, proper use of child restraint systems will be funded by maintaining a permanent child fitting station.

Costs for salaries (director, educators/child seat inspector, and administrative staff), supplies, office supplies, equipment, local travel, and per diem will be funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$200,000.00		

Planned Activity: Community Program of Guaynabo

Planned activity number: **21-06-52**

Primary Countermeasure Strategy ID: **Community Traffic Safety Prevention and Education**

Planned Activity Description

Community Program of Guaynabo focuses on traffic safety education to prevent crashes, injuries, and fatalities from happening. This community program covers 5 municipalities within their geographic area conducting traffic safety orientations, video conferences, workshops, safety fairs, school activities, trainings, and other P&E activities. In addition, they participate of project meetings, project, and funds management to ensure costs and strategies established in project proposal are achieved. Costs are intended for staff salaries, fringe benefits, supplies, equipment, local and out state travel costs.

Intended Subrecipients

State Agency - Municipality of Guaynabo

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Traffic Safety Prevention and Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$44,385.00	\$11,400.00	

Countermeasure Strategy: Highway Safety Office Program Management (CTSP)

Program Area: **Community Traffic Safety Program**

Project Safety Impacts

The community programs coordinator focuses on reducing injuries and fatalities in all traffic areas, referring face-to-face or virtual activities, providing the necessary tools, coordinating trainings, quarterly meetings, and promoting conditions for safe roads. Additionally, CTSP will ensure proper management of funds is kept within a set budget, develop and fund projects to achieve goals, maintain a data-driven approach, and complete required reporting in accordance with federal and state regulations.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

A Community Program Coordinator has the responsibility to oversee all community program activities to create new strategies according to needs and ensure implementation as planned and proposed. Provide crash data to aid programs in identifying crash trends and to establish working plans.

Funds will cover 70% of the coordinator's salary and fringe benefits, equipment, local and out of state travel costs.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 14, Part I. Program Management; to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment and others.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-06-31	Community Programs Coordinator

Planned Activity: Community Programs Coordinator

Planned activity number: **21-06-31**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (CTSP)**

Planned Activity Description

The coordinator will provide new strategies, as needed provide support to the Community Traffic Safety Programs and the Traffic Safety Education Park and will continue their efforts to provide traffic safety education and materials to the communities they serve, and promote correct actions, skills and safety awareness in all matters related to traffic.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (CTSP)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$37,379.00		

Program Area: Traffic Records

Description of Highway Safety Problems

Problem ID

Historically, the problems with traffic records in Puerto Rico is the timely availability of data and the lack of data sharing system within the agencies. That is currently one of our difficulties: we do not have available data on traffic crashes that occurred in years 2019 and 2020. In the absence of such data in a timely manner, we are limited to the use of 2018 data.

Although progress has been made in the past 8 years regarding accessibility and timeliness of the traffic crashes data through the SAFETY/CARE (Critical Analysis Reporting Environment) data analysis tool, still we face many challenges. Information such as in 2019, 174,381 traffic crashes, which show 4,970 (injuries) and 36,037 (property damage), according to the data provided by the Accident Analysis Office, that data must be loaded into the SAFETY/CARE system. For 2021, 230,000 traffic crashes are expected. As for now, 40% of the data has been entered manually into the system and 60% has been extracted from the PRPD server.

It is important to mention that the PR is passing through a fiscal crisis, which affects government agencies at the time of identifying the funds necessary to pay for a project. Although funds are reimbursed by the PRTSC, sometimes the burden is too substantial for agencies for them to participate.

The crash report was implemented by the Puerto Rico Police Department in June 2019. The Highway Patrol Bureau has 753 agents divide into 21 units. The Highway Patrol Bureau investigates all crashes with serious and fatal injuries. Unfortunately, we have not been able to comply with the work plan establishes to train 100% of the agents of the Bureau at the end of 2019. This is due to service requirements to provide security to the country during the demonstrations held in the summer of 2019. Currently, 19% of the agents assigned to the Puerto Rico Police Highway Patrol Bureau have been trained. In the next months, Puerto Rico Police Highway Patrol Bureau expected to complete the training. In addition, the University College of Criminal Justice has made the decision not to offer training on the Crash Report to the rest of the Puerto Rico Police Department officers. They informed us that they would only start training when they have the necessary equipment in the thirteen police regions to offer it.

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

Another challenge is the implementation of the last Assessment recommendations from 2016.

Many recommendations must be evaluated by an analyst (IT) with knowledge in the field. The analyst can provide PRTSC with a complete action plan to implement the recommendations. It's necessary to continue with the collaboration of the information analyst.

Recently, PRTSC management has decided that due to the complexity of the work carried out in FARS Program and the sensitivity of the information handled, FARS Analyst will be assisted by the Traffic Record Coordinator. Recently, PRTSC management has decided that due to the complexity of the work carried out in FARS Program and the sensitivity of the information handled, FARS Analyst will be assisted by the Traffic Record Coordinator. The collaborative work arises naturally since in both jobs are used statistics collected by the PPR-93 today PPR-621.4. During the past year, the Traffic Records Coordinator has been assisting the FARS Analyst in different tasks. Among them, the preparation of the daily sheet of fatalities during the periods of vacation or illness of the Analyst, preparation of table in Excel grouping the fatalities of the year, performing analyzes requested by various governmental and private institutions. In addition, to verify the data received by the Puerto Rico Police Department once per quarter. This collaboration guarantees that the data offered in both FARS and Safety database are compatible and consistent with the data offered by NHTSA in the Traffic Safety Fact -Puerto Rico.

As part of the information sharing that the TRCC allows, PRTSC will continue to weigh data and data sharing weaknesses to address them and work to improve uniformity, accuracy, timely, completeness, accessibility and integration.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	2021	Annual	53.00
2021	B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	2021	Annual	45.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (TR)
Improve completeness of the Citation/Adjudication data system
Improves accessibility of a core highway safety database
Improves timeliness of a core highway safety database

Countermeasure Strategy: Highway Safety Office Program Management (TR)

Program Area: **Traffic Records**

Project Safety Impacts

Traffic Records Coordinator continue working and overseeing TRCC-Quarterly meeting and constant information sharing. Also, will coordinate the participation in the annual Traffic Records Forum. Provide follow up, technical assistance and evaluate the performance of project subsidized under 405c funds. And work closely with Program IT contractor to develop an action plan to address assessment recommendations.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The TR Coordinator support highway and traffic safety decision-making and long-range transportation planning. A complete TR Coordinator is necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, for operational management and control, and for evaluating highway safety programs and improvements. TR Coordinator provides a uniform manage most, ensures TRCC stakeholder come from highway data systems.

For the fiscal year 2021, Traffic Records Coordinator will:

- Continue working and overseeing TRCC- Quarterly meetings and constant information sharing. Also, will coordinate the participation in the annual Traffic Records Forum. Participation in this forum is of great importance to the representatives of each system: (Crash, Driver, Vehicle, EMS/Injury Surveillance, Citation/Adjudication and Roadway); to have the opportunity to share and learn about the different studies, technologies and innovations that are presented in this field is of great benefit.
- Coordinate the participation in the annual Traffic Records Forum. Participation in this forum is of great importance to the representatives of each system, to have the opportunity to share and learn about the different studies, technologies and innovations that are presented in this field is of great benefit.
- Coordinate the participation of Traffic Records Coordinator, IT Consultant and Federal Program Manager in the Traffic Records Peer Information Exchange. This single-day program will bring key traffic records personnel together from all over NHTSA Regions. This will include TRCC leadership, State Traffic Records Coordinators, key state data source stakeholders, TRCC vendors, and NHTSA representatives from the regional offices and Washington, DC

- Quarterly meetings of TRCC and constant information sharing.
- To provide follow up, technical assistance and evaluate the performance of Project SAFETY/CARE.
- To provide follow up, technical assistance and evaluate the performance of Project Strengthening the Prosecutor’s Case Management System.
- To provide follow up, technical assistance and evaluate the performance of Project Analysis Accident Office.
- Work closely with Program IT contractor to develop an action plan to address assessment recommendation.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The TR Coordinator is not part of the National Mobilization. The position does not arise as part of an emerging issue. The role of the TR Coordinator is fundamental to fulfill the goals of the traffic records assessment and work the activity plan.

We recommend this budget for the best performance of the project.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part I. Program Management and Strategic Planning.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-07-01	Traffic Records Coordinator

Planned Activity: Traffic Records Coordinator

Planned activity number: **21-07-01**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (TR)**

Planned Activity Description

TR Coordinator will continue representing the interests of Puerto Rico Traffic Safety Commission (PRTSC), agencies, and stakeholders within the highway and traffic safety community. TR Coordinator will be responsible for reviewing and evaluating new technologies to keep the highway safety data and traffic records system up to date. Aligned with this objective and in order to fully develop traffic data gathering and sharing to its full potential, the Coordinator will track all the changes and issues related to ongoing projects, such as preparation, development, and

implementation of the strategic plan, project management, and TRCC meetings. Funds will cover Coordinator’s salary, fringe benefits, equipment and meeting minutes, supplies, and other related costs. The main objective of TR Coordinator will be to assure that the TRCC Projects will implement field data collection in timeliness, accurate, complete, uniform, integrated and accessible way. The strategy is based on NHTSA’s Uniform Guidelines, Guideline #10 – Traffic Records, and Chapter IV-Managing Traffic Records.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (TR)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Traffic Records (FAST)	\$53,606.00		

Countermeasure Strategy: Improves accessibility of a core highway safety database

Program Area: **Traffic Records**

Project Safety Impacts

The project will continue collaborating with the overall goal of continuing to broaden access to Puerto Rico crash data through the new database tool. Increasing the number of users of the data and providing training and technical assistance to new database tool users and the number of reports received directly from the database of the Puerto Rico Police.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

This goal will be accomplished through the following three general goals:

- 1) Quality: Improve the quality and validity of the crash data, including introducing procedures to address missing and invalid data.
- 2) Completeness: Collaborate with Highway Patrol Division to maximize completeness of the geolocation and alcohol test result data.

- 3) Access: Provide an advanced analytical tool to a broad base of users by extending the functionality of the tool, training potential users in their use, and increasing the number of active users. Access to crash data has considerably improved because PCR data is now collected electronically and submitted by the Police to our dataset on a daily basis.

This goal will be accomplished through the following nine specific objectives:

- 1) Implement 100% of a weekly quality report that identifies critical missing and invalid data and is distributed among Police units.
- 2) Increase the quality of the PCR data by directly contacting Police officers and Police Precincts to address the missing and invalid data instance as identified in the weekly reports and resolve at least 40% of instances.
- 3) Directly collaborate with the Highway Patrol Division to achieve at least 60% accurate data on geolocations and alcohol test results.
- 4) Geolocate at least 50% of crashes in local streets.
- 5) Collect and integrate at least 90% of blood alcohol test results;
- 6) Modify the data dashboards to satisfy at least 60% of the modification requests submitted by registered users, including functionality to download raw data tables, share data filters among users, generate simple statistical reports, allow users to customize dashboards.
- 7) Upload 100% of the 2020-21 Police Crash Report data registered electronically on a weekly basis, at least 90% of 2019 DARS data, and 90% of the medical cost data.
- 8) Offer at least 6 workshops to at least 90 registered users on the use of the new dashboard.

A feedback mechanism will be added to the online data toll to receive user requests. An estimate of at least 60 requests of technical assistance in the use of the online tool will be received, and of these requests, at least 50 will be addressed.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The strategy was recommended in an assessment. The planned activity is not part of the National Mobilization. The planned activity responds to the need to have an accessible database to perform crash data analysis.

We recommend this budget because we need a web platform to upload our crash data and be able to perform the relevant crash analyzes.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part II. Traffic Records System Information Quality.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-07-13	SAFETY/CARE System to Puerto Rico Crash Data 9

Planned Activity: SAFETY/CARE System to Puerto Rico Crash Data 9

Planned activity number: **21-07-13**

Primary Countermeasure Strategy ID: **Improves accessibility of a core highway safety database**

Planned Activity Description

During the current year, the Puerto Rico Police Crash Report has been considerably expanded and fully mechanized. In contrast to the prior report, which collected less than 30% of MMUCC's recommended measures, the newly established Police Crash Report (PCR) is now 80% MMUCC compatible. In addition, all Police computers now have access to the electronic PCR. A major training effort has been undergoing during the present year to train all Puerto Rico Police in the completion of the new PCR. Moreover, we have developed a data transfer application to download all PCR data on a daily basis for the Puerto Rico Traffic Safety Commission (PRTSC). This change represents a major transformation in the Puerto Rico crash data. It should now be possible to:

- Conduct quality tests on recently collected crash data (potentially, on the same day), provide quick feedback and rectify critical fields (e.g., geolocation, alcohol test results).
- Update crash data on a very short time cycle – weekly or daily. Up until now, crash data would be received in paper format, entered and cleaned, and made available approximately 9-12 months after its occurrence.
- Identify emerging problem spots and report promptly to the Police Traffic Bureau and PRDOT Traffic Safety Division.
- Configure problem area-specific (e.g., motorcycles, pedestrian, children protection, distracted driver) data dashboards with up to date information for the PRTSC's Area Coordinators and other special interest groups to monitor on a daily or weekly basis.

Moreover, to maximize these benefits, the current data analysis toolset has been modified substantially.

The new PCR data, as submitted from the Police servers, has been structured into a new database. The crash database has been redesigned to accept all the new PCR data fields into a normalized database with new tables and a considerably different data schema. Similarly, the query algorithms which calculate the performance measures and other indicators shown in the

current dashboards need to be redesigned. Finally, since the new form has measures that were previously inexistent, the dashboards have been redesigned.

Notwithstanding the major improvement in the crash data, there are still important limitations in the crash data, which will require further attention.

Many PCRs lack valid alcohol intoxication data. According to the PCR data, only about 3% of crashes are associated with alcohol intoxication, a clear undercount. This limitation is due, at least in part, to the number of alcohol tests conducted with blood samples instead of breath. Blood samples are collected in emergency rooms and sent to the PRDOH lab. Test results are not made available until two or three weeks after the crash event. Naturally, these results cannot be collected on a report that needs to be officially submitted on the same day as the crash.

Maybe even more important, the application to be used by Police to fill the PCR does not collect latitude and longitude readings from a GPS or provides a map on which to point at the location of the crash. The Police have expressed interest in adding this functionality in the future, but no specific project has been established to complete this task. Geolocation of crashes in state roads should not represent a large problem. PRDOT has location data for the entire state road network based on kilometer reading. In Puerto Rico, kilometer posts are placed in every hectometer in all state roads, and Police officers are used to locating the post and indicating kilometer and hectometer locations. Locations on local roads are a challenge. We do not have a complete local road network basemap.

Intended Subrecipients

Private Agency – Carlos Albizu University

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	Data Improvement Projects	Analysis	\$437,000.00	\$87,400.00	

Countermeasure Strategy: Improves accessibility of a core highway safety database

Program Area: **Traffic Records**

Project Safety Impacts

The project will continue collaborating with the overall target of continuing to broaden access to Puerto Rico crash data. The Accident Analysis Office will work on the correct identification of the geolocation of the crash on local roads for the years 2020 and 2021.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

To continue geolocating crashes in rural and municipal roads and be able to comply with law requirements and data entry needs, it is of utmost importance to retain 5 employees (already trained) to perform the following task:

- Search the report using the tool "Complaint Finder"
- Read the Crash Report
- Search Google Maps for the address provided in the Report
- Provide the coordinates of the crash

These employees will perform data entry tasks in four steps and should be able to complete an average of 40 cases per day.

It is expected that between the month of December 2021 and the mid of June 2022 all traffic crashes be geolocated. All the information entered in the computer system will be shared with Héctor M. Colón, Ph.D., manager of the "CARE System to Puerto Rico Crash Data" project monthly. The project will add the data files to the crash database and shared it in the new safety tool.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The strategy was recommended in the 2016 Assessment. The activity of the plan is not part of the National Mobilization. The technical specifications documents for edit checks and validations rules was created but has not been incorporated to the new police crash report. Similarly, they still lack a tool to geolocate the crash and report the coordinates.

The geolocation of the crashes will continue to be carried out by the Accident Analysis Office.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part II. Traffic Records System Information Quality.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-07-10	Analysis and Compilation of Traffic Crashes 2020-2021

Planned Activity: Analysis and Compilation of Traffic Crashes 2020-2021

Planned activity number: **21-07-10**

Primary Countermeasure Strategy ID: **Improves accessibility of a core highway safety database**

Planned Activity Description

The Accident Analysis Office has used maps of small areas in municipalities for years, limiting the geolocation of crashes to those small areas. This has caused the geolocation of crashes to be limited to state roads. Therefore, when you see a map of crashes in Puerto Rico, you can clearly see the route of the State Roads.

Currently, we have little data on local roads to make important decisions about them. On the island, there is a culture of internal tourism, which leads to the more frequent use of the local roads since it's the way you can visit the towns and municipalities in the center of the island that lack highways. It is of the utmost importance to us to be able to geolocate the crashes that occur on these roads to work plans on effective plans for the use of these.

In June 2019, the Puerto Rico Police Department (PRPD) fully implemented the Digital Crash Report. However, after its implementation, we have faced problems to geolocate the crashes automatically. This is because in some crash reports, the address provided is incorrect, and we must read the narrative to locate the crash. In addition, the PRPD has not implemented a process to provide the latitude and longitude of the crash. This is not a task that can currently be done through a computer program. For that reason, we need at least 5 people to read the report and geolocate the event.

Intended Subrecipients

State Agency – Department of Transportation and Public Works

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Amount	Funding	Match Amount	Local Benefit
2018 2019	FAST Act 405c Data Program	Data Analysis Improvement Projects	\$110,270.00		\$110,270.00	

Countermeasure Strategy: IT Consultant

Program Area: **Traffic Records**

Project Safety Impacts

The Consultant will assist the TR Coordinator in developing a viable action plan to implement the recommendations of the last assessment of 2016. Their knowledge of technology is essential to complement the work carried out by the TR Coordinator.

Among the tasks to be performed, the IT Consultant must participate in meetings with the representatives of the six systems. Discuss their deficiencies and strengths and study the different possibilities to achieve the implementation of the recommendations.

Linkage Between Program Area

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

For the fiscal year 2021, Traffic Records Coordinator will:

- Assist the coordinator in the meeting with the IT of EMS/Injury Surveillance Systems to discuss the implementation of the electronic registry on the Department of Health and other systems to be used in that area.
- Follow up with the Department of Justice to unify the procedures and integrate the Criminal Record system to Driver and Vehicles Information Database System.
- Assisting the TR Coordinator in the elaboration of suggestions has to be incorporated in the work plans of systems with deficiencies.
- Work closely with the TR Coordinator to develop an action plan to address the assessment recommendations.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The IT Consultant is not part of the National Mobilization. The position arises as part of the need to comply with the traffic records assessment recommendations. In addition, to develop an action plan and implement them, the knowledge of a computer specialist is required.

This countermeasure strategy will be implemented in FY2021 by the highway safety office and the safety partners and are appropriate given the data in the problem identification and the resources available.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-07-16	Traffic Records IT Consultant

Planned Activity: Traffic Records IT Consultant

Planned activity number: **21-07-16**

Primary Countermeasure Strategy ID: **IT Consultant**

Planned Activity Description

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

- Evaluating the work plans to integrate data from the agencies that comprise the six primary components of the State's traffic records system.
- Attending meetings with the TR Coordinator.
- Support in the elaboration of recommendations to be incorporated in the work plans of systems with deficiencies.
- Help support the agencies in the transition process of the PPR-621.4
- Help support the agencies with the implementation of the assessment recommendations.
- Evaluation and definition of the interface
 - a. Driver's history, including citations and DUI
 - b. Justice's Department Integrated Criminal Record
 - c. Integrated Criminal Record (RCI) system to Driver and Vehicles Information Database System

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
IT Consultant

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	FAST Act 405(c) Traffic Records Data Program	\$30,000.00		

Countermeasure Strategy: Improve completeness of the Citation/Adjudication data system

Program Area: **Traffic Records**

Project Safety Impacts

The Project will begin collaboration with PRTSC to obtain a more completeness citations/adjudication database in compliance with the Model Impaired Driving Records Information System (MIDRIS).

Among the tasks to be performed are integrating recidivism data, field programming to provide information on the percentage of alcohol in the blood to query only the impaired driving convictions and/or pre-conviction administrative actions and associated penalties by the offender, increase the number of files updated.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Puerto Rico Justice Department has two databases to collect conviction data. These are the Integrated Criminal Registry (RCI for his acronym in Spanish) and the Criminal Justice Information System (PR-CJIS). They both connect through the intranet to share data related to people's criminal records. These are the databases used by prosecutors at the time of writing the complaint in case of alcohol. RCI system shows the information efficiently, quickly, and in real-time. Although both databases are very efficient, they need to improve their completeness.

Currently, the RCI database has a mechanism to look for recidivism in cases of drunkenness in the indictment module and the percentage of alcohol in the blood (BAC).

However, we must continue to update all the criminal records of the system that could be incomplete. For them, we must hire two data entry clerks in addition to the two who have already been hired.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The strategy was recommended in an assessment. The planned activity is not part of the National Mobilization. The planned activity responds to the need to have a completeness database on citations/adjudications.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 10, Part I. Subsection E. *The Citation/Adjudication Data Component*.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-07-17	Strengthening the Prosecutor's Case Management System

Planned Activity: Strengthening the Prosecutor's Case Management System

Planned activity number: **21-07-17**

Primary Countermeasure Strategy ID: **Improve completeness of the Citation/Adjudication data system**

Planned Activity Description

Growing volumes of data have become one of the primary targets in government agencies, increasing the importance of developing methods and practices to improve the data collection process diligently. Data quality is becoming more important as government tools and systems are required to store citizens' personal data in order to have accurate information to develop the best services and enhance law enforcement. In such a technological and informative environment, it's increasingly important that government agencies become diligent in adhering resources, processes, and practices in terms of records management, integration, and quality data.

Impaired driving caused by individuals under the influence of alcohol is one of the most pressing traffic safety challenges facing federal, state, and local highway and traffic safety programs, and Puerto Rico's jurisdiction is not the exception. A critical element to the planning, management, and evaluation of any highway safety program, including DUI, is the availability of quality records data. Analyzing reliable and accurate information is crucial to identify the extent of driving under

the alcohol influence (DUI) or drunk/intoxicated (DWI) problem and designing effective countermeasures to reducing deaths and injuries caused by impaired driving crashes.

According to the MIDRIS report (Model Impaired Driving Records Information Systems), a powerful guidance for jurisdictions to improve their data tracking systems is the development of an integrated and comprehensive tracking and data quality system for all law enforcement agencies that will enable our jurisdiction to:

- Enhance the tracking, update, and validation of records from an individual from arrest through disposition, sentences (including historical offenses, charges, and sanction completion in real-time).
- A constantly updated DUI tracking system will provide the accurate necessary information to prosecutors in order to support the processing of a DUI/DWI offender in a timely and effective manner.

Impaired driving data is complex because it directly involves highway safety data from law enforcement, driver licensing agencies, and the courts. Tracking a DUI offense requires a substantial amount of information gathering and sharing between local and state government entities.

The Puerto Rico Department of Justice throughout the Criminal Justice Information System Office (PR CJIS) is continuously working to improve the capabilities of the Integrated Criminal Registry (RCI in Spanish) by developing, enhancing, and maintaining all the components of the current system by reinforcing data quality and collection processes. As it occurs in most of the jurisdictions and territories of the United States, PR CJIS processes a vast amount of criminal, including DUI cases in the ICR.

In this situation, PR CJIS requires more human resources to continue working, updating, validating, and managing DUI records to keep on track and meeting the needs of the DUI Prosecutor and agencies that require information about these cases. The RCI is the system that federal, state, and law and order agencies access from the PR CJIS domains for the filing of complaints, registration of arrest warrants, a record of information in the stages of criminal prosecution, registration of information of the criminal records, and the search for other valuable information. Currently, the RCI system has 4,125 registered users with active accounts, and every day more than 2,500 users are connected simultaneously in the system. Presently, the PR CJIS has only four human resources to correct and validate more than 391,000 records contained in the RCI, and only two resources for DUI records. In addition, this staff is responsible for attending the client's inquiries regarding the RCI system use, among other issues. PR CJIS validates approximately 5,000 records annually with the available human resources. If more resources are available to work and serve as a taskforce in PR CJIS main office, more records will be validated, and more accurate data will be accessible to DUI Prosecutors.

Intended Subrecipients

State Agency – Puerto Rico Justice Department

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improve completeness of the Citation/Adjudication data system

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Funds	Use of	Estimated Funding Amount	Match Amount	Local Benefit
2019 2020	FAST Act 405c Data Program	Data Improvement Projects	Analysis	\$81,180.00	\$16,236.00	

Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

Problem ID

Pedestrian Fatalities & Injury Crashes

During the period from 2016 to 2018, Puerto Rico reported 877 traffic fatalities. These alarming figures show us that 303 or 34% were pedestrians who lost their lives on our roads. An analysis of the profile of pedestrian deaths for this same period (2016-2018) indicates that:

Analyzing pedestrian fatalities profile characteristics for the three-year period of 2016-2018:

Pedestrian	2016	2017	2018	Total
Total Fatalities	279	290	308	877
Pedestrian Fatalities	89	98	116	303
% Pedestrian Fatalities	31.9%	33.8%	37.7%	34.5%

- ↪ 71% of all pedestrian fatalities were among the age group of more than 50+.
- ↪ 82% of pedestrian fatalities were men, and 18% were women.
- ↪ 46.5% of pedestrian fatalities occurred between 6:00 pm and 11:59 pm.
- ↪ 24% of pedestrians who died tested positive for blood alcohol content.
- ↪ Weekend days: Friday, Saturday, and Sunday represent most Pedestrian fatalities comprising a total of 47%.

According to the FARS and SAFETY program, when analyzing pedestrian fatal & injury crash profile characteristics for the three-year period 2016-2018, we found:



Analysis of pedestrian injury crashes for 2016-2018 by age classification illustrates that:

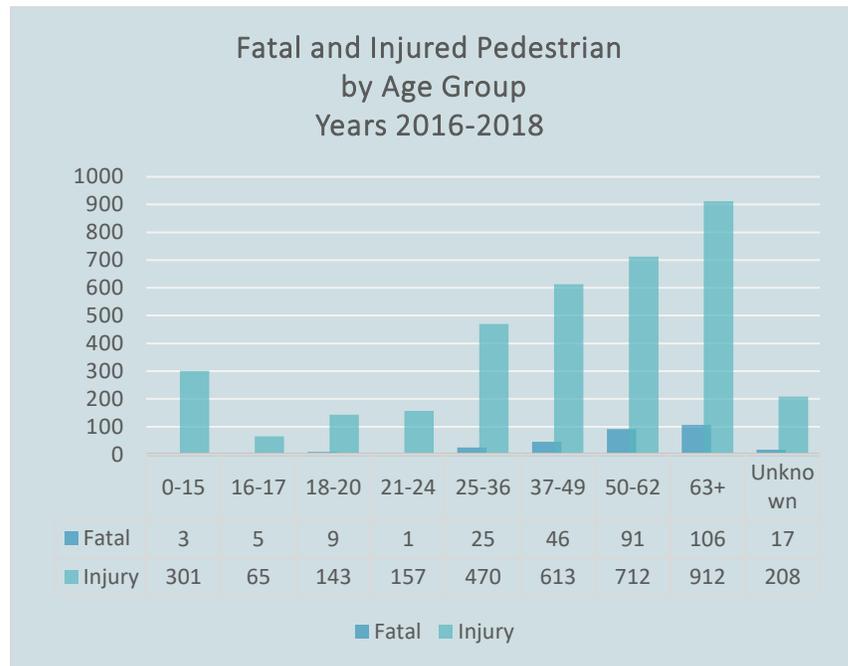
↳ The age group of most of the injured pedestrian is 50+, and this represents 45.3%.

↳ The age group from 37 to 49 years old represents 17.1%.

↳ Most pedestrian injury crashes took place between the hours of 6:00 pm and 11:59 pm, accounting for 29.7% of total injury crashes.

↳ Most pedestrian injury crashes in the morning are from 6:00 am to 6:59 am, with 214 injuries crashes.

↳ 33.2% of pedestrian injury crashes occurred in the Municipalities of San Juan (773), Mayaguez (152), Ponce (141), and Bayamon (125).



Bicyclists Fatalities & Injury Crashes

When analyzing cyclist fatalities profile characteristics for the three-year average, 2016-2018, we found that:

↳ 28 bicyclist deaths accounted for this time, represent 3.1% of all traffic fatalities.

↳ 100% of bicyclist’s fatalities were men.

↳ 46.4% of all bicyclist fatalities represent 50 – 62 age group, making them the population with the highest risk factor.

↳ The 37 – 49 age group represented 25% of all bicyclist fatalities.

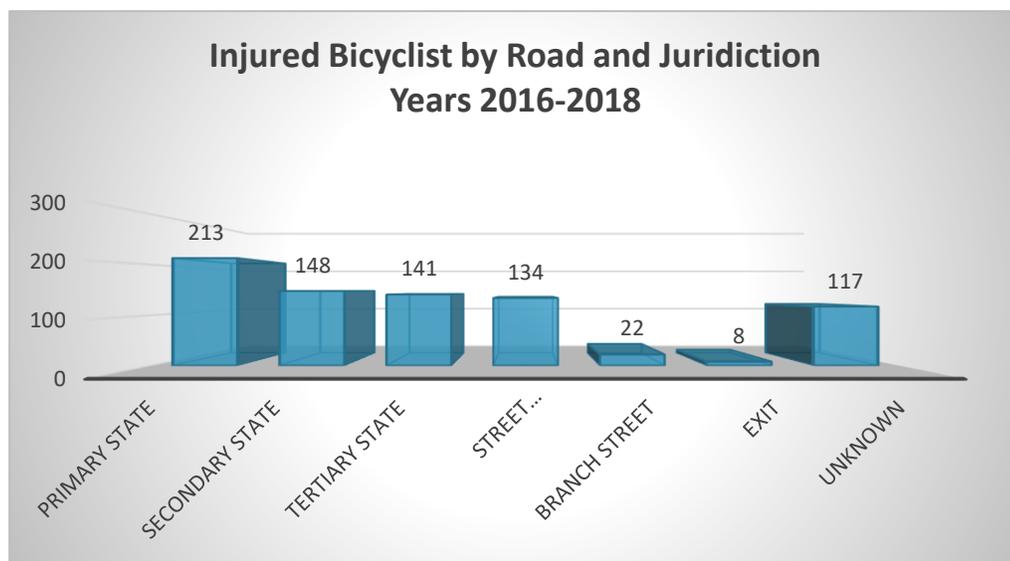
↳ 35% of cyclist fatalities occurred on Sunday

↳ 11 bicyclist fatalities, or 37% of bicyclist fatalities, occurred between the hours of 6:00 pm and 11:59 pm.

↳ 7 bicyclist fatalities, or 25%, occurred between the hours of 12:00 am to 5:59 am.

Analysis of the total of 783 bicyclist injury crashes reported during 2016-2018 by municipality illustrates the following:

- San Juan reported a total of 138 injury crashes, comprising 17.6% of the total of bicyclist injury crashes reported during 2016 – 2018.
- Ponce presents the second municipality with 64 injury crashes, comprising 8.1% of the total of bicyclist injury crashes reported during 2016 – 2018.
- Mayaguez is in the third position with 45 injury crashes, comprising 5.7% of the total of bicyclist injury crashes reported during 2016 – 2018.
- Analysis of data of bicyclist injury crashes for 2016-2018 by road classification illustrates:
 - Most of these crashes occurred among roads classified as primary and secondary, with a total of 361.



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
2016	279	98	35.1%	89	31.8%	9	3.2%
2017	290	108	37.2%	98	33.7%	10	3.4%
2018	308	125	40.5%	116	37.6%	9	2.9%
Total	877	331	37.7%	303	34.5%	28	3.1%

Associated Performance Measures

Fiscal Year	Performance measure name	Target Year	End	Target Period	Target Value
2021	C-10) Number of pedestrian fatalities (FARS)	2021		5-Year	95.01
2021	C-11) Number of bicyclists fatalities (FARS)	2021		5-Year	9.76

Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (NM)
Pedestrian and Bicycle Safety Zones
Short term, High Visibility Law Enforcement (NM)

Countermeasure Strategy: Highway Safety Office Program Management (NM)

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Promote state and local approaches to address pedestrians and cyclist's traffic safety issues by gathering partners with a multidisciplinary approach.

Coordinate mobilizations, reviews, and recommends policies and programs. Prepares and distributes educational information and promotional activities to the public. Assist in the planning of designs related to bicycle and pedestrian facilities that require bicycle and pedestrian information. Prepares and delivers reports and speeches to further the objectives by keeping in contact with organizations as well as the general public. Utilizes principles of community development for walkable, livable, and complete streets to assess and evaluate conditions and levels of bicycling and walking areas.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The NM coordinator will ensure that all program activities are carried out in accordance with the problem identified, the funds allocated (salary, health insurance, equipment, local travel, out of PR travel and training) and regulations, they allow us to work with the most vulnerable users. In addition, a data-based approach facilitates the identification of new projects that respond to unique situations that are hampering the safety of non-motorized traffic.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Countermeasure is based on NHTSA Uniform Guidelines for State Highway Safety Programs, Guideline 14, Part I. Program Management, to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program to address pedestrian safety. Funds will cover salaries, fringe benefits, local and out of state travel, professional services, equipment, and other activity related costs.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-08-01	Non-Motorized Coordinator

Planned Activity: Non-Motorized Coordinator

Planned activity number: **21-08-01**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (NM)**

Planned Activity Description

The NM Coordinator will continue to target a reduction of traffic injuries and fatalities of pedestrians and cyclists by promoting conditions for safe roadways, share the road, and road use education. In addition, the NM will ensure proper management of funds stay within an established budget, develop and fund projects in order to achieve targets, maintain data-driven approach, complete required reports in accordance with federal and state regulations.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (NM)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2020	FAST Act	Pedestrian/Bicycle	\$16,806.00		
2021	NHTSA 402	Safety (FAST)			

Countermeasure Strategy: Education and Communication

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

The Education and Communication countermeasure strategy focuses on programs that educate pedestrians, bicyclists, skateboarders, in-line skaters, and non-motorized scooter riders on safety issues and ways to avoid crash involvement, as well as initiatives that raise public awareness among motorists who share the road with these user groups. The planned activities include educational efforts to promote safe behaviors on the part of both motorists and non-motorized highway users that will lead to reductions in injuries and fatalities among these vulnerable populations. In addition, other planned activity includes training, workshops, and symposia on Pedestrian and Bicycle Safety.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Pedestrians consistently account for about one-third of the total fatalities that occur each year in Puerto Rico on the roadways. The actions of both motorists and pedestrians contribute to pedestrian crashes and the fatalities and injuries that occur.

It is expected that the educational programs funded under this countermeasure strategy will have a positive effect on safety that will result in progress toward the targets set for the following performance measures: Pedestrian fatalities, pedestrians injured in crashes, bicyclists fatalities, and bicyclists injured crashes. Funding has been allocated to support the effective implementation of the planned activities and has a positive effect on the objectives set for the program area.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Using a data-driven approach, this countermeasure strategy was selected to complement the other strategies proposed for the Non-motorized (Pedestrians and Bicyclists) Safety program area, which collectively will provide a comprehensive approach to addressing the issues that have been identified.

Since as of the vulnerability of non-motorized highway users, pedestrians and bicyclists must be educated on how to improve their safety and prevent being involved in a crash. In addition, motorists need to be educated on the importance of complying with all traffic safety laws and the need to “share the road” safely with non-motorists. Education and communication are

practices that have proven to be successful in improving the safety of pedestrians, bicyclists, and other non-motorists.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-08-09	Training, Workshops and Symposia on Pedestrian & Bicycle

Planned Activity: Pedestrian & Bicycle Safety Network

Planned activity number: **21-08-09**

Primary Countermeasure Strategy ID: **Education and Communication**

Planned Activity Description

During this first year of project implementation, we will work with a limited budget, as it will be a pilot project. The following will be considered for funding under this planned activity: workshops, symposia, and training of law enforcement officials on State laws applicable to pedestrian and bicycle safety. In addition, public education and awareness programs are designed to inform motorists, pedestrians, and bicyclists of State traffic laws applicable to pedestrian and bicycle safety. The successful development of the pedestrian network will require a long-term, cooperative effort between the different safety partners. A cooperative effort is important because roadways are owned and maintained by different entities.

Funds will be intended for trainings, supplies, equipment, contractual and other related costs.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Education and Communication

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405h Nonmotorized Safety	405h Training	\$50,000.00		

Countermeasure Strategy: Short term, High Visibility Law Enforcement (NM)

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

In Puerto Rico last year, we implemented a second high-visibility mobilization for pedestrians and cyclists. High visibility mobilization always impacts drivers who do not respect legal regulations for pedestrians and cyclists. 34.5% of all road deaths are pedestrians, and 3.1% are cyclists. In addition, for 2018, we had 985 injured pedestrians vs. 1,242 injured pedestrians in 2017, 257 fewer injured. We understand that the mobilizations are working, and for this reason, this year, we propose to continue with the two high-visibility mobilizations, as contemplated by countermeasure # 8 Pedestrians - 4.4 Directed application and # 9 Bicycles - 3.3 Application strategies, to create a perception of the risk to drivers and can therefore reduce injuries and deaths of pedestrians and cyclists.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In Puerto Rico, 34.5% of all fatalities on the roads are pedestrians, and 3.1% are cyclists; for this reason, we offer to implement a high visibility mobilization, with the municipal police and state police, aimed at drivers who do not comply with the provisions of Act 22-2000 of Vehicles and Traffic of Puerto Rico, Chapter 6, Articles 6.19.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Based on Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017, section #8 & section #9.

This countermeasure strategy has been selected because High-Visibility Enforcement (HVE) operations and community outreach promote safer walking and driving behaviors. And it reinforces the message through law enforcement to increase compliance with appropriate traffic laws by both pedestrians, cyclists, and drivers.

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-08-XX	Non-Motorized High Visibility Enforcement

Planned Activity: Non-Motorized High Visibility Enforcement

Planned activity number: **21-08-XX**

Primary Countermeasure Strategy ID: **Short term, High Visibility Law Enforcement (NM)**

Planned Activity Description

Over a three-year period beginning in 2016-2018, deaths from pedestrian traffic crashes accounted for 34.5% of all road fatalities, and bicyclist deaths accounted for 3.1% of total road deaths. During fiscal year 2021, high-visibility mobilization continued to enforce article 6.19-3 of the traffic law, which states that all motor vehicle drivers must stop before a crosswalk. This law enforcement campaign was very successful, with the participation of 227 police agents 5,137 tickets issued.

For fiscal year 2021, PRTSC proposes to conduct two mobilizations of high visibility with the collaboration of PRPD and Municipal Police. The mobilizations will target drivers who stop over the crosswalk and prevent safe road access to pedestrians. The mobilizations will be conducted in March and August, which are the close months with the highest non-motorized fatal and injured crashes. We do not have as many law enforcement agencies participating in pedestrian and bicyclist enforcement, but we are actively working to increase the number of agencies that will participate in the future. However, we have increased the number of agencies for FY21.

Intended Subrecipients

State and Municipal Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short term, High Visibility Law Enforcement (NM)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$250,000.00		

Program Area: Communications (Media)

Description of Highway Safety Problems

Problem ID

Puerto Rico (PR) is an island located at the Caribbean with an estimated population of 3.4 million. The largest city is its capital, San Juan, named after John the saint and which by it was recognized until the island's name was changed to Puerto Rico because of the richness its ports brought to the zone. This city, San Juan, is the largest one, having at least 395,326 habitants, followed by Bayamón with 208,116 people. Other major cities are Mayagüez, Ponce and Caguas. By having this said, and taking into consideration the 2010 Census, it is well concluded that one third of Puerto Rico's population is situated in the metropolitan area, which by default results into a very active life with crowded roads and major traffic issues. Also, the location of the island makes it a very easy target for hurricanes, storms and rains, causing constant flooding, which combine with a very active tectonic fault at the southwest part of Puerto Rico, results into a palpable deficient roads condition.

As history has showed, it's been almost three (3) years since hurricane Maria hit the island. Even though government has been working to recover from its devastation and most of Puerto Ricans lives have come back to normal, there's still some unmarked lines in our streets, no proper illumination, non-functional traffic lights and a lack of road signs. Although people know this, they tend to step into their vehicles and do as they pleased, maybe because they also know that there is a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.

For problem identification (PI) and data analysis purposes, will use years 2016-2018 official data from NHTSA's National Center for Statistics and Analysis. The three years period, illustrated on the table below, demonstrates PRTSC's mission to prevent and reduce fatal crashes on the roadway, now more than ever since there were an increase in fatal crashes.



The following table shows an Analysis of Program Priorities, which contains traffic fatalities and collision factors. It is important to understand that one fatality/collision can present more than one category aspect. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt.

Analysis of Educational Priorities

Fatalities	Year			Total	Average		Description
	2016	2017	2018		292		
	279	290	308	877	%	Rank	
Impaired Driving	99	89	123	311	35%	1	fatalities w/drivers ages 0-17 w/.00+ BAC, ages 18-20 w/.02+ BAC & ages 21+ w/.08+ BAC and motorcyclists drivers w/.02+
Non-motorized (Pedestrians)	89	98	116	303	35%	2	pedestrian fatalities
Speed and Aggressive Driving	97	77	82	256	29%	3	speeding related fatalities
Occupant Protection	82	88	77	247	28%	4	unrestrained occupants fatalities, including ages 0-8
Motorcycle	45	28	44	117	13%	5	motorcyclists riders fatalities
Youth Impaired Driving	21	14	23	58	7%	6	fatalities w/drivers ages 0-17 w/.00+ BAC, drivers ages 18-20 w/.02+ BAC & drivers ages 21-24 w/.08+ BAC
Non-motorized (Bicyclists)	9	10	9	28	3%	7	byclists fatalities

As said before, many fatalities can be a combination of different circumstances. Having this clear, the numbers shown above displays a tendency, even though they are from previous years. A lot is yet to be done to secure the lives all Puerto Ricans, since the streets are not being properly patrolled and some of them do not count with proper illumination and road signs. This reality leads to bad behavior while driving, which includes speed and aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions ages 8+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due to weight requirements and drivers not sharing the road with pedestrians, bicyclists and motorcyclists. Nevertheless, our data reveals that alcohol impaired drivers and motorcyclists are still the number one problem when we categorize traffic fatalities.

Ranking #1 is alcohol impaired driving. Statistics over the years have proven that alcohol is a key factor on all Puerto Rico's crashes, injuries, and fatalities. In the second spot we have pedestrian fatalities, as it was expected last year to have a significant increase. These fatalities can be the result of pedestrian crosswalks without proper illumination, operating systems, marks, or signs, or by motor vehicles drivers who do not respect the space for pedestrians to walk safely. This is a problem that desperately need to be solved, but sadly continues to exist. Speed and aggressive driving ranks #3, which is not a surprise since as explained before, stressed drivers lead to speeding, reckless and aggressive driving, putting in danger themselves, their occupants, other drivers and non-motorized vulnerable citizens.

Another traffic fatalities that continue to increase are unrestrained deaths. As explained in this Problem Identification, this tendency is likely to continue, which is why it represents a challenge for the next years to come. Even when motorcyclists, youth impaired driving and bicyclist's fatalities rank as the last three fatalities, respectively, the numbers they shown when added is

are still impressively high. One traffic fatality is enough to keep educating people about traffic safety.

Puerto Rico’s Traffic Safety Commission Communications’ Office will dedicate year 2020-2021 to work all program areas to create strategic educational campaigns that will contribute to decrease the death rates in the island’s roadways. The efforts towards increasing education thru social media platforms, paid media on all type or sources and by impacting the communities with massive events, will continue. There is always room for improvement to protect the lives of all Puerto Rican citizens, and we will work hard until there are no deaths in our streets due to bad behavior or miseducation towards traffic.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5-Year	288.20
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5-Year	4,688.55
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	Annual	77
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5-Year	97.82
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5-Year	89.20
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5-Year	36.62
2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021	5-Year	23.24
2021	C-10) Number of pedestrian fatalities (FARS)	2021	5-Year	95.01
2021	C-11) Number of bicyclists fatalities (FARS)	2021	5-Year	9.76
2021	C-12) Number of youth impaired driving fatalities	2021	5-Year	19.80
2021	C-13) Number of drug-impaired driving screening test conducted.	2021	Annual	100.00
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	89.00

2021	B-2) Percentage of people that reported making cell phone calls while driving. (survey)	2021	Annual	66.50
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Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign

Countermeasure Strategy: Communication Campaign

Program Area: **Communications (Media)**

Project Safety Impacts

Communications and Outreach

- Media Buy Plans
 - Persuade Target Market
 - Message Frequency
 - Bonus Spots
- Mass Events and Impacts
 - Impact Target Market
 - Message Recognition
 - Brand Respect
- Earned Media
 - Target Market Engagement
 - Owned Media Platforms
 - Public Relations
- Government, Private Sector and Non-profit Partnerships
 - Promotion, Resource and Support
 - Integrate, combine and promote workplans
- Attitude and Observational Survey
 - Statistics, Research and Performance

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Puerto Rico Traffic Safety Commission Communications through its Communications Division has the responsibility to implement strategic plans to reduce traffic deaths in Puerto Rico and increasing traffic safety awareness. Each campaign strategy will be implemented by identifying traffic safety problems, analysis of relevant data to establish target audiences and best strategies to spread awareness. Will continue focusing on media buy plans frequency and obtaining earned media through traditional media, social media and owned media to fit the overall problem ID for this program area. Therefore, all proposed planned activities have taken in consideration the current island cost of living, including media buy plans current value, suppliers services fee, and market price, among others.

Will administrate attitude surveys and observational surveys when needed that aim the strengths and weaknesses of each program to identify the behaviors among vehicle occupants of traffic safety media campaigns. A specialized market research agency with experience in road safety will be contracted to do the survey.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

We have chosen our strategies based on data analysis so they can be successful when implemented. The collection of data includes articles and editorials regarding Puerto Rico's culture behavior and preferences and information provided by the Puerto Rico's Police Department and Department of Transportation. Forensics Sciences Institute, Automobile Accident Compensations Administration and SAFETY/CARE Platform were also used as part of our efforts to have accurate information that can be used to prepare our future plans of action. Finally, we include previous attitude surveys done by the Puerto Rico's Traffic Safety Commission and data analysis provided by the NHTSTA 2016-2018 Traffic Performance Measures for PR.

Will withstand all proposed planned activities and derive target market to identify specific population segments based on data age and gender. It will also be taken in consideration cities and/or locations with more incidents, weekdays, and hours period, among others.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-12-01	Impaired Driving Media Campaign
21-12-02	Youth Impaired Driving Media Campaign
21-12-03	Speed and Aggressive Media Campaign
21-12-07	Occupant Protection Media Campaign
21-12-10	Non-Motorized Media Campaign
21-12-12	Motorcycle Awareness Media Campaign
21-12-13	Motorcycle Safety Media Campaign
21-12-14	Distracted Driving Media Campaign
21-12-15	PESET Educational Media Campaign
21-12-16	Alcohol Impaired Driving Media Campaign

Planned Activity: Alcohol Impaired Driving Media Campaign

Planned activity number: **21-12-01**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the impaired driving educational message base on target audience and program problem identification. These, promoting the educational efforts that are desperately needed to eradicate alcohol related fatalities and injuries. High alcohol consuming periods will have enforcement efforts by the state and municipal police forces and a survey will be conducted to measure the campaign impact on target. Implemented Strategies are based on Countermeasures that Work 2017, Chapter 1, Alcohol- and Drug-Impaired Driving, 5.2 Mass Media Campaign, Section 1-49, Page 63.

The PRTSC has essential responsibility to implement strategic plans to reduce traffic deaths in PR. For this program will propose the following strategies to address the problem of impaired driving:

Target Identification

This information was obtained from alcohol impaired fatalities and injuries. Will consider age, gender and period to focus the strategies in achieving the goal.

- **Audience-** men 25-36; 210,878 estimated

- **Zone-** Metropolitan Area; taking in consideration the five municipalities with greater incidents.
- **Weekday & Hours-** according to statistics mayor incidents occurred Thursday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.
- **Periods-**
 - Holidays Season**, Earn Media: December 4 to January 10, Paid Media: December 8 to 31st, Enforcement: December 4 to January 1st.
 - Easter Weekend**, Earn Media: March 26 to April 5, Paid Media: March 30th to April 4th, Enforcement: March 26 to April 5.
 - Pre-Summer Season, Earn Media: June 17 to 20th, 24 to 27, July 1 to the 4th and 8 to 12, Paid Media: June 17 to 20, 25 to 26, July 1 to 4 and 9 to 10
 - Summer Season**, Earn Media: July 16 to August 1st, Paid Media: July 21st to 31st and Enforcement July 16 to August 1.
 - Labor Day Weekend**, Earn Media: August 26 to September 7, Paid Media: September 1 to 6, Enforcement: August 26 to September 7.

**according with PRTSC mobilizations & NHTSA crackdown periods

Message and Talking Point

The educational message for the Alcohol Impaired Media Campaign will be developed based on program goal and objective. For the past two years, we have been using the same ads that have proven to carry on the educational message very well. The campaign slogans can be either, "Guiar borracho es un crimen, serás arrestado" (drunk driving is a crime, you'll be arrested) for mobilizations and crackdowns or "Guiar borracho no es alternativa" (drunk driving is not an alternative) to encourage a designated driver and alternative transportation.

Strategic Communications Plan

There will be efforts to enhance earn media through traditional and social media platforms while focusing on maintaining media buy frequency.

Strategic integration with PRPD and Municipality Police Work Plans

By promoting their workplans, the main strategy is to communicate both, Municipal and State Police Departments, to uplift results by working as a team.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 25-34:

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:
 - Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
 - Produce shareable educational content *using hashtags* to engage owned media platforms.
 - *Generate live and real-time videos on live digital platforms.*
 - Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.

- How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
- Which times are the bests to reach users and “Like” tendencies.
- Number of visits to owned media pages.
- Analysis of all uploaded videos, with their corresponding metrics and parameters.
- Download reports of all page parameters
- Generating a monthly and trimestral Owned Media Analytics Report
- promoting educational message through owned media platforms and the PRTSC website
- Analysis of new needs and strategies of the PRTSC
- Posting and uploading data, statistics and information
- Art reproduction and editing for the website
- Integration with social networks
- Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests’ events and activities will be a strategy for public engagement. Puerto Rico’s citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of

publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

- **Strategies-** a comprehensive Communications' Plan will be completed for this all traffic safety programs including Alcohol Impaired Driving. It will contain a distinct plan for each event and will include specifications and resources (what, when, where, how) to conduct the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
a. Owned Media To promote the drunk driving prevention message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 2,800 in year 2019 to 3,080 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 429,099 in year 2019 to 472,009 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. Produce/Reproduce/Edit Educational Pieces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

To distribute at least 15,000 brochures with the drunk driving prevention message at the end of fiscal year 2021.	Holidays		Easter & Pre-Summer	Summer & Labor Day
To Produce/Reproduce/edit at least four (4) educational pieces with the drunk driving prevention content at the end of fiscal year 2021.	<input checked="" type="checkbox"/> Holidays	<input type="checkbox"/>	<input checked="" type="checkbox"/> Easter & Pre-Summer	<input checked="" type="checkbox"/> Summer & Labor Day
c. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for all Drive Sober or Get Pulled Over Campaign during the publishing period.	<input checked="" type="checkbox"/> Holidays	<input type="checkbox"/>	<input checked="" type="checkbox"/> Easter & Pre-Summer	<input checked="" type="checkbox"/> Summer & Labor Day
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all Drive Sober or Get Pulled Over Campaign and obtain at least 4,396,379 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Earned Media To expose the drunk driving prevention message thru Public Relations and obtain at least three (3) interviews and/or media coverage during each effort period at the end of fiscal year 2021.	<input checked="" type="checkbox"/> Holidays	<input type="checkbox"/>	<input checked="" type="checkbox"/> Easter & Pre-Summer	<input checked="" type="checkbox"/> Summer & Labor Day
To obtain at least \$50,000 on earned media from promoting the drunk driving prevention content at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Massive Impact Event To participate and/or develop in one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the drunk driving prevention message.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

These strategies are focused on modifying behavior towards drinking and driving and to make traffic safety part of our citizens and drivers' lifestyles.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	154 Transfer Funds-AL	154 Alcohol	\$1,165,000.00		
2018					
2019					
2020					

Planned Activity: Youth Impaired Driving Media Campaign

Planned activity number: **21-12-02**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

The main goal is to educate young drivers about the consequences of driving under the influence of alcohol. This program will be targeting young people 16 to 24 years old and will promote the importance of passing the car keys if there is intention to drink alcohol beverages, to identify a designated driver to carry them home safely, or to find an alternative way of transportation to reduce alcohol related fatalities among youth. This strategy is based on Countermeasures that Work 2117, Chapter 1, Alcohol- and Drug-Impaired Driving, 6.5 Youth Programs, Section 1-65, Page 79.

Target Identification- based on the data obtained from the problem (C.1) will identify the specific population, age, gender and period to focus our strategies to achieving the goal.

➤ **Audience-**

- primary –men 16-24; 249,260 estimated*;
- secondary –women 16-24; 241,249 estimated*

* Population Information from American Fact Finders 2013-2017 American Community Survey

- **Zone-** Metropolitan Area; taking in consideration the five municipalities with greater incidents.

- **Weekday & Hours-** according to statistics mayor incidents occurred Thursday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.
- **Periods-**
 - Halloween Period
 - San Sebastián Street Fests Period
 - St. Valentine's Period
 - Intercollegiate Sports Competitions Period

Message and Talking Point- The educational message will be developed based on program goal and objective. For this youth alcohol impaired driving campaign, the message will aim to capture young people attention and positive reaction by using the slogan "Si bebes, Pasa la Llave" (If you're going drink, pass the car keys) to encourage them to pass the car keys, identify a designated driver or to find an alternative way of transportation.

Strategic Communications Plan

There will be efforts to enhance earn media through traditional and social media platforms while focusing on maintaining media buy frequency.

Strategic integration with PRPD and Municipality Police Work Plans

By promoting their workplans, the main strategy is to communicate both, Municipal and State Police Departments, to uplift results by working as a team.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired

to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 16-24:

Men 16-24							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	105	97	104	92	107	100	100.83
TV Local	71	73	82	65	85	77	75.50
Paid TV	34	24	22	27	22	23	25.33
Internet	92	90	82	82	93	84	87.17
Social Network	80	88	80	80	90	83	83.50
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	39	50	37	60	52	42	46.67
Radio	65	65	58	73	52	42	59.17
Movie Theater	40	46	46	46	51	56	47.50
Outdoor	22	51	32	45	28	40	36.33
Print	20	15	16	11	17	14	15.50
Magazine	4	2	3	4	2	2	2.83
Newspaper	16	13	13	7	15	12	12.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel

cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.

➤ **Owned Media (Websites, Social and Mobile Networks)**- Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
- Posting and uploading data, statistics and information

- Art reproduction and editing for the website
- Integration with social networks
- Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests' events and activities will be a strategy for public engagement. Puerto Rico's citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

Strategies- a comprehensive Communications' Plan will be completed for this all traffic safety programs including Youth Impaired Driving. It will contain a distinct plan for each event and will include specifications and resources (what, when, where, how) to conduct the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
d. Owned Media To promote the youth alcohol impaired driving prevention message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 641 in year 2019 to 705 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 161,000 in year 2019 to 177,100 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Produce/Reproduce/Edit Educational Pieces To distribute at least 5,000 brochures with the drunk driving prevention message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at least four (4) educational pieces with the drunk driving prevention content at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ all Youth Alcohol Impaired Driving Awareness, Prevention and Educational Effort during the publishing period.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for all Youth Alcohol Impaired Driving Awareness, Prevention and Educational Efforts and obtain at least 25,000 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f. Earned Media To expose the Youth Alcohol Impaired Driving prevention message thru Public Relations and obtain at least three (2) interviews and/or media coverage during each effort period at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

To obtain at least \$5,000 on earned media from promoting the Youth Alcohol Impaired Driving prevention content at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g. Massive Impact Event To participate and/or develop at least two (2) Mass Impact Activity to influence directly attendees to broadcast and promote the Youth Alcohol Impaired Driving prevention message.	<input type="checkbox"/>	San Se Street Fests <input checked="" type="checkbox"/>	Intercollegiate Sports Competitions <input checked="" type="checkbox"/>	<input type="checkbox"/>

These strategies are focused on shifting youth behavior towards drinking and driving and to make traffic safety part of their lifestyle.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	154 Transfer Funds-AL	154 Alcohol	\$200,000.00		

Planned Activity: Speed and Aggressive Media Campaign

Planned activity number: **21-12-03**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

Efforts to continue the outreach of the educational message for the speed and aggressive driving program will be based on fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships. This educational message will be based on program problem identification and target audience market by exposing the consequences of speeding and the importance of courtesy while driving. Also, to communicate rules and regulations that apply to this program according to PR Act 22-2000.

State and Municipal Police forces will also be doing enforcement efforts during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 3, Speeding and Speed Management, 4.1 Communications and Outreach Supporting Enforcement, Section 3-38, Page 192.

Target Identification

Will identify the specific population, age, gender and period to focus our strategies to achieving the goal:

- Audience- Primary –men 18-36; 715,255 estimated
- Zone, & Hours- Metropolitan Area with 33% of fatalities and 22% of injuries; / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.
- Period- May 2021; according to the PRTSC Mobilization's Period.

Message

“Respetar los límites de Velocidad, si no obedeces pagas” (Respect Speed Limits Obey or Pay the Fine) has proven its effectiveness and will be used for this Speed and Aggressive Driving Media Campaign. This educational message will be developed based on program goal and objective

Message and Talking Point

The educational message for the Alcohol Impaired Media Campaign will be developed based on program goal and objective. For the past two years, we have been using the same ads that have proven to carry on the educational message very well. The campaign slogans can be either, “Guiar borracho es un crimen, serás arrestado” (drunk driving is a crime, you'll be arrested) for mobilizations and crackdowns or “Guiar borracho no es alternativa” (drunk driving is not an alternative) to encourage a designated driver and alternative transportation.

Strategic Communications Plan

There will be efforts to enhance earn media through traditional and social media platforms while focusing on maintaining media buy frequency.

Strategic integration with PRPD and Municipality Police Work Plans

By promoting their workplans, the main strategy is to communicate both, Municipal and State Police Departments, to uplift results by working as a team.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other

purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 18-34:

Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year

2021. 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-determined by media systems and programs.

- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:
 - Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
 - Produce shareable educational content *using hashtags* to engage owned media platforms.
 - *Generate live and real-time videos on live digital platforms.*
 - Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.

- Download reports of all page parameters
- Generating a monthly and trimestral Owned Media Analytics Report
- promoting educational message through owned media platforms and the PRTSC website
- Analysis of new needs and strategies of the PRTSC
- Posting and uploading data, statistics and information
- Art reproduction and editing for the website
- Integration with social networks
- Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests' events and activities will be a strategy for public engagement. Puerto Rico's citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected

for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

Strategies Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
g. Owned Media To promote the speed and aggressive driving message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 510 in year 2020 to 561 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 173,772 in year 2019 to 191,149 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h. Produce/Reproduce/Edit Educational Pieces To distribute at least 10,000 pieces with the speed and aggressive driving prevention message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at least four (4) educational pieces with the speed and aggressive driving prevention content at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the Speed and Aggressive Driving Campaign during the publishing period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the Speed and Aggressive Driving Campaign obtain at least 3,631,580 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h. Earned Media To expose the occupant protection message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To obtain at least \$15,000 on earned media from promoting the occupant protection content at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

i. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the occupant protection message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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All these strategies focus on changing behavior among our targeted audience to internalize the speed & aggressive driving educational message and adapt it as part of their lifestyle.

Intended Subrecipients

Enter intended subrecipients.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00		

Planned Activity: Occupant Protection Media Campaign

Planned activity number: **21-12-07**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the non-motorized safety educational message base on target audience and program problem identification. This will include the importance of pedestrians to be responsible while using the public roads and also the importance of motor vehicles drivers to respect pedestrians crossing lines by not stopping on top of the zebras. Likewise, the importance of bicyclists to know their rights and duties while riding a bicycle and to communicate rules and regulations that applies to this program according to PR Act 22-2000.

Will also unite Seat Belt and CIOT enforcement efforts executed by State and Municipal Police forces, if applicable, during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 2, Seat Belts and Child Restraint, 3. Communications and Outreach, Section 2-22, Page 138.

Seat Belt Usage Campaign

Target Identification

Will consider age, gender and period to focus the strategies in achieving the goal:

- **Zone-** Metropolitan Area; with 21% of fatalities and 18% of injuries.
- **Weekday & Hours-** according to statistics mayor incidents occurred Friday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.
- **Period-** November 2020 and May-June 2021; according with PRTSC CIOT's Mobilization)
- **Audience-** men 18-24; 249,260 estimated*

Message and Talking Point

We created a new campaign to refresh the way we communicate our educational message for this program. This new campaign uses the slogan "Los que Saben, Se Amarran" (Those who knows well, always buckle up". For the mobilization period we will be also using "Si no te amarras, pagas" (Click it or ticket*).

*From now on CIOT for its acronym in English

Media Buy Plan Strategy

According to the most recent market study "PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 18-34:

Men 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	96	106	88	105	96	98.67
TV Local	69	75	88	67	86	75	76.67
Paid TV	32	21	18	21	19	21	22.00
Internet	92	88	76	79	92	81	84.67
Social Network	82	86	73	76	87	79	80.50
Video Streaming	70	63	29	65	59	43	54.83
Internet Radio	37	41	28	47	51	36	40.00
Radio	68	69	61	76	59	44	62.83
Movie Theater	38	35	39	34	45	43	39.00
Outdoor	20	50	29	43	27	36	34.17
Print	21	17	18	13	21	17	17.83
Magazine	3	1	2	4	1	2	2.17
Newspaper	18	16	16	9	20	15	15.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

Strategic integration with PRPD Work Plans for Mobilization

The main strategy is to communicate the active work of the State Police if applicable and promote their work plan. Municipalities Police can join, if applicable (according to the established rules and parameters).

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
j. Owned Media To promote the vehicle occupant protection message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 426 in year 2020 to 470 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 162,129 in year 2019 to 178,342 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
k. Produce/Reproduce/Edit Educational Pieces To distribute at least 15,000 pieces with the vehicle occupant protection message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

To Produce/Reproduce/edit at least four (4) educational pieces with the vehicle occupant protection message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
i. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the Click It Or Ticket Campaign during the publishing period.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the Click It Or Ticket Campaign obtain at least 3,631,580 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j. Earned Media To expose the vehicle occupant protection message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To obtain at least \$30,000 on earned media from promoting the vehicle occupant protection message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
k. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the vehicle occupant protection message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Child Passenger Awareness, Prevention and Educational Effort

Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

- **Zone-** Metropolitan Area; with 67% of fatalities and 16% of injuries.
- **Weekday Hours-** Monday-Friday / 6:00pm to 1:59am
- **Period-** will launch on September as this is the National Child Safety’s Month
- **Audience-** Much conducted studies thru time in PR reflects that most PR households are headed by women, therefore audience will be women 18-36; 490,509 estimated

Message

A new campaign was created for this program to refresh the way we communicate the educational message to the target audience. For this to happen, a new slogan was added to the

efforts, focusing on the importance of keeping safe every child age 8 or under. This new slogan is “Una sola muerte por no utilizar el asiento protector, es demasiado” (Just one single dead for not using the car seat is enough).

Media Buy Plan Strategy

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for women ages 18-36:

Women 18-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	101	101	101	96	106	103	101.33
TV Local	75	80	85	79	86	85	81.67
Paid TV	26	21	16	17	20	18	19.67
Internet	95	91	82	93	94	84	89.83
Social Network	87	89	81	91	90	82	86.67
Video Streaming	72	65	30	78	55	38	56.33
Internet Radio	40	46	31	58	42	33	41.67
Radio	69	60	57	77	59	41	60.50
Movie Theater	37	36	41	35	39	46	39.00
Outdoor	18	46	28	35	22	32	30.17
Print	21	15	21	17	27	23	20.67
Magazine	4	3	6	6	7	6	5.33
Newspaper	17	12	15	11	20	17	15.33

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
m. Owned Media To promote the vehicle child restraint educational message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 1,165 in year 2020 to 1,282 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 147,430 in year 2019 to 162,173 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
n. Produce/Reproduce/Edit Educational Pieces To distribute at least 15,000 pieces with the vehicle child restraint educational message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

To Produce/Reproduce/edit at two (2) educational pieces with the vehicle child restraint educational message at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
o. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the vehicle child restraint educational message during the publishing period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the vehicle child restraint educational message and obtain at least 2,131,580 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i. Earned Media To expose the vehicle child restraint educational message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To obtain at least \$5,000 on earned media from promoting the vehicle child restraint educational message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
m. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote vehicle child restraint educational message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Occupant Protection

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico’s Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:
 - Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
 - Produce shareable educational content *using hashtags* to engage owned media platforms.
 - *Generate live and real-time videos on live digital platforms.*

- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests’ events and activities will be a strategy for public engagement. Puerto Rico’s citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

All these tactics focus on promoting the proper use of seat belt and car seat when traveling a motor vehicle.

Intended Subrecipients

Enter intended subrecipients.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$450,000.00		

Planned Activity: Non-Motorized Media Campaign

Planned activity number: **21-12-10**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose the non-motorized safety educational message based on program problem identification and target audience market by exposing the importance of pedestrians to be responsible while using the public roads and also the importance of motor vehicles drivers to respect pedestrians crossing lines by not stopping on top of the zebras. Also, the importance of bicyclists to know their rights and duties while riding a bicycle and to communicate rules and regulations that applies to this program according to Act 22-2000.

Will also unite pedestrian-drivers safety enforcement efforts executed by State and Municipal Police forces, if applicable, during the mobilization period. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety, VI. Communication Program and VII Outreach Program.

Pedestrian Safety

Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

- **Audience-** Primary –men 50+; over 577,564 estimated*
* Population Information from American Fact Finders, 2017, American Community Survey
- **Zone, Weekday & Hours-** emphasize in the Metropolitan Area, but taking in consideration the ten municipalities with greater incidents / Friday-Sunday / 6:00pm to 11:59am
- **Periods-**
 - “Peatón Responsable” Awareness, Prevention and Educational Effort”- October 2020 (Pedestrian Safety National Month)
 - “Somos Responsables” Mobilization- March and August 2021, according to the PRTSC Planning and Operations Office.

Message

- “Peatón Responsable” (be a responsible pedestrian)
- “Somos Responsables” (We are all responsible).

Strategic integration with PR PD Work Plans for the “Somos Responsables” Mobilization

The main strategy is to communicate the active work of the State Police if applicable and promote their work plan. Municipalities Police can join, if applicable (according to the established rules and parameters).

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
p. Owned Media To promote the pedestrian safety educational message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 1,059 in year 2020 to 1,165 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 316,186 in year 2019 to 347,805 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
q. Produce/Reproduce/Edit Educational Pieces To distribute at least 10,000 pieces with the pedestrian safety educational message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at two (2) educational pieces with the pedestrian safety educational message at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
r. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the pedestrian safety educational message during the publishing period.	<input checked="" type="checkbox"/> Pedestrian Safety	<input checked="" type="checkbox"/> Pedestrian-Driver	<input type="checkbox"/>	<input checked="" type="checkbox"/> Pedestrian-Driver
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the pedestrian safety educational message and obtain at least 2,473,838 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
n. Earned Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

To expose the pedestrian safety educational message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	Pedestrian Safety	Pedestrian-Driver		Pedestrian-Driver
To obtain at least \$25,000 on earned media from promoting the pedestrian safety educational message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
o. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the pedestrian safety educational message.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bicyclist Awareness, Prevention and Educational Effort

Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

- **Audience-** men 50-64
- **Zone, Weekday & Hours-** emphasize in the Metropolitan Area, but taking in consideration the ten municipalities with greater incidents / Thursday-Sunday / 6:00pm to 5:59am.
- **Period-** May, as this is the PR National Cyclist’s Month. Following is the timeframe:

Message

It is important to educate both, bicyclists and motor vehicles drivers to keep everyone safe in our streets. Therefore, the educational message will be developed based on program goal and objective of the cyclist safety, which includes share the road slogan as well as “En tres pies cabe mucha vida” (A lot of life can fit in 3 feet distance) to keep all of us safe.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
s. Owned Media To promote the bicyclist safety educational message to engage target market through owned media platforms by generating at least 10 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

	To increase likes by 10%; from 399 in year 2020 to 439 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	To increase reaches in 10% by <i>boosting</i> social media posts; from 45,829 in year 2019 to 50,412 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
t.	Produce/Reproduce/Edit Educational Pieces To distribute at least 10,000 pieces with the bicyclist safety educational message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	To Produce/Reproduce/edit at two (2) educational pieces with the bicyclist safety educational message at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
u.	Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the pedestrian safety educational message during the publishing period.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the bicyclist safety educational message and obtain at least 2,117,649 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
p.	Earned Media To expose the bicyclist safety educational message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	To obtain at least \$1,000 on earned media from promoting the bicyclist safety educational message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
q.	Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the bicyclist safety educational message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Non-motorized Safety

Media Buy Plan Strategy

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men 50+:

Men 50+							
MEDIA	ZONE						TOTAL
	SJ-EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	117	116	107	116	112	112	113.33
TV Local	87	91	88	89	90	90	89.17
Paid TV	30	25	19	27	22	22	24.17
Internet	25	20	17	14	22	22	20.00
Social Network	19	19	13	12	18	19	16.67
Video Streaming	15	11	6	12	8	11	10.50
Internet Radio	5	3	3	3	6	5	4.17
Radio	69	58	57	76	71	55	64.33
Movie Theater	8	3	2	2	2	4	3.50
Outdoor	13	37	22	15	18	28	22.17
Print	44	49	58	42	53	42	48.00
Magazine	1	1	3	1	5	3	2.33
Newspaper	43	48	55	41	48	39	45.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year

2021. 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-determined by media systems and programs.

- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:
 - Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
 - Produce shareable educational content *using hashtags* to engage owned media platforms.
 - *Generate live and real-time videos on live digital platforms.*
 - Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.

- Download reports of all page parameters
- Generating a monthly and trimestral Owned Media Analytics Report
- promoting educational message through owned media platforms and the PRTSC website
- Analysis of new needs and strategies of the PRTSC
- Posting and uploading data, statistics and information
- Art reproduction and editing for the website
- Integration with social networks
- Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests' events and activities will be a strategy for public engagement. Puerto Rico's citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces,

such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

All these tactics focus on promoting the non-motorized safety educational message.

Intended Subrecipients

Enter intended subrecipients.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405h Nonmotorized Safety	405h Public Education	\$175,000.00		
2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$55,000.00		

Planned Activity: Motorcycle Awareness Media Campaign

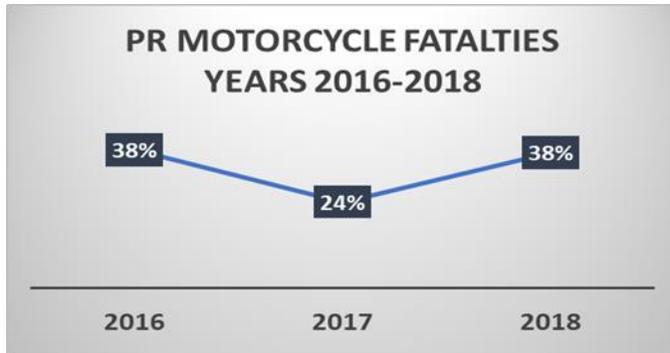
Planned activity number: **21-12-12**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

Puerto Rico will implement a data-driven program in a majority of municipalities where the incidence of crashes involving a motorcycle and another vehicle is highest. The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts to expose motorcyclist Share the Road educational message based on program problem identification and target audience promoting motorcyclist’s and driver’s courtesy and coexisting

toward road safety. These strategies are based on Countermeasures that Work 2017, Chapter 5, Motorcycles, 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclist, Section 5-25, Page 264.



Target Identification

Will consider age, gender and period to focus the strategies in achieving the goal.

- **Audience-** men 25-36; 210,878 estimated*
- **Zone-** After analyzing the data of the eight (8) municipalities with the highest incidence of motorcycle crashes involving a vehicle, will focus on the metropolitan area, taking in consideration the municipalities with largest population. According to the table below, 80% occurred metropolitan area (San Juan, Bayamón, Carolina, Toa Baja and Guaynabo). The other municipalities (Ponce, Caguas and Mayagüez) according to the island inhabitants and division, are three (3) of the municipalities with the largest population.
- **Period-** January 2021
- **Weekday & Hours-** Friday to Sunday / 6:00pm to 11:59pm. The process of selecting days and hours patterns will depend of the data systems’ that evaluates target market details and preference. Further information will be given on Media Tactics.

County or Political Subdivision # of MCC involving another motor vehicle (In Puerto Rico the Political subdivision are Municipalities)							
Adjuntas	7	Cidra	9	Lajas	11	Rio Grande	17
Aguada	11	Coamo	17	Lares	6	Sabana Grande	7
Aguadilla	28	Comerio	9	Las Marías	3	Salinas	10
Aguas Buenas	9	Corozal	7	Las Piedras	8	San Germán	11
Aibonito	19	Culebra	1	Loíza	5	San Juan	292
Añasco	10	Dorado	9	Luquillo	11	San Lorenzo	33
Arecibo	32	Fajardo	16	Manatí	2	San Sebastián	25
Arroyo	1	Florida	1	Maricao	1	Santa Isabel	4
Barceloneta	16	Guánica	5	Maunabo	0	Toa Alta	0
Barranquitas	16	Guayama	5	Mayagüez	41	Toa Baja	21
Bayamón	71	Guayanilla	4	Moca	18	Trujillo Alto	18
Cabo Rojo	15	Guaynabo	28	Morovis	0	Utuado	6
Caguas	51	Gurabo	19	Naguabo	2	Vega Alta	4
Camuy	15	Hatillo	16	Naranjito	19	Vega Baja	12
Canóvanas	11	Hormigueros	1	Orocovis	13	Vieques	19
Carolina	56	Humacao	9	Patillas	7	Villalba	5
Cataño	17	Isabela	9	Peñuelas	5	Yabucoa	13
Cayey	17	Jayuya	4	Ponce	43	Yauco	7
Ceiba	4	Juana Díaz	11	Quebradillas	6		
Ciales	3	Juncos	8	Rincón	7		
						Total	1,309

Message

To be up to date in our efforts, a new animated campaign was created to be more effective in our communications strategies. The educational message will be developed based on program

goal and motorcycle awareness media campaign and will include the “Share the Road” slogan to encourage drivers and motorcycles to get informed about the importance of sharing the streets.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico’s Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 25-36:

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests’ events and activities will be a strategy for public engagement. Puerto Rico’s citizen

are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
v. Owned Media To promote the Motorcyclist-Driver Share the Road message to engage target market through owned media platforms by generating at least 24 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 131 in year 2019 to 144 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

To increase reaches in 10% by <i>boosting</i> social media posts; from 22,643 in year 2019 to 24,907 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
w. Produce/Reproduce/Edit Educational Pieces To distribute at least 2,000 pieces with the Motorcyclist-Driver Share the Road message at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at two (2) promotional pieces with the Motorcyclist-Driver Share the Road message at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the Motorcyclist-Driver Share the Road message during the publishing period.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the Motorcyclist-Driver Share the Road message and obtain at least 3,255,238 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
r. Earned Media To expose the Motorcyclist-Driver Share the Road message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To obtain at least \$1,000 on earned media from promoting the Motorcyclist-Driver Share the Road message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

In summary, all these tactics focus on educational efforts that are aimed to promote motorcyclist’s and driver’s courtesy and coexisting toward road safety. It is imperative to educate people, so they become more conscious about the consequences of not sharing the road, the reasons why motorcyclists have the right to use the streets and the existing correlation between sharing the road and saving lives. On that behalf, and for the PRTSC to fulfill that goal, the message has to be constant and the communication efforts must cover all ways possible to spread the message, using traditional media channels and reaching the target audience through digital advertising. Since even one life lost is much, these strategies have but one goal, and it is to save as many lives as possible by keeping both, motorcyclists and drivers, safe.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$50,000.00		

Planned Activity: Motorcycle Safety Media Campaign

Planned activity number: **21-12-13**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to expose motorcyclist safety educational message based on program problem identification and target audience promoting motorcyclist's safety by applying rules and regulations according to PR Act 22-2000. This strategy is based on Countermeasures that Work 2075, Chapter 5, Motorcycles, 4.1 Communications and Outreach: Conspicuity and Protective Clothing, Section 5-23, Page 262.

Target Audience

Data analysis obtained identifies specific population, age, gender and period:

- **Audience-** men 25-36; 715,255 estimated
- **Zone, & Hours-** emphasize in the Metropolitan Area / 6:00pm to 11:59pm
- **Period-** February 2021

Message

This program will have a combination of slogans, since the main goal is to educate and encourage motorcyclists to use the proper gear so they can live long enough to ride. Having this said, the slogans will be "Motociclistas que se protegen, viven para contarlo" (Motorcyclists who protect

themselves live long enough to tell the tale” and “Motociclista Seguro: Su uso tiene una razón de ser” (Motorcyclist Safety: Safety Gear, its use has a reason).

Talking Points

- Motorcyclist must use proper gear when riding: Eye protection, gloves, long pants, appropriate shoes that cover the ankle and a protective DOT helmet
- Always wear a DOT protective helmet when riding a motorcycle
 - Make sure that helmet restraint system is properly adjusted
 - Change the helmet every five (5) years
 - Discard a helmet that has been in an impact
- It is illegal to drive a motorcycle with a blood alcohol level (BAC) of .02% or more
- Follow the established speed limits
- Children under twelve (12) years of age cannot ride on a motorcycle
- Provisions of law violations will incur an administrative fault and will be sanctioned with a fine

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico’s Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information

flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 25-34:

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of

human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance

will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests' events and activities will be a strategy for public engagement. Puerto Rico's citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies

Focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media will be our main strategy. Also, will develop the following strategies:

Strategies	Quarter to Complete			
	Oct- Dec	Jan- Mar	Apr- Jun	Jul- Sep
y. Owned Media	☒	☒	☒	☒

To promote the motorcycle safety message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.				
To increase likes by 10%; from 510 in year 2020 to 561 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 173,772 in year 2019 to 191,149 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
z. Produce/Reproduce/Edit Educational Pieces To distribute at least 5,000 pieces with the motorcycle safety message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at least four (4) educational pieces with the motorcycle safety content at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
aa. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the Motorcycle Safety Awareness, Prevention and Educational Effort during the publishing period.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the Speed and Aggressive Driving Campaign obtain at least 3,631,580 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
s. Earned Media To expose motorcycle safety message thru Public Relations and obtain at least one (1) interview and/or media coverage during each campaign period at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To obtain at least \$5,000 on earned media from promoting the motorcycle safety content at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
t. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the motorcycle safety message.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All these strategies focus on changing behavior among the targeted audience to internalize the motorcycle safety educational message and adapt it as part of their lifestyle.

Intended Subrecipients

Enter intended subrecipients.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$87,000.00		

Planned Activity: Distracted Driving Media Campaign

Planned activity number: **21-12-14**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the distracted driving educational message base on target audience and program problem identification promoting the educational efforts that are desperately needed to stop distracted driving fatalities and injuries. Also, surveys will be conducted to measure campaigns impact on citizens. This strategy is based on Countermeasures that Work 2017, Chapter 4, Distracted and Drowsy Driving, 2.2 Communications and Outreach on Distracted Driving, Section 4-18, Page 221.

Target Audience

The data analysis obtained identifies specific population, age, gender and period to focus as follows:

- **Audience-** men and women 16-44
- **Zone, Weekday & Hours-** emphasize in the Metropolitan Area, but taking in consideration the ten municipalities with greater incidents / Friday-Monday / 12:00pm to 11:59pm
- **Period-** October 2020 and April 2021 (according with PRTSC mobilization period)

Message and Talking Point

A new campaign is developing to be use for the first time during the beginning of 2020-2021 federal fiscal year. This new campaign will include the slogan “Un solo texto puede bloquear tu vision” (Just one text can block you vision) to educate and remind the target audience that it takes only a few seconds to cause a tragedy as a result of text and drive. Also, will continue using “Si guías y *texteas* Pagas” (U Drive, U Text, U Pay).

Strategic Communications Plan

There will be efforts to enhance earn media through traditional and social media platforms while focusing on maintaining media buy frequency.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico’s Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal’s Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster’s, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men and women 12+:

Men and Women 12+		
MEDIA	TOTAL	INVERSION
TV	109.00	35%
TV Local	85.00	
Paid TV	24.00	
Internet	63.00	20%
Social Network	58.00	
Video Streaming	37.00	
Internet Radio	24.00	
Radio	60.00	19%
Movie Theater	23.00	7%
Outdoor	26.00	8%
Print	31.00	10%
Magazine	4.00	
Newspaper	27.00	
Total	312.00	100%

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests’

events and activities will be a strategy for public engagement. Puerto Rico’s citizen are well known to have a very active social life since they show social acceptance, which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media’s owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it’s impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications’ Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies-

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
bb. Owned Media To promote the distracted driving prevention message to engage target market through owned media platforms by generating at least 30 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To increase likes by 10%; from 448 in year 2020 to 493 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
To increase reaches in 10% by <i>boosting</i> social media posts; from 161,004 in year 2019 to 177,104 at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

cc. Produce/Reproduce/Edit Educational Pieces To distribute at least 15,000 pieces with the distracted driving prevention message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To Produce/Reproduce/edit at least four (4) pieces with the distracted driving prevention message at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
dd. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ for the U Text U Pay Campaign during the publishing period.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the U Text U Pay Campaign and obtain at least 4,607,730 impressions at the end of the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
u. Earned Media To expose the distracted driving prevention message thru Public Relations and obtain at two (2) interviews and/or media coverage during each campaign period at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
To obtain at least \$20,000 on earned media from promoting the distracted driving prevention message at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
v. Massive Impact Event To participate and/or develop one (1) Mass Impact Activity to influence directly attendees to broadcast and promote the distracted driving prevention message.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

In summary, all these tactics focus on educational efforts that are desperately needed to stop distracted driving fatalities and injuries

Intended Subrecipients

Enter intended subrecipients.

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$300,000.00		

Planned Activity: PESET Educational Media Campaign

Planned activity number: **21-12-15**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

Will continue efforts towards increasing communications and outreach fortifying Media Buy Plans, Mass Events and Impacts, Earned Media and Government, Private Sector and Non-profit Partnerships to promote PRTSC Traffic Safety Educational Theme Park, by its initials in Spanish, PESET, based on program problem identification and target audience market by exposing the importance for children and teenagers to acknowledge rules and regulations according to PR Act 22-2000. This strategy is based on Highway Safety Program Guidelines:

- No. 3 Motorcycle Safety
- No. 8 Impaired Driving
- No. 14 Pedestrian & Bicyclist safety
- No. 19 Speed Management
- No. 20 Occupant Protection

Target Audience- Much conducted studies thru time in Puerto Rico (PR) reflects that most PR households are headed by women, therefore audience will be women ages 25-44; over 872,879 estimated

Zone- Metropolitan Area with 29% of fatalities and 23% of injuries.

Weekday & Hours- According to statistics mayor incidents occurred Friday to Sunday / 10:00am to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.

Period- February 2021; first trimester of the second semester of PR scholar year.

Message

The educational message will be developed based on program goal and objective of traffic safety education and practical skills as drivers, pedestrians and cyclists for children between the ages 7 to 18 that can be experienced in PESET. The messages will be seeking more visits to the park in an effort to educate children and young adults, as they will be our future road users.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study "PR Population Media Consumption Campaign Target Study" provided by Gaither.Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for women ages 25-44:

Women 25-44							
MEDIA	ZONE						TOTAL
	SJ-EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	107	104	103	107	108	106	105.83
TV Local	81	81	85	85	87	85	84.00
Paid TV	26	23	18	22	21	21	21.83
Internet	94	88	83	93	89	85	88.67
Social Network	86	86	82	90	85	83	85.33
Video Streaming	69	58	26	74	41	38	51.00
Internet Radio	37	33	25	45	36	30	34.33
Radio	74	59	55	76	61	46	61.83
Movie Theater	29	27	30	23	25	35	28.17
Outdoor	20	46	26	34	21	35	30.33
Print	23	22	25	19	33	24	24.33
Magazine	4	4	6	5	7	6	5.33
Newspaper	19	18	19	14	26	18	19.00

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with audience. These platforms require ongoing daily presence and constant optimization. Services can include:
 - Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).

- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - Promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

- **Events and Massive Impact Activities-** For public engagement and the intention of spread our educational messages all year long, presence in public interests’ events and activities will be a strategy for public engagement. Puerto Rico’s citizen are well known to have a very active social life since they show social acceptance,

which is why educational material distributions such as brochures, flyers/posters, photo/video content, banners, backdrops, among others, can be produced/reproduced for impact purposes in this section as they will have a direct influence on attendees. The advertising agency will be used for production and mounting services.

Also, a professional photographer/videographer can be required as goal engagement - photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. This new trend in the communications industry requires having these resources to be effective and successful in publishing our newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication of PRTSC Earned and Owned Media. The visual material is extremely necessary for the effective and strategic use of networks as platforms of communication with our audience.

Equipment rent, direct purchases, water and food expenses as well as travel cost can be used for these purposes- renting equipment such as chairs, linen and tents will only be considered for activities such as press conferences where people exceed 25 guests. Hiring a sound system can also be needed, as it's impossible to compete with the noise generated by a group of hundreds. The audio also allows us to draw attention to our message and that it has better exposure. Also, an electric start generator with technician is needed because of the magnitude of crowd expected for many public interest events and massive impact activities, as they are held on open spaces, such as parking lots or outdoor sceneries, which forms the necessity of renting this equipment to operate a sound system.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

All these tactics focus on promoting PESET educational message

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity.

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Paid Advertising (FAST)	\$50,000.00		

Planned Activity: Impaired Driving Media Campaign

Planned activity number: **21-12-16**

Primary Countermeasure Strategy ID: **Communication Campaign**

Planned Activity Description

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the impaired driving educational message base on target audience and program problem identification. These, promoting the educational efforts that are desperately needed to eradicate impaired driving related fatalities and injuries. There will have enforcement efforts by the state and municipal police forces and a survey will be conducted to measure the campaign impact on target. Implemented Strategies are based on Countermeasures that Work 2017, Chapter 1, Alcohol- and Drug-Impaired Driving, 5.2 Mass Media Campaign, Section 1-49, Page 63.

The PRTSC has essential responsibility to implement strategic plans to reduce traffic deaths in PR. For this program will propose the following strategies to address the problem of impaired driving:

Target Identification

This information was obtained from alcohol impaired fatalities and injuries. Will consider age, gender and period to focus the strategies in achieving the goal.

- **Audience-** men 25-36; 210,878 estimated
- **Zone-** Metropolitan Area; taking in consideration the five municipalities with greater incidents.
- **Weekday & Hours-** according to statistics mayor incidents occurred Thursday to Sunday / 6:00pm to 1:59am. The process of selecting days and hours patterns will depend of the data systems' that evaluates target market details and preference. Further information will be given on Media Tactics.
- **Periods-**
 - Before the SFST Training
 - After the SFST Training

Message and Talking Point

Will continue to educate citizens on the implementation of the Standard Field Sobriety Test (SFST) and will adapted the NHTSA slogan "si te sientes diferente, guías diferente" if you feel different, you drive differently.

This program will also support law enforcement officers and prosecutors to identify both, alcohol impaired and drug impaired drivers from roads and highways. It also serves so that these identified cases can be sustained in the judicial system.

Strategic Communications Plan

There will be efforts to enhance earn media through traditional and social media platforms while focusing on maintaining media buy frequency.

Strategic integration with PRPD and Municipality Police Work Plans

By promoting their workplans, the main strategy is to communicate both, Municipal and State Police Departments, to uplift results by working as a team.

Media Tactics

To obtain better results in all of our efforts, all of the Puerto Rico's Traffic Safety Commission educational campaigns are proposed to be produce, reproduce or edited. For the first two months of Federal Fiscal Year 2020-2021, every media campaign must be authorized by the Puerto Rico Election Ban's Committee, as required by PR Act 78-2011, a work that was already done by the PRTSC Communications Office. An Advertising Agency will be hired for this and other purposes such a radio, digital, out of home and educational pieces. Creative Concept will be based on Proposal's Statement of Problem, target and this program goal and objective. Result in the production of strategic pieces for a better commitment of objectives.

- **Paid Media-** The reality of the media will be taken into consideration, as well as the target audience so establish the creative concept and media plan strategies. Demographic, market research, traffic fatalities, analysis of newspaper circulation, Google Analytic, Alexa.com, Nielsen and Arbitron will determine the amount of purchase.

To be successful towards the goal, the collected information will lead to the selection of elements, space time and places. For this to be done, an advertising agency will be hired to do this specialized work. Also, services of an advertising agency will be hired as an authorized PRTSC agent for media ads purchasing since this type of work requires special equipment, operational programs and human and technical resources. The process of buying patterns in the media includes the selection and evaluation of our target market according to the detached information flow analysis, negotiations with broadcaster's, space availability, formalization of the purchase, signing agreements and delivery of equipment, among other tasks performed by specialists in media buys.

According to the most recent market study “PR Population Media Consumption Campaign Target Study” provided by Gaither Inc., a well renown specialist in target placement in PR, these are the media interest (audience points) for men ages 25-34.

Men 25-34							
MEDIA	ZONE						TOTAL
	SJ- EAST	SJ-NORTH	CAGUAS	ARECIBO	PONCE	MAYAGÜEZ	
TV	98	99	105	84	105	95	97.67
TV Local	69	78	89	68	86	76	77.67
Paid TV	29	21	16	16	19	19	20.00
Internet	93	86	73	77	90	80	83.17
Social Network	84	84	69	73	83	77	78.33
Video Streaming	67	70	38	71	65	43	59.00
Internet Radio	38	33	25	36	49	30	35.17
Radio	69	73	63	78	66	47	66.00
Movie Theater	36	28	35	26	39	35	33.17
Outdoor	22	51	32	45	28	40	36.33
Print	20	20	20	14	25	19	19.67
Magazine	3	1	2	3	1	2	2.00
Newspaper	17	19	18	11	24	17	17.67

As recommendation of the advertising agency buyer specialist and data analysis will base buying patterns on the market study.

- **Frequency in exposing the message-** The budget will determine how much frequency can be given to each advertised effort and by this the goal is to reach the same person repeatedly. A frequency of 2+, for example, implies that the same person will be exposed to the same message at least two times during the advertised campaign and obtain at least 2 million impressions at the end of year 2021. 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-determined by media systems and programs.
- **Earned Media-** We will rely in Public Relations strategies to be successful in earn media efforts. These strategies may include press conferences, media tours, interviews, press releases and distribution of educational content. Also, will increase frequency with bonuses gained thru media buy. Brochures, flyers/posters, photo/video content, banners, backdrop, among others, will be needed to be effective in every educational impact through the year. Oasis, travel cost, equipment rent, photographer, videographer and the advertising agency can also be required for display production and mounting.
- **Owned Media (Websites, Social and Mobile Networks)-** Websites, Social and Mobile Networks has been proven to be very effective nowadays, giving us the opportunity to reach specific target audiences and share our educational messages with everyone. For this to be done at its best, there is a requirement of human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating and optimization of owned media and availability 7 days a week, 24 hours a day to keep in touch with

audience. These platforms require ongoing daily presence and constant optimization. Services can include:

- Promoting owned media platforms (Facebook, Instagram, Twitter, YouTube, among others).
- Produce shareable educational content *using hashtags* to engage owned media platforms.
- *Generate live and real-time videos on live digital platforms.*
- Boost social media platforms contracting advertising space as PRTSC authorized agent to promote the educational message when Buy Media Plans is being aired- It is developed and measured in real time aspects such as:
 - Users are interacting with our page.
 - How many users have been won in a specific period. The information is obtained on specific demographic percentages such as country, age or gender.
 - Which times are the bests to reach users and “Like” tendencies.
 - Number of visits to owned media pages.
 - Analysis of all uploaded videos, with their corresponding metrics and parameters.
 - Download reports of all page parameters
 - Generating a monthly and trimestral Owned Media Analytics Report
 - promoting educational message through owned media platforms and the PRTSC website
 - Analysis of new needs and strategies of the PRTSC
 - Posting and uploading data, statistics and information
 - Art reproduction and editing for the website
 - Integration with social networks
 - Maintenance of the platforms

For this important plan of action, a social media management service will be contracted to run all PRTSC own media platforms. Also, a Website Management Service for website maintenance will be needed as well as an Advertising Agency for digital production and purchase, when necessary, and a Media Monitoring Service. All of them to fulfill these purposes.

A complete Communications' Plan will be made for this program to achieve the Objective and will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

- **Strategies-** a comprehensive Communications' Plan will be completed for this all traffic safety programs including Alcohol Impaired Driving. It will contain a distinct plan for each event and will include specifications and resources (what, when, where, how) to conduct the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

Strategies	Quarter to Complete			
	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep
ee. Owned Media To promote the impaired driving prevention message to engage target market through owned media platforms by generating at least 20 posts at the end of fiscal year 2021.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To gain at least 500 reaches by <i>boosting</i> social media posts and obtain at least 80 likes at the end of fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ff. Produce/Reproduce/Edit Educational Pieces To distribute at least 5,000 brochures with the impaired driving prevention message at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
To Produce/Reproduce/edit at least two (2) educational pieces with the drunk driving prevention content at the end of fiscal year 2021.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
gg. Paid Media To review and publish in one hundred percent (100%) the approved budget on all Media accordingly to the target market** with a frequency of 2+ all Impaired Driving Mobilization during the publishing period.	<input type="checkbox"/>	<input checked="" type="checkbox"/> Pre SFST- Training	<input checked="" type="checkbox"/> Post SFST- Training	<input type="checkbox"/>
To discuss and approve in one hundred percent (100%) final report data and Media Buy results for the all Impaired Driving Campaign and obtain at least 25,000 impressions at the end of the fiscal year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
w. Earned Media	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

To expose the Impaired Driving prevention message thru Public Relations and obtain at least three (2) interviews and/or media coverage during each campaign period at the end of fiscal year 2021.		Pre SFST- Training	Post SFST- Training	
To obtain at least \$5,000 on earned media from promoting the Impaired Driving prevention content at the end the fiscal year 2021.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

These strategies are focused on modifying behavior towards impaired driving and to make traffic safety part of our citizens and drivers' lifestyles.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving High	405d High ID	\$300,000.00		

Program Area: Motorcycle Safety
Description of Highway Safety Problems
Problem ID

During the three-year period of 2016-2018, Puerto Rico reported a total of 117 motorcyclist fatalities. In 2017, a total of 28 motorcyclist fatalities were reported, while 2018 reported 44; this represents an increase of 57% during this period.



During 2018, motorcyclist fatalities accounted for 14% of total traffic fatalities; this represents an increase of 3% when compared to the year 2017.

Act 107-2007 is a great tool, but a more restrictive approach towards the enforcement of the law is indispensable if a reduction is sought with a vigorous safety educational message, including motorcyclist trainings.

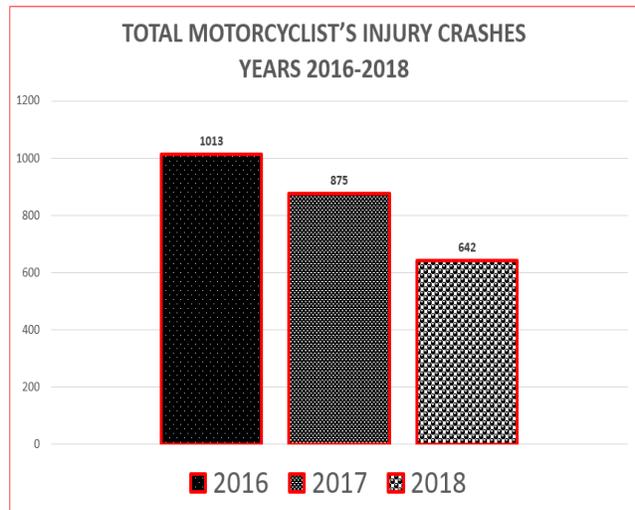
When analyzing data, the major contributing factors of motorcyclist's fatalities are speeding, impaired riding, and lack of helmet use or proper helmet (DOT).

When analyzing motorcyclist fatalities and injury crashes profile characteristics for the three-year period, 2016-2018:

- 97% motorcyclist fatalities were men.
- 55% of motorcyclist fatalities were among the 18-29 years age group, followed by 30-49 age groups with 37%, and 50 plus with 9%.



- 67% of motorcyclist fatalities occurred on weekend days, while 33% occurred between Mondays through Thursdays.
- 68% of motorcyclist fatalities occurred between 6:00 pm-5:59 am, followed by hours between 6:00 am-5:59 pm, with 27%.
- 33% of alcohol-impaired motorcyclist fatalities were unhelmeted.
- 55% of the total motorcyclist fatalities were .02% or higher.
- 18% of motorcycle involved fatalities and injury crashes occur on primary roads.
- 16% of motorcycle involved fatalities and injury crashes occur on secondary roads.
- Most fatal and injury crashes were reported in the municipality of San Juan, with a total of 481, closely followed by Bayamón with 115 crashes and Caguas with 101. These municipalities are in the greater metropolitan area of the Island.



Associated Performance Measures

Fiscal Year	Performance measure name	Target Year	End Year	Target Period	Target Value
2021	C-7) Number of motorcyclist fatalities (FARS)	2021		5-Year	36.62
2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021		5-Year	23.24

Countermeasure Strategies in Program Area

Countermeasure Strategy
Highway Safety Office Program Management (MS)

Countermeasure Strategy: Highway Safety Office Program Management (MS)

Program Area: **Motorcycle Safety**

Project Safety Impacts

Management of a Program is the starting point to oversee and ensure proper funds implementation and compliance. This project's main objective is to maintain the Program Coordinator, who is in charge of the Motorcycle Safety Program within the PRTSC. The program involves direct coordination of trainings with the PRPD, Municipal Police, PR National Guard, among other groups. Well trained riders reduced the chances of crashing by providing maneuver skills in different settings and fast decision making. In addition, the Motorcycle Safety Program Coordinator assists safety partners within the DMV by recommending best training practices, examiners skills and competences, training spaces improvements to educate them with updated laws and regulations information. The PRTSC Motorcycle Safety Program and the Coordinator will focus on education to prevent crashes, share the road message and proper gear wearing while riding including DOT helmets.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

A comprehensive Motorcycle Safety Program that includes public awareness and enforcement countermeasures will be coordinated at the PRTSC level. The coordinator will focus on the requirements of the law 107-2007 for motorcyclists providing emphasis on rider safety by conspicuity and general motorist awareness of motorcycles and sharing the road.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

To reduce motorcyclist's fatalities, rider's enforcement and education will continue to be the focus of the program. In addition, PRTSC will be educating motorists, in general, to increase their awareness of motorcyclist rights to use traffic roads, by sharing the road, and the reason why they do not see motorcycles. Factors such as lane position, blind spots, rider's clothing colors will be discussed. The Coordinator is an MSF Certified Rider Coach and is going to continue training National Guards, Air National Guard's members, State and Municipality Police Officers

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-13-06	Motorcycle Safety Coordinator

Planned Activity: Motorcycle Safety Coordinator

Planned activity number: **21-13-06**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (MS)**

Planned Activity Description

Training programs for law enforcement that focus on educating officers on motorcycle safety, including the requirements regarding motorcycle safety equipment, enforcement strategies, and techniques, identifying impaired riders and other topics related to motorcycle safety will be supported. A minimum of six (6) enforcement trainings will be held in FY 2021. Decisions on where to hold training programs are data-driven based on a municipality's overrepresentation in motorcycle crashes. These regional training programs are conducted by MSF Certified Rider Coach.

The Program Coordinator in conjunction with the DMV-DISCO, are evaluating new sites to establish additional ranges. Currently, two ranges are already marked and painted, one in the municipality of Fajardo (northeast of the island) and another one in the municipality of Aibonito (center of the island), in addition, the Toa Baja Range will be re-painted that way all ranges will be uniform. Also, the safety curriculum and law information will be revised.

Salary, fringe benefits, local and out of state travel expenses, rent, purchase, and maintenance of equipment, contractual services, training costs, and educational materials will be funded. The coordinator will work with PTS and MC programs, with a split-fund of 75% (PTS) and 25% (MC) accordingly.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (MS)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$27,537.00		

Program Area: Distracted Driving

Description of Highway Safety Problems

Problem ID

Distracted driving involves any activity whereby or in which the driver's eyes, hands, or attention are diverted from the task of driving. It is important to continue efforts toward combating distracted driving, texting, and talking through hand-held phones. Steps have been taken in order to reduce the behavior, but much is still to be done. Awareness is the main key to future success, but we must take into consideration that cell phone use has had such a predominant presence in the past 10 years. According to data published by the Puerto Rico Telecommunications Bureau, in January 2020, there were 3,390,136 cellular service subscribers. This data indicates that 90.9% of the population in Puerto Rico owns a cellular phone.

Distracted driving is performing any activity that shifts the driver's attention while driving a motor vehicle. All the distractions pose a danger for drivers, passengers and safety of pedestrians and cyclists. According to the Road Safety, Distracted Driving and Cell Phone Usage Study 2019 consigned by the PRTSC, the list of distractions includes the following:

- Making calls with cellphone
- Answering cellphone calls
- Sending text messages
- Reading text messages.
- Navigate the internet
- Access to "e-mails"
- Change radio station / handle music equipment
- Search for objects within the car
- Watch videos or movies
- Talk to passengers

On January 1, 2013, Law 201 took effect in Puerto Rico; this law, Act 22-2000 Chapter 10 Article 10.25, prohibits the use of cell phones when driving, with the purpose of intervening with distracted drivers. Out of every ten Puerto Ricans, eight make use of the cell phone in some way while driving, and a much-elevated number of drivers habitually text while driving. From there, the average of 200,000 crashes the occur annually on the island have in distractive driving (majorly cell phone use), one of three principal causes of crashes, together with speed and impaired driving. Of these crashes, many minor damages are caused by cell phone use, either by talking on the cell, sending, or reading text messages and navigating social networks.

If it is clearly difficult to determine the effects of cell phone use on the risk of a crash, there are investigations that indicate that these drivers confront four times more risks of being involved in a traffic crash, both with the use or no use of hand-free devices. Yet more impacting is the fact that when using a cell phone, even with the hands-free device, for one and a half minutes, the driver doesn't perceive 40% of traffic signals and delays his/her reaction time in case of an emergency.

The PRTSC efforts are concentrated in the delivery of an educational message through all programs, including Distracted Driving. Cell phone presence in Puerto Rico has been increasing exponentially. Studies indicate 9 out of 10 participants (87.8%) think they are at risk when they use their cell phones while driving. Also, it is estimated that a driver generates a little more than six out of ten (61.2%) use it to make or receive calls while driving "very often" or "sometimes." The remaining 37.6% use it "almost never" or "never" for those purposes. Text messages also require manual and visual efforts; therefore, the driver's cognitive attention is highly affected, placing himself in an imminent danger situation. The Road Safety, Distracted Driving and Cell Phone Usage Study 2019 reveals the following information:

- 99.8% of the participants indicated own a cellular phone.
- 39.5% use it while driving.
- 30.5% use it "always" or "almost always".
- 37.6% use it "almost never" or "never".
- 98% reported that driving and talking on a cell phone without a hands-free device Puerto Rico is illegal.
- 95.9% have a "hands-free" device.
- 99% indicated that driving and texting is illegal.

(Bluetooth installed in the car or separated is the most popular device among the participants (60.3%). The second most used device for this purpose is "Bluetooth earbuds" (without cables) (15.3%), and "Headphones with a cable mentioned by 11.6%).

Other studies conducted by companies and organizations indicate:

- 88% of the population is active in social networks.
 - 66.3% women
 - 33.7% men
- 51.4% of the users spend approximately three (3) hours connected to social networks.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2021	B-2) Percentage of people that reported making cell phone calls while driving. (Survey)	2021	Annual	66.50

Countermeasure Strategies in Program Area

Countermeasure Strategy
Distracted Driving Attitude Survey
Highway Safety Office Program Management (DD)
Short-term, High-Visibility Law Enforcement (DD)

Countermeasure Strategy: Distracted Driving Attitude Survey

Program Area: **Distracted Driving**

Project Safety Impacts

The survey will present awareness attitudes and of respondents’ essential to understanding distracted driving. With a non-intimidating environment, the gathered information will unveil facts about drivers’ opinions, knowledge, level of awareness and attitudes regarding distracted driving, perception of risks such as getting caught by the police (enforcement), safety and the effect of the prevention messages. By analyzing results, drivers’ opinions will be taken into consideration in decision-making. This feedback will allow PRTSC to compare results over time

- **Attitude Survey Statistics and Research**
 - contract a professional firm with experience and knowledge on surveys, data collection and analysis
 - review surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics
 - conduct the distracted driving attitude survey
 - discuss an approve final survey report data and results

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Will administrate attitude surveys that target the strengths and weaknesses of the distracted driving program to comprehend driver's opinions, knowledge level of awareness and attitudes regarding distracted driving. A specialized market research agency with experience in road safety will be contracted to do the survey.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Will sustain all proposed planned activities and derive the target market to identify specific population segments based on data age and gender. It will also be taken into consideration problem cities and locations and date periods.

This countermeasure strategies are the rationale that will be implemented in the FY2021 by the Highway Safety Office. This strategy is proven effective nationally and by other jurisdictions, and have been successful in Puerto Rico, and are appropriate given the data in the problem identification and the resources available.

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-14-02	Distracted Driving Attitude Survey

Planned Activity: Distracted Driving Attitude Survey

Planned activity number: **21-14-02**

Primary Countermeasure Strategy ID: **Distracted Driving Attitude Survey**

Planned Activity Description

A specialized firm will be contracted to conduct Attitude Survey to measure the effectiveness and to identify which strategies were effective and areas where it will be necessary to improve or refine proposed strategic and action plans for future campaigns. Will measure the April 2021 U Text U Pay Campaign.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission and Private Entity

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Distracted Driving Attitude Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act NHTSA 402	Attitudinal Survey	\$13,500.00		

Countermeasure Strategy: Highway Safety Office Program Management (DD)

Program Area: **Distracted Driving**

Project Safety Impacts

PRTSC and the Program Coordinator's objective is to reduce the number of fatalities caused by distracted drivers for 2021, through educational campaigns and coordinated efforts with law enforcement agencies. To achieve deaths and injuries reduction from distracted driving, the PRTSC and Program Coordinator will strengthen their efforts to increase awareness on the importance of having all five senses in the steering wheel while driving, in order to prevent fatalities.

- Coordinate activities and events with the Communications Area related to Act 201.
- Coordinate realized two (2) mobilizations to stop distracted drivers with LEL & law enforcement agencies for the months of October 2020 and April 2021.
- Continue the promotion of the educational campaign "If you drive and text, you pay" to avoid cell phone calls and texting while driving.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The Distracted Driver Coordinator will ensure that all program activities are carried out in accordance with the problem identified, the funds allocated (Personnel costs, equipment, educational materials, local and out-of-state travel) and other related expenses. They allow us to

work to reduce the number of fatalities caused by distracted drivers. In order to address this new traffic safety issue, the PRTSC identified a coordinator who will work with this priority area.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

We choose this countermeasure strategy because it is important to continue efforts toward combating distracted driving, texting, and talking through hand-held phones, by means of the Distracted Driver Coordinator.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-14-03	Distracted Driving Coordinator

Planned Activity: Distracted Driving Coordinator

Planned activity number: **21-14-03**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management (DD)**

Planned Activity Description

This project's main objective is to provide a Program Coordinator to work to reduce the number of fatalities caused by distracted drivers for 2021. The Coordinator's salary is 15% funded from this project and 85% from the Occupant Protection Program. Also, local and stateside travel and equipment costs are funded.

Intended Subrecipients

State Agency - Puerto Rico Traffic Safety Commission

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Highway Safety Office Program Management (DD)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Distracted Driving (FAST)	\$9,228.00		

Countermeasure Strategy: Short-term, High-Visibility Law Enforcement (DD)

Program Area: **Distracted Driving**

Project Safety Impacts

During fiscal year 2021 we will be working on two (2) national mobilizations as established by NHTSA. To increase the number of interventions of distracted drivers and this way reduce traffic crashes caused by cell phone distractions, the PRTSC organizes one (1) enforcement campaign. This plan's purpose is to intervene with distracted drivers, particularly during the periods of October 5-12, 2020 and another for April 5-12, 2021, at 6:00 am – 6:00 pm. To achieve this objective, an intensive plan of proactive road patrols with the Puerto Rico Police and approximately twenty (20) Municipal Police Forces throughout the island per each mobilization are conducted.

Studies conducted in different countries sustain that a simple distraction affects the ability of one person to conduct the simplest task, much more when he/she is operating a motor vehicle. No one doubts that the riskiest distraction while driving is the use of cell phones. In general terms, this practice seriously affects driving skills, worsens his/her performance, and considerably reduces his/her perception in diverse situations that can occur on the road.

Linkage Between Program Area

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

PRTSC will grant funds for overtime hours to State and Municipal Police Forces for their participation in Distracted Driving Mobilization. Police funds will be granted through mini-grants for effectiveness. It is important to continue all efforts to address the dangers and penalties of distracted driving, in particular, texting and talking through hand-held cell phones.

This mobilization will be island wide, during day hours. During this mobilization HVE and preventive patrol will be increased in order to issue citations for distracted driving, in particular, texting and talking on hand-held cell phones, with the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving and Law 201. Police funds will be granted through mini-grants for effectiveness.

Rationale for selection

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

We choose this countermeasure strategy because it is part of a National Mobilization.

This countermeasure strategy has been selected because of High-Visibility Enforcement (HVE) operations and community outreach to promote safe driving behaviors and to reinforce the message using law enforcement to increase compliance with appropriate traffic laws.

It is a reasonable budget for the project to achieve the implementation of planned activity.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
21-14-XX	Distracted Driving Mobilizations

Planned Activity: Distracted Driving Mobilizations

Planned activity number: **21-14-XX**

Primary Countermeasure Strategy ID: **Short-term, High-Visibility Law Enforcement (DD)**

Planned Activity Description

Intended Subrecipients

State Police and Municipal Police

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High-Visibility Law Enforcement (DD)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020 2021	FAST Act NHTSA 402	Distracted Driving Enforcement (FAST)	\$320,000.00		

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
21-14-XX	Distracted Driving Mobilizations
21-01-01	Impaired Driving Overtime Enforcement
21-01-XX	Impaired Driving Overtime Enforcement
21-08-XX	Non-Motorized High Visibility Enforcement
21-05-XX	Seat Belt Enforcement - Mobilization Overtime
21-05-XX	Combined Enforcement – High Visibility Enforcement
21-03-XX	Speed Enforcement Mobilization

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Crash Analysis

PRTSC administers grant funding to implement an Evidence-Based Traffic Safety Enforcement Program with the finality of preventing traffic violations, crashes, and crash fatalities and injuries in areas of highest risk.

The statewide data-driven problem identification process focuses on the analysis of crashes, fatalities and injuries to determine what is occurring, where, when, why and how it is occurring and who is involved. Problem identification is conducted on a statewide basis and for each program area and is used to determine which traffic safety issues are to be addressed by PRTSC grant programs in the upcoming fiscal year.

High Visibility Enforcement (HVE), combines enforcement, visibility elements, and a publicity strategy to educate the public and promote voluntary compliance with the law. The assignment of planned activities to enforcement mobilization campaigns that focus on speed, impaired driving, distracted driving, non-motorized, and the use of seat belt is funded. A vast amount of Puerto Rico's highway safety grant funds is allocated on these grants to state and municipal law enforcement agencies for the execution of these mobilizations each year.

Conducting High Visibility Enforcement combines highly visible and proactive law enforcement targeting a specific traffic safety issue based on main components of data-driven problem identification of crashes, and crash fatalities and injuries in areas of highest risk. These data are necessary to ensure that the planned activity be effectively and that these support the achievement of overall goal and objectives established in its Highway Safety Plan.

All local enforcement agencies applying for grant funding must also use a data-driven approach to identify the enforcement issues in their municipalities. Law enforcement planned activities for mobilizations are assigned based on the seriousness of the problem(s) identified, the likelihood of success and potential traffic safety impact. Conducting evidence-based enforcement requires three main components. PRTSC, state and municipal agencies obtain data necessary for the problem identification process from follow data sources:

- FARS: traffic crash fatalities
- SAFETY/CARE: fatal and injury traffic crashes
- ACAA: traffic crash serious injuries

Problem identification is also essential in identifying traffic crash cluster areas, or hotspots. SAFETY/CARE data system provides essential information to understand which roadways and municipalities have highest rates of traffic crashes, that way resources can be efficiently directed towards these.

The High Crash Location Reports (HCLR), are prepared as part of the implementation efforts of the 2019-2023 Puerto Rico Strategic Highway Safety Plan (SHSP). The main purpose of this report has been to define the corridors (3-km or more), spots (500-meters), and intersections with higher crash costs (CCF) and frequency indexes (FI) for specific three-year periods.

In addition, includes the identification of the most hazardous locations within the State Highway System (Island wide), by State Roadway Classification, and by Emphasis Areas. The analysis was conducted using the SAFETY/CARE and the FARS crash databases.

The methodology used to identify the high crash locations in Puerto Rico was designed locally. It considered the Highway Safety Manual (HSM) 2010 recommendations for determining the Severity Index (SI) and the Crash Rates (CR). However, the limitations of the local data available forced the PRHTA to use alternative methods to define high crash locations in Puerto Rico. This helped define two factors: Crash Cost Factor (CCF) and Frequency Index (FI). One associated with the crash severity and the other with the proportion of crashes.

The process, in general, is summarized in the following steps:

- Step 1. Generate the lists of locations (i.e. spots, corridors, and intersections).
- Step 2. Determine the frequency index (FI) and the crash cost factor (CCF). This step does not apply to the locations identified using the fatalities database (Puerto Rico Fatalities or local FARS).
- Step 3. Perform the analysis of the most critical locations, selecting minimum CCF and FI.
- Step 4. Prepare maps.
- Step 5. Evaluate and report results.
- Step 6. Make recommendations.

SAFETY/CARE database is used to access the PRDOTPW crash database. SAFETY/CARE database assists in identifying the crash prone spots (hot spots), corridors and intersections based on specific parameters, such as segment length and the minimum number of crashes.

The process within the SAFETY/CARE database includes:

- Filtering the data – Depends on the classification area.
- Entering the parameters
- Minimum of one (1) crash
- Spots: 500 mts.
- Corridors: ≥ 3.0 km
- Intersections

Puerto Rico FARS data pre-processing was performed as summarized below:

- Road number/name consistency – Several roads were identified by different name/number formats (i.e., PR-1 or PR-01, or 1, or Road 1). For instance, the road names in the Puerto Rico FARS database were re-coded using the 'PR-#' format.
- Convert fatalities to crashes – The crash events were identified within the fatality database using the fatality date, time, and location. Identifying these fatal crashes or events is crucial, since this analysis is intended for the identification of high crash locations and shall consider only crash events and not fatalities.

Map below is an example of fatal and injury traffic crashes by municipality, which clearly illustrates most of these occurring among metropolitan area municipalities. This data is then further analyzed to identify other trends and factors that contribute to crashes, and enforcement measures necessary to address them.



Puerto Rico Fatal Crashes
Years 2016-2018

Deployment of Resources

PRTSC outlines best approaches to address traffic problem through enforcement and educational areas, guiding state and municipal police agencies in the development of appropriate countermeasures for their specific areas. Some examples of these strategies include targeting enforcement on a specific traffic violation, such as speeding, unrestrained vehicle occupant, impaired driving, distracted driving, and non-motorized.

PRTSC has a data-driven approach throughout the year, we are also constantly reviewing them. Each database is evaluated, discussed and consulted with the responsible entity. This includes continuous efforts to improve or obtain traffic volumes, road and vehicle data, and registered motorcycles. The data analysis includes the available data for all public roads.

As an example of the latter, state and municipal police execute enforcement efforts following best practices as listed in NHTSA's Uniform Guidelines for State Highway Safety Programs and Countermeasures That Work 2017, such as DUI saturation patrols, speed enforcement, etc. distracted driving, speeding, and the unrestrained vehicle occupant. These DUI saturation patrols take place in periods with high numbers of alcohol impaired traffic crashes and fatalities due to high alcohol consumption in Puerto Rico.

In addition, state and municipal police execute high visibility enforcement through their participation in national campaigns such as "Click It or Ticket" in May and "Distracted Driving Awareness Month" in April, "Christmas y Labor Day Crackdown" and other local campaigns programed by the PRTSC.

See below the calendar on specific enforcement and media campaign efforts can be found in each of the program areas.



PRTSC Media Calendar FY 2021

October 2020*

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2020*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2021

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Distracted Driving Mobilization
Earned Media- October 4 to 12
Paid Media- October 6 to 11
Enforcement- October 5 to 12
Pedestrian Awareness, Prevention and Educational Effort
Earned Media- October 18 to 25
Paid Media- October 21 to 24

Alcohol ID Halloween Awareness, Prevention and Educational Effort
Earned Media- Oct 30 to Nov 1
Paid Media- Oct 30 and 31
CIOT Mobilization (Seat Belt)**
Earned Media- November 8 to 29
Paid Media- November 12 to 25
Enforcement- November 9 to 29

Alcohol Impaired Driving Holidays Crackdown
Earned Media- December 4 to Jan. 10
Paid Media- December 8 to 31
Enforcement- December 4 to Jan. 1

Alcohol ID San Sebastian Street Fests* Awareness, Prevention and Educational Effort**
Earned January 14 to 17
Paid Media- January 14 to 18
Motorcyclist Awareness, Prev. and Educ. Effort - Share The Road
Earned Media- January 28 to 31
Paid Media- January 28 to 31

Motorcycle Safety Campaign
Earned Media- February 1 to 7
Paid Media- February 3 to 7
PESET** Awareness, Prevention and Educational Effort**
Earned Media- February 21 to 27
Paid Media- February 23 to 26

NM*** Safety Mobilization (Pedestrian-Driver)**
Earned Media- March 7 to 12
Paid Media- March 9 to 12
Enforcement- March 7 to 12
Alcohol Impaired Driving Easter Mobilization
Earned Media- March 26 to April 5
Paid Media- March 30 to April 4
Enforcement- March 26 to April 5

April 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2021

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2021

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2021

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Alcohol Impaired Driving Easter Mobilization
Earned Media- March 26 to April 5
Paid Media- March 30 to April to 4
Enforcement- March 26 to April 5
Distracted Driving Mobilization
Earned Media- April 5 to 12
Paid Media- April 7 to 11
Enforcement- April 5 to 12
Alcohol ID Intercollegiate Sports Competitions* Awareness, Prev. and Educ. Effort**
Earned Media- April 22 to 25
Paid Media- April 22 to 25
Speed Driving Mobilization
Earned Media- May 2 to 16
Paid Media- May 6 to 16
Enforcement- May 3 to 16
Bicyclist Awareness, Prevention and Educational Effort
Earned Media- May 20 to 22
Paid Media- May 20 to 22
CIOT Mobilization (Seat Belt)**
Earned Media- May 23 to June 6
Paid Media- May 27 to June 2
Enforcement- May 24 to June 6
Alcohol Impaired Driving Pre-Summer Awareness, Prevention & Educational Effort
Earned Media- June 17-20, 24-27
July 1-4 and 8-12
Paid Media- June 17-20, 25-26
July 1-4 and 9-10
Alcohol Impaired Driving Summer Crackdown
Earned Media- July 16 to August 1
Paid Media- July 21 to 31
Enforcement- July 16 To August 1
NM*** Safety Mobilization (Pedestrian-Driver)**
Earned Media- August 8 to 15
Paid Media- August 11 to 15
Enforcement- August 9 to 15
Alcohol Impaired Driving Labor Day Mobilization
Earned Media- Aug. 26 to September 7
Paid Media- September 1 to 6
Enforcement- Aug. 26 to September 7
Child Restraint Awareness, Prevention and Educational Effort
Earned Media- September 20 to 26
Paid Media- September 22 to 25

*Subject to PR Election Bar's Committee Media Campaign Approval
 **Click It Or Ticket
 ***Subject to External Event Organizer's Official Dates
 ****Parque Educativo de Seguridad en el Tránsito (PRTSC Traffic Safety Educational Theme Park)
 *****Non-Motorized
 ***Standard Field Sobriety Test Mobilization Date Pending for Training
 Preliminary dates subject to NHTSA's Enforcement Approvals Dates and/or External Event Organizer's Official Dates.

Revision: July 23, 2020

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Effectiveness Monitoring

Continuous monitoring of law enforcement implementation programs is another important factor of the enforcement program. Participating law enforcement agencies that receive mini-grants are obligated to report their progress, the activities conducted and their results (number of tickets or citations issued) to ensure that target, objectives and tasks performed are as they were established on work plans.

Work plans must be established by each state and municipal agency by an established due date for approval. Once mobilization is approved, all agencies will be subject to performance monitoring during the mobilizations period to assure their progress and achievement of goal. When mobilization ends all agencies have fifteen (15) days to submit a work report detailing the number of participating police, hours and tickets or citations. This report is analyzed by program coordinator and LELs to establish if agency was successful and identifying areas that need to be improved.

Law Enforcement Liaisons (LELs) play a crucial role in the implementation of enforcement program. They are responsible of staying in contact with enforcement agencies before, during and after mobilization campaign periods, through meetings, phone calls and emails, and offer solutions and expert advice in the case a problem arises. They also assist PRTSC staff with monitoring programs and assessing their overall performance.

Funding decisions for subsequent mobilization campaigns are based on the effectiveness of the implementation and performance of the enforcement agency. If program does not meet its intended goal, assistance will be provided to determine if and how the program can be helped and guided to increase its effectiveness.

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Drug Screening for Prosecutorial Evidence
Occupant Protection Observational Survey
Short term, High Visibility Law Enforcement (NM)
Short-term, High Visibility Law Enforcement (ID)
Short-term, High Visibility Law Enforcement (PTS)
Short-term, High Visibility Seat Belt Law Enforcement
Short-term, High-Visibility Law Enforcement (DD)

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
21-01-01	Impaired Driving Overtime Enforcement
21-01-XX	Impaired Driving Overtime Enforcement
21-03-XX	Speed Enforcement Mobilization
21-05-XX	Seat Belt Enforcement - Mobilization Overtime
21-08-XX	Non-Motorized High Visibility Enforcement
21-14-XX	Distracted Driving Mobilizations

Certifications, Assurances, and Highway Safety Plan

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2021 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)

[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Puerto Rico

Fiscal Year: 2021

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION
(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace;
 - 2. The grantee's policy of maintaining a drug-free workplace;
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 - 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1. Abide by the terms of the statement;
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;

- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 1. Taking appropriate personnel action against such an employee, up to and including termination;
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, civil judgment, debarment, suspension, ineligible, participant, person, principal, and voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled “Instructions for Lower Tier Participant Certification” including the “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction,” provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Tier Covered Transactions

(1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

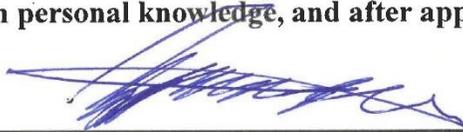
SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;

- An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
- Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).
(23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that my statements in support of the State’s application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



7/27/20

Signature Governor’s Representative for Highway Safety

Date

Carlos M. Contreras Aponte, Eng.

Printed name of Governor’s Representative for Highway Safety