



COMMONWEALTH OF PUERTO RICO
TRAFFIC SAFETY COMMISSION



2005
HIGHWAY SAFETY
ANNUAL REPORT

Table of Contents

Introduction	3-4
Program Areas	
Impaired Driving	5-7
Youth Alcohol	8-9
Police Traffic Services	10-11
Planning and Administration	12-13
Occupant Protection	14-16
Community Programs	17-19
Traffic Records	20-21
Non Occupant Safety	22-23
Emergency Medical Services	24
Traffic Engineering	25-26
Paid Media	27-29
Motorcycle Safety	30-31
Financial Summary.....	32

INTRODUCTION

Puerto Rico is the smallest and easternmost island of the Greater Antilles in the Caribbean consisting of the main island and several smaller islands including Vieques and Culebra. The main island measures 100 miles long and 35 miles wide with a population of 4 million, Spanish speaking citizens distributed over 78 municipalities.

There are 16,000 miles of roads, including 265 miles of toll roads, used by 2,041,460 licensed drivers and 2,695,757 registered vehicles.

Almost two decades ago, 648 traffic fatalities were reported in 1987. In 2001, the 500 barrier was broken when a new vehicle and traffic law became effective increasing penalties for traffic violations and reported fatalities reached 496. For two of the next three years, fatalities remained under 500.

Table I: TRAFFIC CRASH TRENDS 1999–2004

<u>INDICATORS</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>
Registered Vehicles	2,501,878	2,508,761	2,509,761	2,591,501	2,537,783	2,695,757
Licensed Drivers	1,868,252	2,235,300	2,235,300	2,540,591	2,672,585	2,041,460
Roadway Miles	14,772	14,871	14,974	15,181	15,831	15,936
Vehicles Miles Traveled •	169.3	175.0	178.4	181.3	186.6	194.4
^[1] Total Crashes	265,745	269,020	281,657	290,842	300,469	320,912
Total Injuries	52,715	50,047	44,259	43,961	43,092	45,364
Fatal Crashes	533	522	470	494	472	466
Total Fatalities	558	567	496	518	496	495
Pedestrians	195	178	171	178	151	164
Drivers	231	242	208	234	171	167
Others	132	147	117	106	174	164
Fatality Index	3.29	3.24	2.78	2.86	2.66	2.54

- Per 100 million miles traveled *Approximate
- 1. Data provided by the Puerto Rico Police Department

As a result of the strategies implemented by participating agencies and organizations reported fatalities for 2005 were 455, a reduction of 40 fatalities or 8.1%. With this reduction, the Puerto Rico Traffic Safety Commission sets its sites on breaking the 400 barrier.

Most important of the strategies implemented in 2005 was the continued integration of the municipal police agencies in the DWI enforcement effort. DWI interventions increased from 19,567 to 21,620 with the municipal police accounting for 8.2 % of the total. The combined enforcement effort also helped increase safety belt use to 92.5% and child restraint use to 86%. Most of the municipal police agencies also joined the Commonwealth Police in the national Safety Belt Mobilizations and Impaired Driving Crackdowns.

Paid media supported the Mobilizations and Crackdowns as did stricter DWI laws that went into effect late in 2004 and early in 2005 including Open Container, Repeat Offender, Zero Tolerance for under 18 and No BAC Refusal. Organizations such as MADD fought for the legislation and strict enforcement and the FIESTA programs in public schools and universities around the island dealt with environmental changes to the problem of drinking by Puerto Rico youth.

Permanent fitting stations in 36 firehouses manned by 60 Child Passenger Technicians continued to provide safety seat checks and carried out 21 massive safety seat checkpoints around the island. Community program staff was also trained as CPST's to coordinate with fitting stations in their areas to do safety seat checks.

Motor cycle fatalities, however, increased by 62% from 55 in 2004 to 89 in 2005. Motorcycle registrations have steadily increased over the last several years as have fatalities. A motorcycle safety summit was held in august of 2005 and about 80 people attended representing the interested stakeholders: government agencies, rider groups, dealers, insurance companies, legislators and others. An action plan was developed that includes legislation, public information and education, rider training, road signing, Emergency Medical Services. These plans are included in the Motorcycle Safety program area of Puerto Rico's 2006 Highway Safety Plan.

This Annual Report on the 2005 Highway Safety Plan is divided in three parts: Overviews (contained in this section), Project by Project Report and Paid Media Assessments.

IMPAIRED DRIVING

Problem Identification:

Driving While Intoxicated continues to be the number one cause of fatal crashes in Puerto Rico. Of the total of 495 traffic fatalities in 2004, 50% were alcohol related and our alcohol related fatality index is twice the national average and three times that of New York and New Jersey.

Performance Goals:

- Reduce the existing average of Alcohol Related Fatalities per 100 million vehicles miles traveled of 1.32 to 1.20 in 2005 or a 10 percent reduction.
- Maintain the number of DWI interventions at a 1.0 percent of all licensed drivers, or approximately 20,000 Interventions for FY-05.
- Maintain the number of sobriety checkpoints at or around 200 for FY-05.

Results:

Data on miles traveled is not available to quantify the reduction in the fatality rate; however, there was a reduction in alcohol related fatalities of 20 or 8.7% from 247 in 2004 to 227 in 2005.

More than 20,000 DWI interventions were made by Commonwealth and municipal police, meeting our goal.

A total of 214 sobriety checkpoints were carried out in 2005 also exceeding our goal.

Overview:

Although Puerto Rico does not have an Age 21 Law, several laws were enacted during 2004 and 2005 that provided additional tools to the police and courts in the fight against impaired drivers. In September of 2004, a Zero Tolerance Law for under 18, a Repeat Offender Law and stricter penalties for impaired drivers with a passenger under 15 became effective. Also, BAC test refusal was eliminated from the law requiring suspected drivers to give a BAC sample. In January 2005, an Open Container Law went into effect

Press coverage of the new and stricter laws, and a PRISC campaign to educate the public helped keep the issue of impaired driving in the public eye. This helped support the enforcement effort that continued with sustained enforcement of the DWI laws. This effort included dramatic increases in interventions made by the municipal police agencies (see table). Enforcement projects funded by the PRISC included the purchase of equipment such as breath test equipment and mobile BAC units to be used at sobriety checkpoints. Commonwealth police trained municipal police in the use of breath test equipment and DWI enforcement strategies. Together, the municipal and Commonwealth police conducted 214 checkpoints.



MUNICIPAL (LOCAL) POLICE ENFORCEMENT ACTIVITIES

FY	SPEEDING VIOLATIONS	SEAT BELT VIOLATIONS	CHILD REST VIOLATIONS	D W I INTERVENTIONS	OTHER MOVING VIOLATIONS
2002	8,029	12,516	N/A	55	28,827
2003	15,637	17,421	N/A	258	36,350
2004	9,753	10,488	N/A	544	36,324
2005	18,778	18,482	719	1,783	56,827

COMMONWEALTH

FISCAL YEAR	DWI	
	INTERVENTIONS	ARRESTS
2001	14,157	11,602
2002	15,065	12,992
2003	19,792	14,767
2004	19,023	14,453
2005	19,837	15,540



In addition to this sustained enforcement effort, the Commonwealth and 40 municipal police agencies participated in the national Crackdowns against impaired driving in (December 2004 and August 2005). These Crackdowns were supported with an aggressive paid media campaign (see Paid Media) using the enforcement slogan "Si Bebes y Manejas, Pierdes" ("If You Drink and Drive You Lose").

A Special DWI Prosecutor Unit is funded by the PRTSC to help identify recidivists since the Repeat Offender Law provides for stiffer penalties for these offenders. Judges must be trained in the new laws and other innovative strategies for dealing with DWI offenders; a Judicial Training program is also funded.

Finally, throughout the year, the Luis Seneriz Foundation/MADD Puerto Rico has been active in promoting legislation, court monitoring, vigils, the "Tie One On" red ribbon campaign for the holiday season among other activities. Press coverage of the Foundation's activities is significant.

Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
154AL	\$1,382,694.53	\$ 621,828.23	\$ 760,866.30
164AL	431,918.36	349,880.75	82,037.61
163	25,000.00	19,220.00	5,780.00
Total	\$1,839,612.89	\$ 990,928,98	\$ 848,683.91

YOUTH IMPAIRED DRIVING

Problem Identification:

Of the 222 total driver fatalities in 2004, 90 or 40.5% were between the ages of 16-25 and of these 54 or 48% were positive for alcohol and 38% were legally impaired. Youth, of course, are new drivers and new drinkers and are targets of campaigns by liquor companies. Changes in youth environment that promotes a culture of drinking alcoholic beverages must be made.

Performance Goals:

- Reduce the two-year (2002 & 2003) average of Youth Driver (16 through 25 years) fatality rate of 0.70 fatalities per 100 million vehicles miles traveled to 0.63 in 2004.
- Increase the number of juvenile court referrals to the diversion program to a 10 percent from 100 to 110 in FY-05.
- Increase the number of high schools applying the mandatory traffic safety course from the existing 71 to 200 during FY-05

Results:

Vehicle miles traveled for 2005 were not available for this annual report; therefore results will compare number of fatalities.

Year end data indicates that of 237 driver fatalities, 81 or 34.2% were between the ages of 16-25 resulting in a reduction of 6.3 percentage points compared to the 90 fatalities , or 40.5% of the total of 222 fatalities in 2004 (note: the increase in total driver fatalities is due to the increase in motorcycle driver fatalities.

The juvenile court diversion program and the high school traffic safety courses were not funded

Overview:

As part of university and college students' coming of age rites are drinking and also, they begin driving around this age. Unfortunately, they sometimes mix both activities with fatal results.

University students are bombarded with marketing by the beer and liquor companies at sporting, musical and cultural events. Through the FIESTA programs at the university level, the Puerto Rico Traffic safety Commission

attempts to effect environmental changes to address the drinking problem on college campuses and reduce the incidence of drinking and driving.



FIESTA is a peer program that trains students as instructors to conduct conferences and other activities designed to change behavior. There are seven FIERSTA programs on campuses around Puerto Rico. These programs organize non alcohol dances, homecomings, health fairs, etc. The programs also provide conferences and display booths on the college campuses. The students also

promote the enforcement waves and crackdowns and work information booths at track and field meets and other sports events.

The San Juan Police Athletic League also has a FIESTA program with middle school and high school students trained as instructors that give conferences at disadvantaged neighborhoods and housing projects. These students also organize school patrols, safety events; participate on radio and TV shows.

A public information campaign consisting of print material developed at the PRTSC and by the different FIESTA programs, banners, promotional materials for sporting and musical events. A radio spot and newspaper ad were developed by the PRTSC

Fiscal Review:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED (\$)
402	\$ 240,835.27	\$ 240,835.27	\$ -0-
163	86,459.00	83,741.96	2,711.04
154 AL	100,000.00	73,497.00	26,503.00
164 AL	8,036.42	-0-	8,036.42
TOTALS	\$ 435,330.69	\$ 398,074.23	\$ 37,250.46

POLICE TRAFFIC SERVICES

Problem Identification:

Speeding and aggressive driving continue to be factors that cause traffic crashes in Puerto Rico. In 2004, speeding was a contributing factor in 46% of the fatal crashes.

Performance Goals:

- Reduce the two-year (2002 & 2003) average fatality rate of 2.76 fatalities per 100 million vehicles miles traveled to 2.48 in 2005 or a 10% reduction.
- Reduce the CY-2002 speeding and aggressive driving related fatal crash rate from 1.68, 100 million miles traveled by 15% to 1.43 in CY-2005.

Results:

At this time the vehicle miles traveled data is not available, however there was a reduction on speed related fatal crashes from 218 in 2004 to 181 in 2005.

Overview:

Activities funded under the Police Traffic Services program area emphasize speed enforcement and support other enforcement efforts such as impaired driving and occupant protection enforcement. The most important component of this program is the PASEAVI or "Wolf Pack" patrols that target high crash sites and actively participate in the Mobilizations and Crackdowns. The 17 Mustangs that comprise the PASEAVI unit provide high visibility enforcement and, in addition to the assignments by the Traffic Bureau, are frequently requested by Area Commanders to impact high crash locations.

An important component of the Police Traffic Services program area is the funding for overtime patrolling. Both the Highway Patrols and the PASEAVI units use overtime to increase patrolling, especially during weekends/nights at high crash sites. More than 40,000 overtime patrol hours were worked during 2005 by Commonwealth Police. The following table presents the Commonwealth Police interventions since 2002:

COMMONWEALTH POLICE EFFORTS (FY 2002 – 2005)

FY	SPEEDING VIOLATIONS	SEAT BELT VIOLATIONS	D W I INTERVENTIONS	D W I ARRESTS	OTHER MOVING VIOLATIONS
2002	331,982	301,385	15,065	12,159	213,177
2003	308,348	266,325	19,792	14,767	212,860
2004	274,996	268,667	19,023	14,453	320,737
2005	277,018	219,680	19,837	15,540	309,187

**COMBINED ENFORCEMENT ACTIVITIES
(COMMONWEALTH & MUNICIPAL POLICE)
FY 2002 – 2005**

FY	SPEEDING VIOLATIONS	SEAT BELT VIOLATIONS	D W I INTERVENTIONS	OTHER MOVING VIOLATIONS
2002	340,011	313,901	15,120	242,004
2003	323,985	283,746	20,050	249,210
2004	284,749	279,115	19,567	357,261
2005	295,796	238,162	21,620	366,014

As can be noted, the enforcement effort has been aggressive and sustained over the last several years.

Promotions and reassignment of traffic patrol officers require continuing training and certification of officers in radar and breath test equipment. At



the Traffic Police Training Institute 860 Commonwealth Police officers were trained and certified during 2005. As part of the effort to involve municipal police in traffic enforcement, the Institute trained and certified 162 municipal police officers. "Looking Beyond the Ticket" training was also offered to 118 municipal and 90 Commonwealth officers.

Crash Investigation training was provided by the Institute Of Police Traffic Management of the University of North Florida. More than 130 officers were trained in different aspects of crash investigation.

A public information and education campaign was developed to support the speed enforcement effort. Print materials, special events and media interviews were used to get the message out.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154 AL	\$ 463,222.75	166,207.04	297,015.71
157 Incentive	849,930.60	845,419.03	4,511.57
163	10,200.00	10,200.00	-0-
164AL	439,954.78	314,986.04	124,968.74
402	960,962.74	960,962.74	-0-
Total:	\$2,724,270.87	\$2,297,774.85	\$ 426,496.02

PLANNING AND ADMINISTRATION

Problem Identification:

The Commonwealth of Puerto Rico is responsible, for the planning and administration of the Highway Safety Program. This function has been delegated by the Legislature through Law 33 of July 1, 1972, to the Governor and the PRTSC. The Puerto Rico Traffic Safety Commission oversees the day-to-day operations, the development, planning, evaluation and monitoring of the activities described in the Highway Safety Plan. The PRTSC also oversees that funds expended in carrying out these activities be properly accounted for, reimbursed promptly to the expending agency, and audited.

Performance Goals:

- Implement and maintain policies and procedures that provide for the effective, efficient and economical operation and evaluation of the Highway Safety Program. (Our goal for 2005 was to closeout by December 31, improve liquidation rate of funds and to submit the annual HSP on a timely manner).

Results:

The 2006 Highway Safety Plan (HSP) and Program Closeout for FY-05 were submitted on a timely manner. In addition, PRTSC improved significantly the liquidation rate of highway safety funds in most of the grant programs, reducing considerably the carried over balances for FY-06. (see Overview).

Overview:

PRTSC developed a comprehensive, well-crafted fiscal year 2006 Highway Safety Plan that was approved by NHTSA on September 14, 2005. It complied with the requirements of Section 402 Program and the strategies, countermeasures and projects included should help us reach Puerto Rico's traffic safety goals.

By closely monitoring the progress of projects, their quarterly and expenditure reports, PRTSC was able to submit its final voucher by December 30th, constituting the final reconciliation for FY-05. Furthermore, it helped improve the liquidation rate as we vouchered 100% of 402 funds, 99% of 157 Incentive, 84% of 164AL, 82% of 157 Innovative, 80% of J2-405, 59% of J3-2003B, 48% of 154AL, 11% of 164HE and 9% of 154HE. Only the 154/164 funds controlled by DTOP had excessive unliquidated balances. During FY-05, Puerto Rico received

a total of \$13,177,554.86 in federal grants of which, \$6,716,996.75 were carry-overs from FY-04. See Financial Summary Section.

Fiscal Review:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED (\$)
402	\$156,468.20	\$156,468.20	\$ 0
154	\$188,098.50	\$ 41,040.53	\$147,057.97
164	\$125,712.70	\$ 58,907.12	\$ 66,805.58

OCCUPANT PROTECTION

Problem Identification:



Safety belts can reduce fatalities by 45% and serious injuries by 50% when used properly. Puerto Rico had achieved a 91% usage rate in 2004 and increasing this rate would require aggressive enforcement and a public information and education campaign with a strong enforcement message.

Child restraint usage, however, was only 80% in 2004 and these seats, when used properly, can reduce fatal injury for infants (less than 1 year old) by 71 percent and toddlers (1-4 years old) by 54 percent in the event of a traffic crash. Since improper use is a significant problem, measures to increase proper usage are needed in addition to the aggressive enforcement and education campaigns.

Performance Goals:

- Increase safety seat-belt usage from 2004 existing rate of 91% to 93% in 2005.
- Increase the use of child restrains from 2004 rate of 80% to 85% in 2005.

Results:

During 2005 seat belt usage increased to 92.5% approximating our goal and child restraint reached 86.2% surpassing our goal. (Note: Our 2006 HSP goal for this program area erroneously uses 80.3% for child restraint as a baseline; we will change our goal to increase child restraint use to 89% for 2006).

Jurisdiction	1998	1999	2000	2001	2002	2003	2004	2005	Reduction in Non-use 2004-05
Puerto Rico	78.3%	77.8%	87.0%	83.1%	90.5%	87.1%	90.1%	92.5%	24%
Nationwide	62%-70%	67%	71%	73%	75%	79%	80%	82%	10%

Overview:

With a safety belt usage rate at 91%, one of the highest of any U.S. jurisdiction, enforcement and education strategies had to continue to be aggressive. Among the enforcement strategies used were sustained enforcement including overtime (see PTS) and saturation patrols or “wolfpacks”. Efforts to include municipal police agencies proved successful and these agencies were an important part of the sustained enforcement activity. Together, Commonwealth and municipal police agencies wrote a total of 238,102 safety belt citations during 2005 and safety belt usage reached 92.5%.

In addition to the sustained enforcement and saturation patrols, Commonwealth and municipal police participated in the national Mobilization in May 2005. A total of 45 municipal police agencies participated, or 58% of the total of 77 municipal police agencies in Puerto Rico.



A mass media campaign to support the sustained enforcement was carried out during the year. The campaign used the enforcement message “Si no te amarras, pagas” , a Spanish version of “Click it or Ticket”, and included print material, press conferences, media tours and special events such as the Honor Roll ceremony and the Human Safety Belt that surrounded El Morro castle and garnered considerable press coverage.

Paid media, using the same enforcement message, was used to support the Mobilization. A total of \$161,775.00 in TV and radio spots (see Paid Media) complemented the enforcement effort.

Fitting stations at Puerto Rico firehouses and training of Child Passenger



Technicians continued to be developed. During 2005 there were 36 fitting stations and 60 certified technicians, mostly firefighters. Over 1,155 inspections were conducted. In addition to the permanent fitting stations, 21 car seat check activities were carried with the Safe Kids Coalition and corporate sponsors such as McDonald’s and Wal-Mart. These

were large media events with almost a carnival atmosphere that was covered by the press and helped keep the use and proper use issues in the public eye.

First Lady, Luisa Gandara, as soon as she assumed her role in January 2005, joined the Commission's efforts to increase child restraint use and became the Godmother of the program providing even more media exposure.

**Enforcement Efforts and Seat-Belt Usage Rate
FY-1997 to FY-2005**

FY	Citations (Seat –Belt Non-Usage)	Usage Rate
1997	103,777	67%
1998	233,457	67%
1999	388,605	78%
2000	410,162	87%
2001	245,349	87%
2002*	313,901	91%
2003*	282,402	87%
2004*	279,115	91%
2005*	238,102	92.5%

*Includes Commonwealth & Municipal Citations

Fiscal Review:

Funding for this program area was divided as follows:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED (\$)
402	\$ 95,901.83	\$ 95,901.83	\$ 0
157 INNOVATIVE	129,000.00	54,449.46	74,550.54
157 INCENTIVE	112,359.06	112,359.06	0
J-2 SECTION 405	409,796.53	218,383.73	191,412.80
J-3 SECTION 2003 (b)	72,528.60	44,273.35	28,255.25
TOTALS	\$ 819,585.02	\$ 525,366.43	\$ 294,218.59

COMMUNITY PROGRAMS

Problem Identification:

Community based programs provide an important complement to the Commonwealth's traffic safety program by developing materials and activities at the local level. These programs also coordinate with community leaders, municipal police, local civic and non-profit organizations, local commerce and local and regional press. This coordination at the local level is necessary for the success of the overall program.

Performance Goals:

- Continue with the services in our Regional Community Programs to their respective satellite communities and insuring that the entire population of Puerto Rico will be exposed to the Traffic Safety problem and its solution.
- Reduce the number of fatalities at the Municipal level at high incidence Municipalities.
- Motivate Municipal governments to adopt and implement Safe Community Concepts in their communities.

Results:

A total of eleven Regional Community Programs and five local Community Programs provide traffic safety activities and coordination with Commonwealth efforts to a total population of 3,014,700 or 75% of the population of 4 million islandwide. Part of the success in reducing total fatalities in 2005 to 455, the lowest number of fatalities in 32 years has to be attributed to the activities of the Community Programs and their support of the statewide programs.

Overview:

Community Traffic Safety Programs in Puerto Rico have been instrumental in integrating the municipal police into the statewide enforcement effort that has proven so successful. Until recently, traffic enforcement was not considered a municipal police function. Now, municipal police participate in the sustained enforcement effort and in the National Mobilizations and Crackdowns.



Each Regional and local program has a project director and assistant at the municipal government level. Local print material is developed and distributed and local activities are planned and implemented. Child safety seats are loaned and installed and events are coordinated with the fitting stations at firehouses in their respective areas. When the PRTSC wants to reach the entire population with a certain activity, mobilization or message, it enlists the Community Programs. Also, when the PRTSC wants to move people and organizations for an event such as the Honor Roll or the Human Safety Belt at Morro Castle, the Community Programs respond. The Community Programs staffs are also speakers who are invited to schools, civic groups and industry to talk about traffic safety. Their traffic safety expertise is also sought after by local TV, radio and newspapers.

The following table shows the Community Programs and the size of the populations they cover.

REGIONAL		
Community Programs	Municipalities Served	Population
Barceloneta	Barceloneta, Arecibo, Ciales, Hatillo, Manatí, Vega Baja	288,527
Comerio	Comerio, Orocovis, Aibonito, Cidra, Cayey	160,462
Humacao	Humacao, Arroyo, Culebra, Naguabo, Patillas, Vieques, Yabucoa	172,277
Isabela	Isabela, Aguada, Aguadilla, Añasco, Camuy, Quebradilla, Rincón	254,980
Juana Díaz	Juana Díaz, Coamo, Guayama, Salinas, Santa Isabel, Villalba	213,120
Lares	Lares, Adjuntas, Moca, San Sebastián, Utuado	172,795
Luquillo	Luquillo, Ceiba, Río Grande, Fajardo	130,895
Naranjito	Naranjito, Barranquitas, Corozal, Morovis, Vega Alta	163,360
Sabana Grande	Sabana Grande, Guánica, Guayanilla, Las Marías, Maricao, Peñuelas, Yauco	161,508
Trujillo Alto	Trujillo Alto, Canóvanas, Carolina, Loíza	337,676
Toa Alta	Toa Alta, Bayamón, Cataño, Dorado, Guaynabo, Toa Baja	546,199
Subtotal		2,601,799
Local		
Caguas	Caguas	140,502
Florida	Florida	12,367
Juncos	Juncos	36,452
Ponce	Ponce	186,475
San Germán	San Germán	37,105
Subtotal		412,901
Total		3,014,700

Fiscal Review:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED FY-06 (\$)
402	\$611,194.22	\$611,194.22	\$ 0

TRAFFIC RECORDS

Problem Identification:

A lack of timely and accurate data has limited the problem identification process in developing the Puerto Rico Highway Safety Plan. There was a backlog in data entry of over three years and the quality of the data was suspect. Resources had to be committed to reduce the backlog and to employ technology to prevent future delays in data entry while at the same time improving the quality of the data.

Performance Goals:

- Continue to assist in the upgrade of the state's various traffic safety-related data systems in 2005.
- Continue efforts to reengineer the Traffic Record Crash Systems that will provide for the more timely and accurate capture, reporting and access to data through electronic means in 2005.

Results:

By the end of 2005, progress had been made in reducing the backlog: all of 2004 data, 248,083 cases have been entered and data entry of 2005 data has begun. Problems exist, however with the quality of the data, mainly the lack of location identification, among others. The automated, on site data entry has not yet been pilot tested.

Overview:

Late in 1990's a Traffic Records Coordinating Committee was formed to identify the problems affecting the traffic records system and develop an improvement plan. With Section 411 funding, a two pronged approach would be implemented to reduce the backlog which had plagued the system for more than a decade and which was exacerbated by the compulsory insurance law passed in 1995 increasing the reported crashes. First, resources would be given to the Accident Analysis Unit of the Puerto Rico Department of Transportation to zone, code and enter the Police Accident Report (PAR) forms. These resources included salaries, equipment and contracting for data entry.

Secondly, the PAR would be revised, models of hand held computers identified, software developed in order for the police to collect the data at the site of the crash, thus improving the timeliness and quality of the data. Since mileposts have disappeared and the police have problems identifying the site of the crash

by road and milepost, the new system would use Global Positioning System (GPS) equipment and coordinates

Much of the work was complete on this second phase: PAR was revised, equipment was identified, and software was developed. But, the pilot test was never conducted. Funding from 411 has ended and resources must be assigned to continue the development of an automated system.

Therefore, during 2005, The Accident Analysis Unit continued to enter data and try to reduce the backlog even further. The Traffic Records Coordinating Committee must regroup and follow up with the planned automation.

Fiscal Review:

Funding for this program area was divided as follows:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED (\$)
402	\$ 59,231	\$ 59,231	\$ 0

NON-OCCUPANT SAFETY

Problem Identification

Non-occupant fatalities continue to play a major part in the traffic crash fatalities problem in Puerto Rico. During the five-year period from 1999 to



2003, non-occupant fatalities have averaged 192, or 36% of the average total fatalities during the period. Of the average non-occupants killed during this time frame 175 were pedestrians and accounted for 91% of the total non-occupants killed. Of these, 33% were BAC positive and 19% drug positive. The 50 year old and over are the most over represented age group of the pedestrian fatalities. The total cyclists fatalities for the

five year period mentioned were 71 or 7% of the total non-occupant fatalities.

Performance Goals:

- Reduce non-occupant fatalities from 36% of the total crash fatalities to 30% in FY-05.
- Reduce Pedestrian fatalities from 33% of the total crash fatalities to 26% in FY-05.

Results

Year end data indicates that non occupant fatalities were reduced from 178 or 36% in CY 2004 to 140 or 30.8% in CY 2005, while pedestrian fatalities were reduced from 163 or 33% to 129 or 28.4% of the total crash fatalities. Although we did not reach our goal, there was a significant reduction of non-occupant fatalities.

Overview

During 2005, the PRTSC non-occupant program made efforts to increase pedestrian and bicycle safety awareness. Non-occupant P.I. & E. activities were led by the PRTSC's Traffic Safety Educational Park which reached approximately 5,000 children between the ages of 7 and 10, their teachers and parents.



Also, a new Traffic Safety Educational Park was inaugurated in the Municipality of Caguas during August 2004 reaching over 3,400 children and adults during FY 2005. The PRTSC's Non-Occupant Safety Coordinator reached over 5,000 between children and adults through activities directed toward reducing pedestrian injuries and fatalities, improving the safety of elderly pedestrians and bicycle safety. Some activities that played a major role in achieving our goal in this program area during FY 2005 are: McDonald's

Children's International Safety Day, the 1st Annual Pedestrian Safety Children's Poster Contest in which posters were created by students of the public education elementary and middle schools, "Walk to School Safely", Johnson's and Johnson's P.R. Safe Kids Week and the exhibition area during the National Children's Day at the Luis Muñoz Marín Park where we provided over 5,000 children, as part of the government activities, the opportunity to interact with traffic safety professionals and a puppet show educating them on traffic safety themes. These activities are in addition to the sustained traffic safety enforcement (AL, PTS, OP) that reduces speed and DWI resulting in reduced pedestrian fatalities.



Fiscal Review

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED FY-06(\$)
402	\$331,653.31	\$331,653.31	\$ 0

EMERGENCY MEDICAL SERVICES

Problem Identification:

For many years, the quality of EMS training received in private institutions was questioned. (Puerto Rico EMT's rarely have National Registry certification). The PRTSC has felt for years that an EMS training academy similar to police or firefighters would help improve training and continuing education for the EMT's assuring a better quality service to crash victims.

Performance Goals:

- Establish an EMT training academy in Puerto Rico to develop more certified basic and advanced EMT's, as well as certified instructors.

Results:

The UPR's Medical Campus has established an advanced study center and Training Academy for EMS personnel.

Overview:

Emergency Medical Services continues to be an important part of the 4 Es of a comprehensive program. We perceive this project as the initial step in establishing an EMS training academy. When the Medical Sciences Campus of the University of Puerto Rico submitted its proposal, we understood that EMS training in such a prestigious institution would be superior to beauty schools or banking schools where EMS training is offered at present.

Funding provided with the start up tools to establish an EMT training academy. The curriculum was developed, equipment was purchased and received. Already 35 students participated of the courses offered. Plans continue in progress to establish a satellite center in the City of Mayaguez.

Fiscal Review:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED FY-06 (\$)
402	\$127,899.50	\$127,899.50	\$ 0

TRAFFIC ENGINEERING

Problem Identification:

In CY 2004, 81% of the fatal crashes occurred on the Commonwealth's State Roads and Highway System and the remaining 18% on Municipal roadways. Our highway system has not been able to keep to par with the increasing vehicular movement. This creates potential problems that affect the overall traffic safety program. Continuous attention must be paid in developing engineering related countermeasures that will create better roadways and which are cost effective.

Performance Goals:

- Evaluate and propose improvements to 10 sites that have high crash incidence.
- Coordinate with the Depart of Public Works, for the timely deployment of the proposed improvements.

Results:

During FY05, between the PRTSC's Impact Team and the PRHTA's Road Safety Audit Team over 50 high risk sites were identified and evaluated making the respective recommendation reports to the appropriate agency for their implementation, be it Public Works or Highway and Transportation Authority. Follow up was given to short range projects, achieving a 57% completion and surpassing the established goal. However, several long-term planned projects were not implemented.

Overview:



This program area efforts are focused toward improving the physical characteristics of roadways that affect safety, operating conditions, evaluation and removal of roadside hazards, and effective use of safety features. The PRTSC established seven projects that directly addressed these issues. Two projects, the PRTSC's Impact Team and HTA Road Safety Audit Team are directed towards identifying, evaluating and

recommending countermeasures to the safety problems at localized high-risk roads or areas. The others, classified as larger solution projects, were guided to aid or implement the safety countermeasures recommended but were not implemented due to budget constraints at the DTPW and the HTA. Strategies have been developed to reprogram these projects during FY-06.

Fiscal Review:

The amount of 154 Transfer funds assigned were \$3,177,758.38 and the amount of 164 Transfer funds assigned were \$2,262,950.59 for a combined total of \$5,440,708.97. Of the total funds assigned \$231,291.79 was expended and \$5,209,417.18 will be reprogrammed in FY-06.

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED (\$)
154	\$3,177,758.38	\$ 0	\$3,177,758.38
164	\$2,262,950.59	\$ 231,291.79	\$ 2,031,658.80

Paid Media

Problem Identification:

It has been recognized that it is not effective to depend on public service announcements in order to reach target audiences. To complement an enforcement effort, paid media is necessary to assure that the greatest number of people in the target audience is reached. Most importantly, paid media is an essential component of the national mobilizations and crackdowns.

Performance Goals:

Although the HSP established performance goals based on fatality rate reduction, our performance measures refer to the number of airings and audience reached. We will report on these measures since they are more appropriate.

Results:

During Fiscal Year 2005, a total of 1,394 TV spots were aired, 296 were paid and 1,098 bonus, reaching an average audience of 86% of a total target audience of 2,815,806. A total of 1,758 Radio spots were aired, 1,107 were paid spots and 651 bonuses reaching a total audience of 90% of a total target audience of 2,902,242. Paid print ads totaled 83 and over 600 articles, editorials, and columns appeared in nearly 35 publications reaching over 2,892,979 people.

Overview:

Puerto Rico participated in the national mobilizations and crackdowns and conducted its own crackdown during 2005. In accordance with NHTSA regulations on paid media, for each announcement, we must report on the number airings or print ads devoted to it and the size of the audience reached.

A DWI crackdown was carried out for the holiday season from 11/24/04 to 1/10/05 using TV, radio and print ads titled "Para que historias como éstas no se repitan, evita el trago amargo". Using Arbitron and Nielsen rating system it is estimated that the 197 paid and 558 bonus for a total of 755 TV airings reached 85% of the total target audience of 2,815,806. Radio airings totaled 1055 paid and 313 earned reaching 89% of the total target audience of 2,902,242. National and local newspapers placed 18 prints ads for combined readership of 2,303,980 each time scheduled.

From 5/23/05 to 6/5/05, Puerto Rico joined the national safety belt mobilization with the theme "Viajar sin Cinturón duele, si no te amarras pagas" campaign. Weeks prior to and during the mobilization the 54 paid and

518 bonus for a total of 572 TV airings reached 90% of the total target audience of 2,815,806. During the same period, radio airings totaled 1,481 paid and 313 earned reaching 90% of the total target audience of 2,902,242. Newspaper ads reached over 2,576,979 each time with 16 paid placements.

In August, the PRTSC joined for the first time the national Labor Day Holiday Crackdown 8/9/05 to 9/5/05 with the national a campaign theme “Si bebes y manejas, pierdes”. On TV the 62 paid spots and 20 bonus for a total of 82 TV airings reached 85% of the total target audience of 2,815,806. Radio airings totaled 689 paid and 133 reaching 91% of the total target audience of 2,902,242. National and local newspapers placed 18 prints ads for combined readership of 2,303,980 each time placed.

Since the paid media campaigns exceeded \$100,000, a consultant was contracted to conduct telephone surveys to measure the audiences’ reaction. Some highlights from the mobilizations/crackdowns:

From the May mobilization:

- The percentage of participants who “always use their safety belts in the post campaign study is quite high, 93% a marginal increase from the pre campaign when it was 90%.
- A strong 71% of all participants were able to recall “any” campaign about the importance of using seatbelts in the last month, regardless of sponsoring institution. This represents a 6% improvement from the pre campaign study (65%0
- Overall recall of the PRTSC’s current campaign effort reached a very strong 86%.

From the Labor Day Holiday Crackdown:

- Regardless of media recalled, according to participant’s perceptions, 71% of those who recalled any DUI campaign reported having been exposed to it less than a ‘month ago”. This parameter is significantly higher than in pre wave, when 53% mentioned “less than a month ago”.
- The unaided recall of such messages had reached 55% before the campaign aired. It improved to 72% in the post campaign study.
- About 70% of those who recalled the campaign feel that it will have some sort of positive impact in driver’s behavior.

All three reports on the mobilizations/crackdowns have been sent to NHTSA’s Eastern Region office and are available for review.

Fiscal Review

Grant	Assigned	Expended	Reprogrammed
157 INNOVATIVE (IPM5)	\$171,000.00	\$ 169,247.54	\$ 1,752.46
157 INNOVATIVE (IPM4)	113,272.76	113,006.51	266.25
157 INNOVATIVE (IPM3)	5,267.46	5,267.46	0.00
157 INNOVATIVE (IPM2)	.30	.30	0
405 (J2PM)	159,848.00	106,370.00	53,478.00
164	442,713.60	442,713.00	0
163	18,206.05	18,206.05	0
Total	\$910,308.17	\$ 854,810.86	\$ 55,496.71

MOTORCYCLE SAFETY

Problem Identification:

Recent data indicates that in Puerto Rico motorcycle registrations have increased dramatically and fatal crashes involving motorcycles are increasing too. For the six- year period from 1998 to 2003, there was a 107.4% increase in motorcycle fatalities islandwide. During 2003, 53 motorcycles were involved in 10.7% of the total fatalities and during year 2004, 55 motorcyclists or 11.1% were killed in fatal crashes. By the end of December 2005, there were 89 fatalities involving motorcyclists which accounted for 19.6% of total fatalities.

Performance Goals:

- To identify Puerto Rico's motorcycle safety problem areas, in order to develop a comprehensive Motorcycle Safety Program.
- To train state employees to become certified motorcycle education instructors.

Results:

This program area was included during last quarter of FY2005 HSP. Although it was late during the fiscal year, a multidisciplinary committee was created to address the emerging problem. A Motorcycle Safety Summit was organized by the Committee resulting in the identification of the problem areas to be used in the development of the comprehensive Motorcycle Safety Program. Also, four state employees were trained and certified in New York as MSF Rider Coaches.

Overview:

During 2005, the start-up of the Motorcycle Safety Program initiatives began in order to reduce the number of motorcycle crashes, fatalities and injuries associated with it. The first Motorcycle Safety Summit was held during the month of August 2005, bringing together approximately 70 individuals from governmental and enforcement agencies, legislators, motorcycle distributors and dealers, motorcyclists associations or clubs, insurance agencies and media. At this



event, a New York Certified Instructor served as a consultant, and helped us identify all the necessary elements for the comprehensive motorcycle safety program to be established: licensing, rider education, use of helmet and other safety gear, enforcement, vehicle design, infrastructure and emergency response. In addition, four state employees completed in New York the MSF Basic Rider Course and were certified as MSF RiderCoach entitling them to conduct the basic course in Puerto Rico. Two of the instructors are from the PRTSC and two from the Motor Vehicle Bureau.



As a result of the Summit, a report was issued with recommendations and these recommendations have been included in the 2006 HSP:

- Legislation - a bill to require a license or endorsement to ride a motorcycle will be introduced
- Training - the Motor Vehicle Bureau will establish sites to offer the MSF courses
- Signing - the PRDOT&PW is designing road signs addressed to motorcyclists
- EMS - EMT's will be trained and Bystander Care with emphasis on proper removal of helmets in case of motorcycle crashes. EMT's will then train motorcycle groups
- PI&E - a campaign will be developed on sharing the road safely by motorcycles and automobiles

Fiscal Review:

GRANT	ASSIGNED (\$)	EXPENDED (\$)	REPROGRAMED FY-06 (\$)
157 Incentive	\$17,746.60	\$17,746.60	\$ 0

Grant	FY-05	FY-04 Carryovers	Total	Expended	Reprogram FY-06	% OF TOTAL
402	1,630,695.00	953,451.09	2,584,146.09	2,584,146.09	0.00	18.21%
J-2 405	369,771.00	199,873.53	569,644.53	324,753.73	244,890.80	4.01%
157 INCENTIVE	242,768.00	738,238.06	981,006.06	975,524.69	5,481.37	6.91%
157 INNOVATIVE	300,000.00	118,540.52	418,540.52	341,971.27	76,569.25	2.95%
154 AL	903,953.00	1,134,343.08	2,038,296.08	968,114.77	1,070,181.31	14.36%
154 HE	1,355,929.00	1,821,829.38	3,177,758.38	0.00	3,177,758.38	22.39%
164 AL	903,953.00	827,071.80	1,731,024.80	1,447,212.90	283,811.90	12.20%
164 HE	1,355,929.00	907,021.59	2,262,950.59	231,291.79	2,031,658.80	15.94%
J-3- 2003-B	0.00	72,528.78	72,528.78	44,273.53	28,255.25	0.51%
163	356,371.00	0.00	356,371.00	131,348.01	225,022.99	2.51%
TOTALS	7,419,369.00	6,772,897.83	14,192,266.83	7,048,636.78	7,143,630.05	100.00%

