



PUERTO RICO TRAFFIC SAFETY
COMMISSION

GOVERNMENT OF PUERTO RICO

HIGHWAY SAFETY ANNUAL REPORT

Fiscal Year
2011

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INTRODUCTION

Our mission in the Puerto Rico Traffic Safety Commission (PRTSC) is to reduce fatalities and injuries due to traffic crashes. Also we have the responsibility to administer the grants received to implement the Highway Safety Plan.

For the past years the PRTSC has been successful in achieving a significant reduction in traffic-related fatalities. As shown in the table below, Puerto Rico had 507 fatalities in 2006 with a reduction trend to 340 in 2010.

TRAFFIC CRASH TRENDS BY YEAR

INDICATORS	2006	2007	2008	2009	2010
Registered Vehicles	3,015,227	3,165,543	3,129,561	3,026,815	3,020,455
Licensed Drivers ^[1]	2,045,120	2,078,841	2,017,055	2,628,207	3,102,941
Roadway Miles ^[2]	16,271	16,399	16,576	16,681	16,693
VMT ^[3]	196.4	192.2	194.3	190.1	185.7
Total Crashes ^[4]	313,342	288,947	252,608	263,401	261,618
Total Injuries ^[5]	41,311	41,341	38,448	36,965	35,530
Fatal Crashes	482	430	386	343	330
Total Fatalities	507	452	406	365	340
Fatality Index	2.58	2.35	2.08	1.92	1.83

Vehicle Miles Traveled per 100 million miles traveled.

Data provided as follows:

- Licensed Drivers^[1] - Driver Services Directory
- Roadway Miles^[2] and VMT^[3] - Highway System Office
- Crashes^[4] - Puerto Rico Police Department
- Injuries^[5] - Automobile Accident Compensation Administration

These results were obtained by developing and supporting a comprehensive, multistrategy approach involving Governmental and Local Agencies, Private Sector, non-for-profit Organizations, Community Programs and Municipal Polices; that includes Enforcement, Education, Data Management, Trainings, Traffic Engineering and Legislation and Regulations.



During this year the House Bill 154 became law by the approval and sign of the Governor, Luis Fortuño. This law, *Law Num. 201 of October 11, 2011*, aims to increase safety on the roads and regulating the use of handheld devices while driving. It prohibits the use of mobile phones or wireless while driving. This law will take effect from January 1, 2013.

Puerto Rico's safety belts law is a primary one that covers all seating positions and, surveys showed a high usage rate, reaching a 91.9% for 2011. Participation in the National Mobilizations with tenacious enforcement and targeted public information and education, have been key in the success of the occupant restraint program. Child Passenger Technicians from the Government or Puerto Rico Fire Department continue to provide safety seat inspections and carry out safety seat checkpoints around the island, together with the Community Program staff members that have been trained as CPST's.

Regarding Motorcycle Safety, in recent years several motorcycle safety laws became effective, which key elements are to strengthen the roadway safety, and the requirement of a licensing and protective gear. A Zero Tolerance Law for people under 18 years of age, a Repeat Offender Law and stricter penalties for impaired drivers with a passenger under the age of 15 years old aboard. Also the legislature approved the .02% BAC law for people between the ages of 18 -20. Motorcycle fatalities have decreased from the past five years; we had 111 in 2006 and 45 in 2010.

Non-occupant fatalities continue to be a major traffic safety problem in Puerto Rico, however for the last years the PRTSC had no coordinator for that important program area. In order to strength the program and to support the efforts the PRTSC has hired a Non-occupant Coordinator.

The Traffic Engineering Program Area also had a lack of coordination in the past years, resulting in a low liquidation rate of Hazard Elimination Funds. Now the PRTSC has an Impact Team Coordinator which, together with the Puerto Rico Highway and Transportation Authority, will develop and implement engineering strategies that can help improve traffic safety.

Participation in the National Crackdowns has helped lower the percentage of alcohol-related fatalities, although it continues to be higher than the National average. To continue the integration of the Police to reduce impaired driving, the PRTSC has submitted a subsequent year Section 410 proposal to support efforts by funding for vehicles, equipment, training and overtime. Municipal Police traffic units joined the Puerto Rico Police Department (PRPD) in the National Crackdowns.

Puerto Rico has a .08% BAC limit law, an open container law, a repeat offender law, and a .02% BAC law for people between the ages of 18-20. Although there is a Zero Tolerance law, it only applies to people under 18. The Court Administration continues training judges and prosecutors in processing DWI cases.



Paid Media supported the Seat Belt and DWI Mobilizations and Crackdowns as well as the Child Restraint, Bicycle and Motorcycle Safety Awareness Campaigns. On the last two, the message was focused on sharing the roads. Numerous mass media events were held during the year with over 1,000,000 educational materials distributed.

As part of our joint effort to develop Traffic Performance Measures, and to evaluate the effectiveness of our campaigns as well, we used a basic set of questions that were used in periodic surveys that track driver attitudes and awareness concerning: Speeding, Seat Belt Use, and Impaired Driving. For the fiscal year 2011, the PRTSC did not conduct these surveys.



IMPAIRED DRIVING

Problem Identification:

Puerto Rico's alcohol related fatality rates have been declining for the past three years. In 2008 there were 172 alcohol related fatalities, in 2009 there were 138 alcohol related fatalities and in 2010 there were 116 alcohol related fatalities equivalent to the 34% of the total of 340 fatalities reported that year. Still, the Island rates among the US jurisdiction with the highest alcohol related fatality rate.

Performance Goals:

- Reduce alcohol related fatalities by 9% from 138 in 2009 to 126 in 2011
- Increase the number of police agencies participating in the High Visibility Enforcement Activities
- Conduct training for judges and prosecutors during 2011

Legislative Goals:

- Ignition Interlock Legislation

Overview:

The PRTSC has worked tenaciously to support impaired driving intervention efforts with funding for equipment, training and overtime payment for Puerto Rico Police Department and Municipal Police Program. By incorporating these enforcement agencies we have covered the whole island with National Crackdowns and other operations planned by the PRTSC and coordinated with the Puerto Rico Police Department. Although funds 154 and 164 weren't available for most part of 2011 fiscal year for Municipal Police Divisions, the PRTSC has maintained communication with over 60 of these divisions to establish coordinated plans to implement local and national enforcement activities targeting impaired drivers.



Municipal Police and PRPD DWI interventions, arrests and checkpoints for FY 2011

CRACKDOWN	INTERVENTIONS	ARRESTS	CHECKPOINTS	PARTICIPATING OFFICERS	OFFICER HOURS	OVER TIME HOURS
Thanksgiving 2010	765	624	174	370	17,772	11,478
Holiday 2010	1,534	969	222	412	34,463	20,744
Labor Day 2011	497	426	10	200	5,252	2,612
TOTAL	2,796	2,019	406	982	57,487	34,834

Achievements:

- Alcohol related fatalities- During year 2010 a total of 116 alcohol related fatalities were reported. A difference of -22 in comparison with the 138 alcohol related fatalities reported on 2009. Because year 2011 hasn't ended yet, data on miles traveled and BAC are not available to calculate the alcohol related fatality index. However, until August 2011, preliminary data shows approximately 59 alcohol related fatalities.
- DWI interventions- By the end of FY 2011, DWI interventions were around 17,436 made by Puerto Rico Police Department and Municipal Police.
- Trainings- during FY 2011 several trainings were conducted by PRTSC funded projects such as Impaired Driving Chemical Analysis and Special DWI Prosecutor Unit. The trainings objectives were to enhance the skills of professionals such as nurses, prosecutors and police officers in themes related to the prosecution of alcohol impaired drivers like blood samples, data bases, effective management of alcohol cases in court, use of intoxilyzers, among others.
- Laws- The Government of Puerto Rico has approved an important law related to impaired driving issues:
 - Law 33 of March 2011, Ignition Interlock



- DWI Prevention Activities-

1. During FY 2011, the PRTSC has conducted and participated in many mass activities for the prevention of impaired driving and alcohol related fatalities. These events have reached directly over 300,000 people in activities such as round tables, community centers, toll stations, town squares, schools, awareness walks, sporting and cultural events, among others.
2. During FY 2011 the Luis A. Señeriz Foundation/MADD Puerto Rico Chapter, funded by the PRTSC, has been very active promoting legislation, court monitoring, community and school workshops and impaired driving awareness campaigns such as “Tie One On/ Red Ribbon Campaign” throughout the Holiday Season.

Fiscal Review:

Alcohol

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$ 1,105,513.94	\$ 70,830.01	\$ 1,034,683.93
164AL	1,954,479.16	617,860.60	1,336,618.56
410HV	1,377,342.02	87,730.24	1,289,611.78
410FR	738,805.00	-	738,805.00
TOTAL	\$ 5,176,140.12	\$ 776,420.85	\$ 4,399,719.27



YOUTH IMPAIRED DRIVING

Problem Identification:

In Puerto Rico the legal drinking age is 18 contrary to the United States where legal age drinking is 21. Alcohol can be bought in many places such as: supermarkets, gas stations, restaurants, etc.; making it very accessible to young people (younger than 18), with the aggravating circumstances that not everyone who sells it request proper identifications.

During the past 6 years a total of 992 alcohol related crashes occurred. In the same period of time and for the age range of 16 to 25, alcohol related fatalities crashes average 27%. Although this percentage has decrease 4% in 2010, in comparison with 2009, awareness and prevention efforts must continue in order to keep educating youngsters in the consequences of alcohol impaired driving.

16-25 YEARS OLD ALCOHOL-RELATED FATALITIES

YEAR	TOTAL FATALITIES	ALCOHOL RELATED FATALITIES	PERCENTAGE	ALCOHOL RELATED FATALITIES BY AGE	
				16-21 YEARS OLD	16-25 YEARS OLD
2005	457	202	44%	32	63
2006	508	171	34%	16	40
2007	452	193	43%	30	67
2008	406	172	42%	25	38
2009	365	138	38%	11	36
2010	340	116	34%	14	25
Total	2,528	992		128	269
AVERAGE	421	165	40%	13%	27%

Performance Goals:

- To reduce alcohol related fatalities by 10% from a five year (2005-2009) average of 25% to 23% by 2011.

Legislative Goals:

- Age 21 MDA



Overview:

Young people are new drivers and new drinkers who want to experience the lifestyles showed in media campaigns conducted by liquor companies. Immature judgment, peer pressure and risk taking are components of youngster's behavior that put them in a very vulnerable position regarding alcohol consumption and impaired driving issues. In order to be successful and to penetrate young minds with any kind of alcohol related prevention effort, the PRTSC has to pay close attention to their attitudes toward this issue. For this purpose our Agency has established coordinated efforts with Community Programs to address such issues and to promote changes in attitudes toward drinking and driving among youngsters.

Achievements:

- Alcohol related fatalities- During year 2010 a total of 25 alcohol related fatalities were reported among age group 16 to 25. A difference of -11 in comparison with the 36 alcohol related fatalities reported on 2009. Because year 2011 hasn't ended yet, final data is not available. However, 2011 preliminary data indicates 14 alcohol related fatalities among 16-25 years old age group.
- DWI Prevention Activities:
 1. During FY 2011, many mass activities were held by PRTSC for the prevention of impaired driving and alcohol related fatalities among young people. A very intense campaign was conducted during spring break time, before and during the "Justas Interuniversitarias". This is a main sports event that gathers students of all major colleges and universities for a week of sports competitions. Toll stations, town squares, sporting and cultural events were visited by PRTSC personnel and volunteers providing orientations about alcohol impaired driving consequences, safety and legal issues, handing out brochures and promotional items to prevent alcohol related fatalities and promoting a safe return home after the events. Over 10,000 college students were reached during this campaign.



The Holidays awareness and prevention campaign was extended all January 2011 because of “Las Fiestas de la Calle San Sebastián”. This is a main cultural and festive event that takes place in Old San Juan where a multitude of people, especially youngsters, assist during four days to sing, dance and drink. Over 10,000 people were reached with brochures and promotional items to prevent alcohol related fatalities. Other massive activities were conducted during the summer in beaches, sporting and entertaining events reaching over 25,000 people with alcohol impaired driving prevention message.

2. The PRTSC and its funded projects such as the twelve FIESTA Projects and the Luis A. Señeriz Foundation/MADD Puerto Rico Chapter, have reached over 200,000 children, teenagers and young adults throughout the island with workshops, seminars, round tables and handouts of alcohol impaired driving consequences and information. The Luis A. Señeriz Foundation/MADD Puerto Rico Chapter has continued its work in schools with the “Protecting You, Protecting Me Curriculum” and Mrs. Sonia Señeriz testimonial talks, as a parent of a DWI fatal victim, in colleges, churches and community centers.

Challenges:

- Although many of citizens are in favor of a 21 MDA Law, this continues to be a difficult matter that will take time and a lot of awareness and educational efforts to achieve.

Fiscal Review:

Youth Alcohol

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$ 768,618.72	\$ 607,418.16	\$ 161,200.56
TOTAL	\$ 768,618.72	\$ 607,418.16	\$ 161,200.56



POLICE TRAFFIC

Problem Identification:

Speeding and aggressive driving continue to be main elements in causes for traffic crashes in Puerto Rico. In 2010 speeding was a major factor in 135 fatalities equivalent to 40% of total fatalities, the lowest in the last five years, but still a huge traffic related fatalities' component.

Performance Goals:

- To reduce speed related fatalities from 156 in 2009 to 145 in 2011
- To conduct training for police officers regarding traffic laws

Overview:

The efforts to reduce traffic related fatalities are a combination between the PRTSC and other agencies in charge of educating and spreading prevention messages, law and order agencies to enforce the law and non-governmental entities that support community efforts and promote changes in public policies. Police Traffic Services emphasized on speed, impaired driving, and occupant protection enforcement. Emphasis of preventive patrol has been established during weekends, night and early morning hours and holidays at high crash statistical sites. The payment of overtime hours has been an additional incentive for police officers committed in maintaining security in the roads. Also, training has provided police officers with skills patrol techniques, equipment, traffic laws among others. An effective coordination with the Police Traffic Services and Municipalities Police Departments has been very effective in seasonal mobilizations and crackdowns.

Achievements:

- Speeding related fatalities- During year 2010 a total of 135 speeding related fatalities were reported. A difference of -21 in comparison with the 156 speeding related fatalities reported on 2009. Because year 2011 hasn't ended yet data is not available.
- Trainings-During FY 2011, ten trainings of four hours each were offered to police officers, covering the legal aspects of alcohol impaired driving, physiology and pharmacology of alcohol and certification and re-certification in the use of equipment such as Alco-Sensor and Intoxilyzer 5000EM. A total of 564 police officers received this training by the Chemical Analysis Project of the Department of Health.



FATALITIES SPEEDING FACTOR 2000-2010*

YEAR	TOTAL FATALITIES	FATALITIES SPEEDING	PERCENT	FATALITIES BY TIME OF THE DAY				
				2:00am to 5:59am	6:00am to 9:59am	10:00am to 5:59pm	6:00pm to 9:59pm	10:00pm to 1:59am
2000	567	283	50%	63	26	67	62	65
2001	496	238	48%	57	20	51	62	48
2002	519	256	49%	59	28	55	48	66
2003	495	234	47%	63	13	52	51	55
2004	495	237	48%	56	21	46	49	65
2005	457	216	47%	55	19	49	48	45
2006	508	220	43%	48	28	50	51	43
2007	452	228	50%	65	14	43	40	66
2008	406	162	40%	34	11	43	35	31
2009	365	156	43%	32	13	39	33	39
2010	340	135	40%	26	14	38	32	25
Total	5,100	2,365		558	207	533	511	548
AVERAGE	464	215	46%					

*Data Provided by PRPD as of December 11, 2011.

24%	9%	23%	22%	23%
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Fiscal Review:

Police Traffic

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 57,987.98	\$ 53,915.91	\$ 4,072.07
405	30,075.00	13,186.05	16,888.95
406	262.13	-	262.13
TOTAL	\$ 88,325.11	\$ 67,101.96	\$ 21,223.15



PLANNING AND ADMINISTRATION

Problem identification:

The Government of Puerto Rico is responsible for the planning and administration of the Highway Safety Plan. This function has been delegated to the Governor and the PRTSC. The PRTSC 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 as required.

Performance Goals:

- Prepare an Annual Highway Safety Plan by September 1, 2011
- Prepare an Annual Evaluation Report by December 31, 2011
- Close out fiscal activities by December 31, 2011

Overview:

PRTSC has developed a comprehensive, well-crafted fiscal year 2012 Highway Safety Plan that was approved by NHTSA. It complied with the requirements of the Program Section 402 and the strategies, countermeasures and projects included. This should help reach Puerto Rico's traffic safety goals. Required single audits were performed this year. After closely monitoring the progress of projects, their quarterly and expenditure reports, PRTSC was able to submit its final voucher by December 28st, constituting the final reconciliation for FY11.

Liquidation of funds is as follows: 91% of 402 funds, 36% of K2405, 33% of 164AL, 40% of 154AL, 5% of 164HE, 25% of 154HE, 0% of 406, 28% of K9408, 27% of 410FR, 32% of 410HV and 51% of 2010. The 2011 liquidation rate is 31%.

During FY11, Puerto Rico's Grants Tracking System included a total of **\$21,222,329.69** in federal grants of which, **\$14,539,162.59** were carry-forwarded to FY2012. See Financial Summary Section on page 43.

Achievements:

The 2012 Highway Safety Plan (HSP), Program Closeout and the Annual Evaluation Report for FY 2011 were submitted on a timely manner.



Fiscal Review:**Planning and Administration**

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 213,786.00	\$ 188,008.00	\$ 25,778.00
154	49,601.00	40,579.08	9,021.92
164	54,764.40	50,684.60	4,079.80
TOTAL	\$ 318,151.40	\$ 279,271.68	\$ 38,879.72



OCCUPANT PROTECTION

Problem Identification:

Safety belts can reduce fatalities by 45% and serious injuries by 50% when used properly. Puerto Rico had achieved a 91.9% usage rate in 2011 and increasing this rate would require consistent enforcement, public awareness and educational campaigns with a strong and clear enforcement message.

Child restraint seat reached 88.3% in 2010 in Puerto Rico. These seats, when used properly, can reduce fatal injury for infants (less than 1 year old) by 71 percent and for 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 use must be continued to complement the enforcement and educational campaigns.

Performance Goals:

- To increase safety belt use from 90.6% in 2010 to 92% in 2011
- To increase child restraint seat use from 88.3% in 2010 to 90% in 2011

Overview:

The safety belt usage rate in Puerto Rico for 2011 was a 91.9%. Nevertheless, constant enforcement and educational efforts were made. Sustained enforcement, including overtime (see Police Traffic Services) continued to be used during 2011 by the PRPD as well as the Municipal Police agencies.

During May 2011, Puerto Rico took part in the National Occupant Protection Mobilization, Click It or Ticket. Usage rates usually increases after the mobilizations. See table below:

MOBILIZATION USAGE RATES BY YEAR

JURISDICTION	2006	2007	2008	2009	2010
PUERTO RICO	92.7%	92.1%	90.5%	90.6%	*
NATIONWIDE	81%	82%	83%	*	*

*Data unavailable



Achievements:

- A 91.9% of seat belt use during 2011.
- Child restraint use has increased from 86% in 2006 to 88.3% in 2010.

Challenges:

- Although enforcement and awareness efforts have been very steady, safety belt usage rate in Puerto Rico has decreased over the past five years, from 92.7% in 2006 to 91.9% in 2011.

Fiscal Review:**Occupant Protection**

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 262,540.05	\$ 233,951.33	\$ 28,588.72
405	185,591.66	-	185,591.66
TOTAL	\$ 448,131.71	\$ 233,951.33	\$ 214,180.38



COMMUNITY PROGRAMS

Problem Identification:

Puerto Rico has had a reduction in traffic fatalities in the last five years. However, we continue to be one of the US jurisdictions with the higher crashes and fatalities rate. Measures and strategies have been taken to reduce these numbers. One of the most important is to integrate law and order agencies and public and private entities. State Agencies such as the Traffic Safety Commission, Motor Vehicle Accident Compensation Administration and the Puerto Rico Police are responsible for establishing education campaigns to prevent collisions and fatalities on the roads, to promote public policy changes to save lives and to increase traffic safety, but without community support the task will be a lot harder. Community efforts to promote awareness and public policy changes have proven to be a major fact in the success of State's programs.

Performance Goals:

- To maintain the PRTSC presence in 72 of the 78 municipalities through the Community Traffic Safety Programs (CTSP's).

Overview:

The PRTSC has established coordinated efforts with Community Programs to address traffic issues affecting our citizens and to promote changes in attitudes toward safety measures regarding drinking and driving, occupant and non-occupant, pedestrians, cyclists and motorcyclists. Community based programs provide an important complement to the Commonwealth's Traffic Safety Program by developing materials and activities at local level. These programs also coordinate with community leaders, Municipal Police, non-governmental and non-profit organizations, local commercial establishments and regional press. This local coordination serves as support networks for the state's efforts and is necessary for the success of the overall program. This collaboration between agencies and community programs is vital to reinforce the same prevention messages, to provide information tools, testimonials and trainings.

Each community program has a project director/coordinator and an assistant. These people served as point of contacts between the PRTSC and the programs. Among their tasks are to support State awareness campaigns and prevention efforts by developing and distributing educational materials, to conduct workshops about traffic safety issues and local campaigns. 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 transport people and organizations to major events, the Community Programs organized and executes the plans.



Achievements:

- Community programs have continued to provide educational material and traffic safety activities in coordination with the State to reach People Island wide.
- During 2011, the Community Programs offered over 1,500 presentations at schools and other events reaching a combined, direct audience of over 300,000.
- Over 500,000 people was reached through printed information like brochures, posters and other materials distributed such as bracelets, bags, reflective lights among other promotional items with traffic safety educational/prevention messages.
- During 2011 three CPST's from the Community Programs attended the 9th Annual Regional Child Passenger Conference in New York.

PRTSC COMMUNITY PROGRAMS

COMMUNITY PROGRAMS			
Code	Program	Code	Program
CP-06-02	Juncos	CP-06-18	Humacao
CP-06-04	Luquillo	CP-06-19	Juana Díaz
CP-06-06	Florida	CP-06-20	Lares
CP-06-07	Morovis	CP-06-21	Isabela
CP-06-09	Caguas	CP-06-22	Sabana Grande
CP-06-14	Ponce	CP-06-23	Trujillo Alto
CP-06-15	Barceloneta	CP-06-28	San Germán
CP-06-16	Comerío	CP-06-29	Naranjito
CP-06-17	Toa Alta	CP-06-43	Lajas

Fiscal Review:**Community Programs**

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 797,858.80	\$ 734,246.39	\$ 63,612.41
TOTAL	\$ 797,858.80	\$ 734,246.39	\$ 63,612.41



TRAFFIC RECORDS

Problem Identification:

Several State Agencies are responsible of maintaining an accurate traffic record system. Establishing an effective coordination between the members of the Agencies taking part in Traffic Record Coordinating Committee has proven to be a challenge but not an impossible task.

Performance Goals:

- To reduce the time between crash and data availability in the database by reducing the crash records backlog.
- To develop a pilot program to provide both electronic devices for crash records entry on-site and a web form to enter crash reports electronically police stations or regions.
- To redesign the crash report for use both manually and electronically.
- To develop traffic records data warehouse with initial emphasis on crash, vehicle and driver data.
- To provide access to the Crash Records Database (and Data Warehouse in the future) to PRTSC board agencies.
- To analyze traffic data using both spatial (GIS) and statistical methods for the PRTSC.
- To integrate license point's data into DAVID+ and active the license suspension process for those violators with enough points to do so.
- To integrate weight and tonnage data for commercial vehicles into DAVID+.
- To provide for the development of a new Patient Care Report (PCR), NEMSIS compliant and new data systems that can be integrated to the Traffic Records Warehouse.

Overview:

A Traffic Record System is necessary for the analysis, evaluation and approval of projects related to the data. It is important that the data of the projects have accessibility, consistency, accuracy and integration before the program full implementation. This will make easier to identify current problems, submit work plans and serve as a guide to assess the results obtained.



The Traffic Record Coordinating Committee aims to achieve accurate collection of data for assessment and a correct decision-making in issues concerning traffic safety in Puerto Rico. Within the strategies planned in the work plan, new technology implementation must be one to be in compliance with the laws, regulations and procedures governing the Committee. Also, innovative changes, as part of the strategic plan, contemplate the review of the Police Accident Report Form, which must comply with the specifications of the MMUCC. In addition, all data must be digitized through the Regional Offices of the Police Department, have data storage and data sharing between the agencies who work with the information such: Puerto Rico Traffic Safety Commission, Department of Transportation and Public Works, Drivers Services Directorate, Highway and Transportation Authority and Public Service Commission.

Achievements:

- Redesign of the Crash Report Form- This report form was evaluated and revised. From a 5 pages report now is a user friendly 2 pages form that emphasized in information of damages to property.
- Traffic Records Backlog Update- Under the Backlog Proposal the following reports have been entered in the digital system:

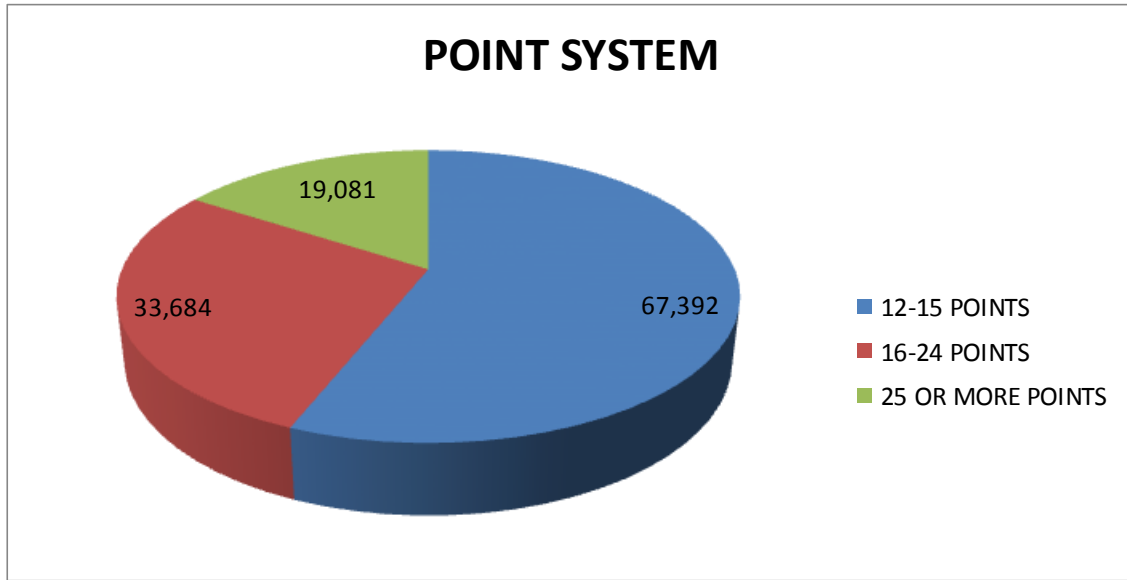
YEAR	TOTAL NUMBER OF REPORTS	ENTERED IN DIGITAL REPORTING SYSTEM*
2006	313,343	236,445
2007	299,307	24,008
2008	297,248	28,750
2009	263,401	12,476
2010	252,919	In process
TOTALS	1,426,218	301,679

*Reports entered to the digital system are those involving traffic crashes with injuries and/or fatalities, other reports will be scanned to maintain statistical information.

- Traffic Records Points System- The programming of the Module of Points System within the area of driver's licenses and at the same time integrated in the DAVID + System was achieved. This has allowed an easier and faster identification of drivers with infractions that deducts points of their driving permits as early as a 12 points deduction.



Amount of Notifications Sent During Year 2010-2011 by Category of Point's Deductions



This represents a 10% increase in notifications sent by comparison with the amount sent during 2009-2010.

Fiscal Review:

Traffic Records

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
408	\$ 2,880,092.02	\$ 799,534.33	\$ 2,080,557.69
TOTAL	\$ 2,880,092.02	\$ 799,534.33	\$ 2,080,557.69



NON-OCCUPANT

Overview:

Puerto Rico has a large number of people traveling from any part of the island to other to fulfill their daily responsibilities. Many of these people choose to use private vehicles, public buses, subway/train, water buses (aqua express), motorcycles, bicycles or simply to walk.

In the last census conducted in 2010, we have three million, seven hundred twenty five thousand, seven hundred eighty-nine (3,725,789) inhabitants, in a territory of 100 miles long (west to east) and wide 35 miles (north to south). There are about over three million (3,000,000) registered cars in the Transportation and Public Works Department and, it is estimated that by 2020 there will be 4.4 million motor vehicles, which will exceed the number inhabitants in the island. Also, this amount of motor vehicles will consume approximately 998 million gallons of gasoline per year, more than all the gasoline consumed by all Central America's Countries. These facts are just a reference number to demonstrate and compare our space with other states or countries with a higher population and territory.

Studies have been conducted to identify the problems faced by motor vehicle users, promoting new technological and environmental friendly alternatives that do not affect directly the infrastructure and natural ecosystems. These studies have established programs for safer roads without compromising the living atmosphere of the citizens and the most important of all, reducing the crashes and fatalities. Every year the number of those who make a radical change in their lifestyle to adopt healthier choices, increase, guaranteeing the success of these innovative programs.

Many nations around the world have transformed driver's attitude toward traffic safety issues and drivers responsibilities with other fellow citizens. In order to achieve such transformation in our country, we have to learn, understand and combined efficiently the best and effective practices used in other places. It also requires a plan including the integration of social, religious, governmental and private groups to realize the existing transportation and traffic safety problems and to consider real options to improve the quality of life of all our inhabitants.

The Puerto Rico Traffic Safety Commission works in the present, for a safety place in the future!



The Puerto Rico Traffic Safety Commission has a new Project Coordinator for the Non-Occupant Program as of November 1, 2011. The coordinator will conduct activities for the benefit of road safety and the groups included under this program. Other responsibilities includes: carry out education campaigns and activities related to cyclists, pedestrians, school buses and educational parks for traffic safety education (PESET). Also, coordinates with related government agencies, initiatives designed to educate and spread the message of prevention and reduction of crashes and fatalities and to participate in different forums discussing relevant issues to non-occupant safety.

Cyclists

Problem Identification:

The assessments made, establish a several factors that directly affect this group:

1. Nonexistent of an accurate number of cyclists in Puerto Rico, (the estimated number is 30,000).
2. General public unawareness of cyclists rights (the cyclists know the laws and their Rights).
3. To adopt proper and effective ways to disseminate the message "SHARING THE ROAD".
4. To identify infrastructure necessities and to provide solutions.

Performance Goals:

- To reduce cyclist fatalities from an average of 13 (five year average) to 10 in 2010

Achievements:

- Educational material with relevant information such as the *Bill of Rights of the Cyclist and Driver's Duties* and *Tips for Safe Cycling and Smart Driving*, have been distributed islandwide (nearly 100,000 copies) in the past six months. An educational supplement on the topic of bicycle safety was published in the newspaper "El Nuevo Día" and was distributed to three hundred (300) public schools to be discussed as a subject of study in classrooms. This effort is part of the NSDS (El Nuevo Día Educador).
- On December 22, 2010 was held the bike "I Share the Road" which was endorsed by the PRTSC. This activity has impacted a thousand (1,000) cyclists from different parts of the island.



- The PRTSC website incorporated "Provisions related to the Bicycle Rider in Law 22 of Vehicles and Traffic" / "The Cyclist's Rights and Duties of Drivers" also information of the "Cyclists' Federation" and "I share the Road".
- The development of acceptance of the PRTSC has increased by participating actively in cyclists events. This has encouraged the exchange of ideas in ways to improve road safety between the Cycling Federation the PRTSC and the Transportation and Public Works Department.
- We have under consideration comments on several legislative measures on the House of Representatives and Senate of Puerto Rico. They are directed at improving the safety of those who make use of bicycles.

Challenges:

- Although cyclists' fatalities for year 2010 were 14 (among five year average), the PRTSC will keep developing new strategies to educate drivers and cyclists in safety issues and sharing the roads.

Pedestrians

Problem Identification:

Everyday life requires decision making in all aspects, even in little things such as the decision to walk from any given point to another. Sometimes people walk without taking basic safety precautions. Unfortunately in Puerto Rico pedestrian fatalities continues to occur.

People over fifty years of age continue in the highest and the most serious group statistics with an equivalent of 52.47%.

FATALITY TYPE	2006	2007	2008	2009	2010	2011*
Cyclists	20	6	12	16	15	8*
Horse Riding or other	2	1	1	2	2	1*
Pedestrian	140	144	127	109	101	99*
Skaters	0	0	0	0	0	0*
Non-Occupant Fatalities	162	151	140	127	118	108*
Total Fatalities	508	452	406	365	340	
Percentage	33%	34%	35%	35%	35%	

*Preliminary data



Achievements:

- During year 2010 a total of 101 pedestrian fatalities were reported. A difference of -8 in comparison with year 2009.
- The PRTSC has conducted educational campaigns to inform about security measures that should be taken by all citizens. Every Friday the month of October, several groups distributed educational brochure to pedestrians, from 6:00 a.m. to 9:00 a.m., in different zones of the Metropolitan Area of San Juan frequently used by pedestrians such as down town avenues, subway and bus terminals.

School Buses

Efforts have been taken concerning the education of all those who surround the school environment and responsible of the safety of all students. Children who travel to their schools by bus as well as bus drivers should receive updated information on security measures regarding bus stops, routes, emergency evacuation, laws, among other related issues.

Even though the Puerto Rico Public Service Commission is the regulatory agency of the school buses, among other transportation vehicles, there is an interagency agreement which established that law and order agencies must work together on these issues. A meeting was held between the agencies to identified issues to start designing strategies to work in conjunction with the Puerto Rico Police Department, Transportation and Public Works Department, Education Department, and the PRTSC.

They will be working with new technological methods for bus drivers to receive training by integrating the issue of road safety. Each driver must comply with continuing education hours as part of the renewal process of the bus driver permit.

PESET - Arecibo

The Traffic Safety Education Park (PESET) in Arecibo provides classroom education and driving experience as a driver, pedestrian and bicyclist for 7 to 10 year olds on a scale replica of a typical Puerto Rican town and country roads. Reservations to attend the park are made by school teachers around the island. Personnel costs for a director, educators and administrative staff, material, office supplies, equipment, travel and per diem are funded by the PRTSC.



PESET - Caguas

The Municipality of Caguas has established an educational park, similar to PESET in coordination with the PRTSC. The land area and construction were provided by the Caguas Administration and the PRTSC funds salaries for a project director, educators, materials, equipment, electric cars, and bicycles.

PESET ARECIBO VISITORS DURING 2011	PESET CAGUAS VISITORS DURING 2011
Children 2,548 Independents 16 Public Schools 49 Heads Starts 7 Private Schools 33 Adults 1,055 Summer Camps 7	Children 2,846 Adults 728 General Public 8,538

Fiscal Review:

Non Occupant

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 443,693.67	\$ 394,405.57	\$ 49,288.10
TOTAL	\$ 443,693.67	\$ 394,405.57	\$ 49,288.10



TRAFFIC ENGINEERING

Problem Identification:

Puerto Rico is an island that measures 100 x 35 miles with a population of 3.8 million inhabitants and 16,693 miles of roads. By 2010 there were 3,020,455 registered motor vehicles, (see table below). This implies that road safety in our country, like in other overpopulated countries, is affected by road damage caused by the number of vehicles passing; the rainy weather most of the year and the shortage of resources to provide adequate maintenance.

PUERTO RICO REGISTERED VEHICLES					
INDICATORS	2006	2007	2008	2009	2010
Registered Vehicles	3,015,227	3,165,543	3,129,561	3,026,815	3,020,455
Licensed Drivers	2,045,120	2,078,841	2,017,055	2,628,207	3,102,941
Roadway Miles	16,271	16,399	16,576	16,681	16,693

Performance Goals:

- Increase the percent of hazard elimination construction funds liquidated
- Implement roadside improvements (Impact Attenuators, NCHRP 350 upgrades)
- Implement islandwide road countermeasures
- Increase the amount of projects completed by the Impact Team

Overview:

The Traffic Engineering Program is a joint effort between the Puerto Rico Traffic Safety Commission (PRTSC) and the Puerto Rico Department of Transportation and Public Works. It focuses on improving or eliminating those objects, situations or conditions that may pose danger to the safety of drivers passing through the roadways of Puerto Rico. As part of the functions and strategies that are used in Traffic Engineering, field inspection is the most important. This allows a proper identification of security problems such as lack of signage, pavement marking and damaged roads. Also, the field visit allows the team to conduct specific assessment of each area and make recommendations designed for every single problem.



All information gathered during field visits is carefully revised and analyzed at the office to perform all designs to implement at the site to enhance the safety aspects. These can include road signage, pavement marking, and attenuators, among others. In addition, our program contributes to the Highway and Transportation Authority (ACT) in road safety projects of great magnitude.

The Traffic Engineering Program consists of two working groups: the Impact Team and the Road Safety Audit Team. The Impact Team (IT) is a program created to develop low-cost and fast implementation projects that provides safety measures to prevent road accidents. The IT requires an expedite assessment of sites to address road safety issues quickly and efficiently. On the other hand, the Road Safety Audit Team (RSAT) is responsible for developing security projects in the country's road network on a larger scale and complexity. The RSAT projects are designed by the ACT to improve the country's road system. Both groups work projects from the initial phase; however the RSAT is responsible of inspecting and recommending security measures in all phases of the project. This includes safety design, field inspection from the beginning of construction until completion.

Achievements:

During this year the Traffic Engineering Program has developed various projects that improve the safety in the Vial System of Puerto Rico.

- Roadside Improvements Projects-
 1. Implementation of an effective program of Maintenance of Transit (MOT) for Federal Projects island wide.
 2. Geometric improvement in the Intersection of the PR-100 and PR-308 at the Municipality of Cabo Rojo.
 3. Safety Improvement to the School Zone at Municipalities on the center the Island (over 50 schools).
 4. Geometric and Safety Evaluations at PR-52, PR-53, PR-20 and PR-66 Toll Stations.
 5. Inspection of Rumble Stripes projects at four different highways around the Island.
 6. Inspection of modifications of the reversible barrier in the PR-18 & PR-22 Highways.
 7. Development and Inspection of Improvement made to the main Intersection at Puerto Rico Medical Center.



Projects photos:

Improvements to the main Intersection at Puerto Rico Medical Center



New Pavement Marking (Crosswalk) and Accessible ramps for pedestrians and people with disabilities



New Pedestrian Signal and Sound Indicator for Visually Impaired People



Final Inspection of Improvements and a Satellite Photo



Fiscal Review:**Traffic Engineering**

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154	\$ 4,464,167.57	\$ 1,116,053.21	\$ 3,348,114.36
164	4,229,523.98	211,722.57	4,017,801.41
TOTAL	\$ 8,693,691.55	\$ 1,327,775.78	\$ 7,365,915.77



PAID MEDIA

Overview:

Mass media assessment has recognized that it is not effective to depend only on public service announcements in order to reach a target audience. PRTSC Media Campaigns reaches the majority of the population by educating, promoting and reminding the target audience of our awareness messages. To complement an enforcement effort and to communicate with the public, 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:

- To effectively change in attitudes toward our traffic safety measures
- Continuous efforts to convince targeted audiences of our message
- To accomplish that our Target Market rigorously adopts the road safety message and make it part of their lifestyle
- Increase recognition of the PRTSC message
- Increase from 75% to 85% the Earned Media bonuses. These include interviews, news reports, and exposition as exchange of Paid Media

Paid Media Review:

- **PM 12-01 Impaired Driving Campaign**



Thanksgiving Crackdown began with the publication of the new campaign denominated “**Frena**”, which means “Stop”. This creative new campaign was carried on with an investment of \$109,986.08 which consisted of 238 TV spots on 90 programs from 8 TV stations, 8 insertions on 8 newspapers, 574 radio spots on 14 radio stations.

In a continuous effort, Christmas Crackdown reinforced the new campaign “**Frena**” with an investment of \$393,657.44 which consisted of 578 TV spots on 58 programs from 8 TV stations, 375 spots on 25 cinema rooms, 2,935 spots on 37 radio stations, 36 insertions on 14 newspapers, 3 internet banners on 3 different webpages, 1 Facebook advertisement, 1 special event package that included newspaper, radio and TV sponsoring, and an educational booth on the premises of the event.



Easter Crackdown strategically spread our educational slogan message “**Frena**” and reached our targeted audience with 66 TV spots on 37 programs from 5 TV stations and 310 spots on 18 radio stations with an investment of \$51,910.00.

Summer Crackdown initiated with a remarkable presence on all type of noticeable media with the “**Frena**” campaign with an investment of \$162,070.53 which included 639 TV spots on 56 programs from 11 TV stations, 574 spots on 12 radio stations, 36 insertions on 14 newspapers, 3 air banners for 3 different beaches (2 on 4th of July & 1 on the 25th, Constitution Day), 5 special events that included a package of newspaper, radio and TV sponsoring, and an educational booth on the premises of each event.

On a simultaneously effort and in order to compliment the Summer Crackdown, the PRTSC invested \$13,800.00 in outdoor media advertisements which consisted of 19 panels on 3 different urban cities. This effort ran with its own slogan “**No juegues con tu vida... ni con la de los demás**” (Don’t play with your life or the lives of others).



Labor Day Crackdown continued our summer strategist method to reach our targeted audience with the “**Frena**” campaign. With an investment of \$33,893.52 we obtained 479 spots on 25 radio stations and 1 Facebook advertisement.

As part of our various media educational message effectiveness, and in order to continue efforts in reaching our goals, which includes to eradicate the drunk drivers from our roads and lessen the amount of death as result from drunk driving, every year we combine efforts with the Police Department and the Justice Department to enforce Alcohol Checkpoints all year long. With an investment of \$13,572.00 Checkpoints were held by Police planning and executing checkpoints, PRTSC providing funds and publishing checkpoints zone and dates, and Justice Department Law Enforcement. The educational message included the logo “**Guiar Borracho es un crimen, serás arrestado**” (Drunk Driving Over the Limit, Under Arrest).

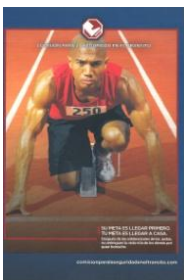


- **PM 12-02 Youth Impaired Driving Campaign**



Halloween Educational Effort was held during the last weekend of October 2011. Paid Media was issued for the targeted audience at an investment of \$56,501.12 with 7 insertions on 3 newspapers and 206 radio spots on 8 radio stations.

For the famous Fiestas de la Calle San Sebastián held on January 11 to 17, 2011, on which thousands of youth incurs on heavy alcohol consumption, our educational effort targeted the audience with the slogan “**Después de las Fiestas de la Calle San Sebastián no seas la nota discordante**” (after the parties of the San Sebastián Street don’t be the discordant note) 8 insertions on 4 newspapers, 458 radio spots on 12 radio stations and 3 banners on 3 different news websites, and a 1 Facebook advertisement, for a total investment of \$49,949.96.



Inter-collegial Games in which Universities and Colleges students travel or stay in the city where games are held, are celebrated on April. This year we integrated our educational message “**Su meta es llegar primero. Tu meta es llegar a casa**” (His goal it’s to reach 1st place, your goal is to reach home) with an investment of \$51,550.06 obtaining 12 spots on 4 radio transmissions, 4 insertions on 4 newspapers, and 339 spots on 6 radio stations, and 1 electronic banner on an after game location where a high alcohol drinking is expected among the youth crowd.

This year PRTSC Youth Impaired Summer Effort consisted on targeting our audience through 5 mega events on which a great amount of youth concentration is observed. For an investment of \$13,767.53, PRTSC obtained a package that included:

- newspaper, TV and Radio publication before, during and after each event
- spokesperson announcements through radio live coverage
- an educational booth
- interaction with the public in order to educate and answer questions
- stage exposure through spokespersons that transmitted the educational message

All publications, sponsoring and special announcements stated our educational message “**Guiar Borracho es un crimen, serás arrestado**” (Drunk Driving Over the Limit, Under Arrest).



- **PM 12-03 Speed & Aggressive Driving Campaign**

The PRTSC held its Speed Driving Campaign during the month of February 2011. With an investment of \$127,769.02 Paid Media was issued for the targeted audience as follows: 1 advertisement on 1 magazine, 6 radio and TV special spokesperson announcement from 2 different spokespersons, 48 radio special spokesperson announcement from 6 different spokespersons, 442 TV spots on 62 programs on 8 TV stations, 646 radio spots on 15 radio stations and 1 Facebook advertisement.



- **PM 12-06 Child Restraint & Permanent Fitting Station Campaign**

With an investment of \$47,365.63 the PRTSC ran the National Child Car Seat Campaign during the month of September 2011. We innovated the campaign with an educational slogan “**No lo dejes en el aire**”, which means, “Don’t leave him hanging”. Accordingly to its targeted



audience Paid Media issued: 8 TV headlines on 3 TV stations, 214 radio spots on 7 radio stations, 44 radio spokesperson announcement from 20 spokespersons, 4 educational advertisements on 4 parking toll arms of a Pediatric Hospital, 5 internet banners on 5 different webpages and 1 Facebook advertisement.



- **PM 12-07 Seat Belt Campaign**



During the month of May PRTSC was integrated to The National Seat Belt Mobilization with a Radio Campaign “**Comerás Cristal**” which means “You’ll Eat Glass”. A total of 681 spots with our seat belt usage message aired on 24 radio stations with an investment of \$41,095.54.



- **PM 12-10 Pedestrian Safety Campaign**

Funds for this program were re-schedule for next Fiscal Year. However, a combined effort with other educational program funds was created that will be detailed on Paid Media Educational Programs Combined Efforts.



- **PM 12-12 Motorcycle Safety Campaign**

With an investment of \$20,308.00 PRTSC Motorcycle Safety Campaign “**Motociclista Seguro**” (Safe Motorcyclist) aired its Educational Commercial on the most frequently visited Movie Theaters of the metropolitan area. 25 cinema rooms aired 75 spots for three weekends during the summer month of June, in which it received the highest volume of our targeted audience.



- **PM 12-12S Motorcycle Share the Road Campaign**

PRTSC integrated the Share the Road educational message, “**Comparte la Carretera**” on the National Baseball Federation Games. With a \$75,000 investment, we obtained coverage on all 1,400 games with 7,800 spots of our program catchphrase and PRTCS name. We also received the benefit of labeling all 48 parks throughout the 78 municipalities of our Island with the share the road educational banner. This effort began on February 13, and extended up to August 13, 2011.



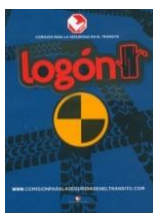
- **Paid Media Educational Programs Combined Efforts**



During the Christmas Holiday PRTSC placed two educational advertisements of the Impaired Driving and Speed Driving Campaigns on the very successful and gastronomic guide “Guía Sal 2011”. This powerful guide contains information of all the exiting places to visit, eat and good entertainment in Puerto Rico. This guides figures as one of best



alternative as gift for the occasion. It was distributed on more than 1,000 stores in Puerto Rico, including Wal-Mart and Walgreens chains stores. The total investment for this effort was \$30,000.00.



PRTSC integrated all its educational message of all of our Road Safety Campaigns in the well-known and innovated youth magazine “Logón”. With a \$70,130.75 investment 75,000 mini magazines were distributed on High Schools, Universities, Colleges, Shopping Centers and youth frequented locations throughout the Island. Also, 5 educational advertisements of our Youth Impaired Driving Campaign and 1 educational advertisement of our Seat Belt Campaign were placed on 6 publications of this magazine.

The educational message of all of our Road Safety Campaigns was also integrated as part of the international campaign, “**Década de Acción por la Seguridad Vial 2011-2020**” (Decade of Action for Road Safety 2011-2020) which was implemented on our Island on May 11. An awareness and invitation to adopt the initiative advertisement was published on two National Newspapers with a total investment of \$10,117.12.



Achievements:

- Earned Media- Accordingly with one of our Performance Goal to increase from 75% to 85% earned media bonuses, below the results of a combined effort obtained from a dedicated outstanding work from the PRTSC team, contractors, non-profit organizations, government agencies and civic groups that together share the social commitment of road safety.

Earned Media Results	
Paid Media	\$1,372,444.30
Earned Media	\$1,214,899.50
<i>Earned Exposure</i>	89%



- Bonus and Publicity- Because PRTSC educational advertisements are ingenious on leaving impressions, with the bonuses obtained as the result of Paid Media, we accomplished positive feedback of people of all ages. Interviews, news reports, and exposition received as part of the Publicity, compliments of our achievements as result of Paid Media.

Earned Media*								
Media	October to December		January to March		April to June		July to September	
	Spots	Quantity	Spots	Quantity	Spots	Quantity	Spots	Quantity
<i>Television</i>	225	\$51,416.00	168	\$24,390.00	0	\$ -	156	\$20,250.00
<i>Radio</i>	124	\$16,132.00	243	\$28,250.00	134	\$11,231.00	119	\$13,904.00
<i>Newspaper Publicity</i>	47	\$85,579.00	7	\$17,991.00	25	\$78,565.00	16	\$42,472.00
<i>Radio Publicity</i>	36	\$58,713.50	8	\$10,440.00	18	\$26,541.00	27	\$70,632.00
<i>Television Publicity</i>	14	\$213,695.00	3	\$68,133.00	10	\$57,941.00	16	\$223,624.00
<i>Social Networks</i>	n/a	\$30,000.00	n/a	\$20,000.00	n/a	\$25,000.00	n/a	\$20,000.00
Total by Trimester	446	\$455,535.50	429	\$169,204.00	187	\$199,278.00	334	\$390,882.00
Total of Earned Media	1,396	\$1,214,899.50						

**Data Source: Advertising Agency KOI GC & Monitoring Agency, Vanessa Peña Gómez*

- Impressions Effect on PRTSC Message Exposure-The term Impression can be defined as each time an individual is exposed to a message. This message is received through any type of media, such as an advertisement on TV, newspaper, magazine or outdoor media. An impression does not reflect the audience, but how many times the message is exposed. The number of impressions is calculated based on parameters pre-established by the Media.

Impressions*	
Halloween Educational Effort	2,077,900
Thanksgiving Crackdown	4,288,206
Christmas Crackdown	16,187,877
Fiestas de la calle San Sebastián Educational Effort	5,577,900
Speed & Aggressive Driving Campaign	2,366,173
Easter Crackdown	1,702,209
Inter-collegian Games Educational Effort	2,327,900
Motorcycle Campaign	783,728
Summer Crackdown	4,922,282
Child Seat Campaign	1,750,000
Audience Impressions Achieved	41,984,175

**Data Source: Advertising Agency, KOI GC*



Fiscal Review:**Paid Media**

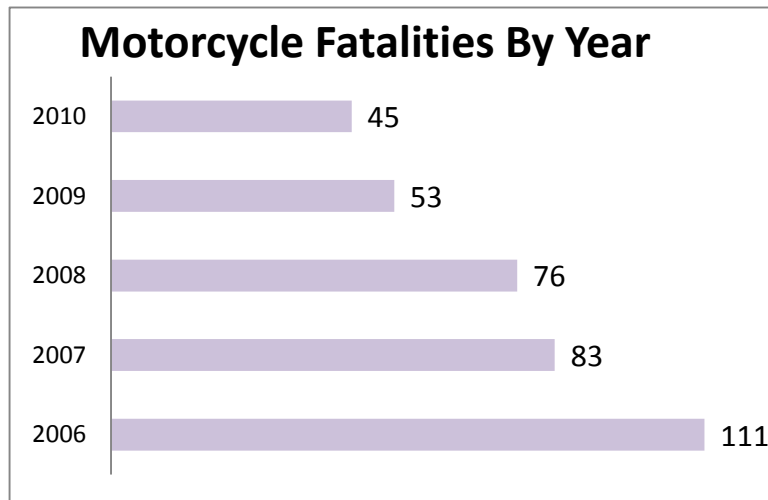
GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 282,367.98	\$ 282,367.98	\$ -
405	101,704.29	101,537.17	167.12
154	143,620.00	111,567.91	32,052.09
410FR	271,221.99	272,149.08	(927.09)
410HV	528,778.01	524,729.16	4,048.85
2010	77,020.00	77,020.00	-
TOTAL	\$ 1,404,712.27	\$ 1,369,371.30	\$ 35,340.97



MOTORCYCLE SAFETY

Problem Identification:

Data indicates that in Puerto Rico motorcycles registrations have increased from 162,382 in 2009 to a 164,181 in 2010. Although a reduction of motorcyclists' fatalities was consistent during the last five year, safety issues are a main concern.



In Puerto Rico there are several laws regarding licensing and required gear for motorcyclists but statistics reflects other reality: motorcyclists keep avoiding helmet usage or DOT approved helmets and injuries and fatalities keep occurring.

MOTORCYCLE FATALITIES BY HELMET USAGE					
Year	Total	Helmeted	Un-helmeted	Unknown Helmet Use	Percent Known Helmeted*
2006	115	50	65	0	43%
2007	94	29	65	0	31%
2008	78	28	50	0	36%
2009	53	17	36	0	32%
2010	45	8	37	0	18%



Performance Goals:

- To reduce motorcycle fatalities by 10% from 45 in 2010 to 40 in 2011.
- To train the Municipal Police with the MSF Experience Rider Course or the curriculum chosen by the Secretary of Transportation and the DMV.
- To keep teaching the MSF Basic Rider Course and the Experience Rider Course to the military, this course is compulsory and is mandate by the Department of Defense of the U.S.

Overview:

Until recently, motorcycle law enforcement has been directed mostly on helmet usage, proper gear and impaired riding. However, new trends of education and road safety awareness have emerged. The PRTSC and its Motorcycle safety Coordinator have made some recommendations regarding training to motorcyclists' examiners to maintain them with accurate law information. Also, to explore the possibilities to offer safety interactive workshops to motorcyclists like, "*First there, first care.*"

As a result of the impact of the new law, a significant decrease in motorcycles fatalities has been showed in the last three years; the new law became effective on October 10, 2007. Some elements that the law requires are:

- * Even though American Standard helmet use was already required, Law 107 now requires the use of a D.O.T. helmet, it also requires the use of gloves, footwear over the ankles, long pants and between 6:00 pm and 6:00 am, riders and passengers must wear a reflective vest o sash.
- * The riders must be 18 years old and have a driver's license and passengers must be 12 years old or older to ride as a passenger on a motorcycle.
- * Motorcyclist are subject to a BAC of 0.02% to ride a motorcycle, like the trucks drivers, school drivers and government employees, instead of the 0.08 percent limit applied to car drivers.
- * A \$10.00 fee is compulsory for taking the motorcycle endorsement test and an additional \$10.00 fee for renewing the annual motorcycle registration.
- * Mandates for the creation of eight training sites around the island have to be created to license new riders.



Achievements:

- In the last 5 years motorcycle fatalities have been declining in 2010 a total of 45 motorcycle fatalities were reported -8 in comparison with 2009. Preliminary data reports 39 motorcycle fatalities as of November 2011.
- The PRTSC coordinator still conducts different activities providing orientation focusing on the requirements of the 107 Law and the safety of motorcyclist. Also, maintains courses of the MSF, Basic Rider Course, to military forces. Because there are no changes in the law, the DOT still requires a motorcycle endorsement, a written and road test, DOT approved helmet and proper gear, among other provisions.
- A mandatory conference of the new law requirements is given to 500 police cadets at the Police Academy in Gurabo as a graduation requirement.
- The PRTSC and its Motorcycle Safety Coordinator have participated in a study made by the Pacific Institute for Research and Evaluation contracted by the National Highway Traffic Safety Administration, making surveys around the island about the usage of the DOT approved helmets and non-compliant ones and the use of proper gear. Also, we have assisted in several road blocks making anonymous breath testing to motorcyclists and drivers for research purposes.
- Educational materials on motorcyclist safety tips and law requirements have been distributed. Also, impaired riding and share the road brochures, focusing on both drivers and motorcyclists, were distributed island wide.

Fiscal Review:

Motorcycle Safety

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$ 79,884.22	\$ 69,421.04	\$ 10,463.18
2010	123,030.10	24,248.71	98,781.39
TOTAL	\$ 202,914.32	\$ 93,669.75	\$ 109,244.57



DRIVER ATTITUDES, AWARENESS AND BEHAVIOR

During the fiscal year 2011, the Puerto Rico Traffic Safety Commission did not conduct the Impaired Driving, Safety Belts and Speeding surveys for drivers' attitudes, awareness and behavior.

However, for the fiscal year 2012, we will be working in order to conduct them. The results will be reported in the 2012 Annual Report.



FINANCIAL SUMMARY FISCAL YEAR 2011

GRANT	FY-2011	Carryovers FY-2010	Total available 2011	Expended FY 2011	Reprogram to FY 2012	% of Total expended
NHTSA 402	\$ 2,137,866.00	\$ 252.70	\$ 2,138,118.70	\$ 1,956,316.22	\$ 181,802.48	91%
154 AL	2,007,696.00	59,657.66	2,067,353.66	830,395.16	1,236,958.50	40%
154HE	1,338,463.00	3,125,704.57	4,464,167.57	1,116,053.21	3,348,114.36	25%
164 AL	2,007,696.00	1,547.56	2,009,243.56	668,545.20	1,340,698.36	33%
164HE	1,338,463.00	2,891,060.98	4,229,523.98	211,722.57	4,017,801.41	5%
K2 405 OP	316,195.00	1,175.95	317,370.95	114,723.22	202,647.73	36%
NHTSA 406	-	262.13	262.13	-	262.13	0%
K9 408	500,000.00	2,380,092.02	2,880,092.02	799,534.33	2,080,557.69	28%
K8FR 410	738,805.00	271,221.99	1,010,026.99	272,149.08	737,877.91	27%
K8HV 410	738,805.00	1,167,315.03	1,906,120.03	612,459.40	1,293,660.63	32%
2010	100,000.00	100,050.10	200,050.10	101,268.71	98,781.39	51%
TOTAL	\$ 11,223,989.00	\$ 9,998,340.69	\$ 21,222,329.69	\$ 6,683,167.10	\$ 14,539,162.59	31%

