



# *Strategic Communications Plan Year 2022-2023*

PUERTO RICO  
**TRAFFIC  
SAFETY  
COMMISSION**



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## Executive Summary

Puerto Rico (PR) is an island located at the Caribbean with nearly 3.7 million in population. The largest city is its capital, San Juan having at least 395,326 habitants, the largest city is its capital, San Juan having at least 395,326 habitants, named after St. John the Baptist and which by it was recognized until the island's name was changed to Puerto Rico because of the richness its ports brought to the zone; followed by Bayamón with 208,116 people, both components of the Metropolitan Region. One third of Puerto Rico's population (1.13 million) is situated in the metropolitan area, which by default results into a very active life with crowded roads and major traffic issues. Other major cities are Mayagüez, Ponce and Caguas. As well, the location of the island makes it a very easy target for atmospheric phenomena, such as hurricanes and storms, causing constant flooding, which combine with a wide-ranging tectonic fault, results into a palpable deficient roads condition.

Since the COVID-19 pandemic there has been a shortage of labor in Puerto Rico, including construction and human resources, subsequently the streets do not count with proper illumination and road signs. Natural disasters such as earthquakes and the recent hit by Hurricane Fiona has traumatized the country. Also, the endless fiscal crisis, ongoing for more than seven (7) years with the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR, keeps resulting in impasses on how to manage funds and has made the island's recovery in terms of roads and structures inexistent. This reality leads to irresponsible behavior while driving, which includes alcohol and drugs or other controlled substances impaired driving, young adults ages 16-24 impaired drivers, speed and aggressive attitude, unrestrained drivers and occupants in all seating positions ages 8+, wrong installation or lack of car seat, using the inappropriate seat due to weight requirements for children ages 0 to 8, drivers with no courtesy and not sharing the road with pedestrians, bicyclists and motorcyclists, distracted driving or texting while driving, motorcyclists not using helmets or the proper gear, pedestrians and bicyclists not following safety procedures while using the roads, therefore, a notable lack of knowledge or ignorance towards traffic laws and regulations that can easily be define as citizens are knowingly stepping into the roads and doing as they pleased, maybe because they also know that roads are not being properly patrolled, consequently a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic safety.

The following table reflects recent data from the Department of Transportation of Puerto Rico (PR DOT):

Commercial Vehicles*		Motor Vehicles*	
Ambulances	88	Car	3,510,931
Towing	88,389	Motorcycle	142,888
Light Truck	481,356	All Terrain	42
Heavy Truck	54,116	Vehicle	2,101
Hearse	109	<b>Total</b>	<b>3,655,962</b>
Crane	1,879	*Active registration revised on March 2021	
Trailer	12,127	<b>Total Registered Vehicles</b>	<b>4,301,809</b>
Bus	7,783	<b>Total Registered Licenses**</b>	<b>2,209,127</b>
<b>Total</b>	<b>645,847</b>	**Active registration revised on February 2022	

A Motor vehicle is a land vehicle propelled other than by muscular power, such as automobiles, motorcycles, autocycles, and low speed vehicles. For the purposes of this definition, motor vehicle does not include farm equipment, snowmobiles, all-terrain vehicles, motorized wheelchairs, go-carts, gas buggies, golf carts, ski-slope grooming machines, or vehicles that run only on rails or tracks. In summary, motor vehicles are all those who are authorized by the Department of Transportation to transit a public road. An article in The Weekly Journal [In accordance with the Puerto Rico Department of Labor and Human Resources latest unemployment statistics by municipality reflected that in January 2022 workforce for San Juan-Carolina-Caguas MSA \(basically the Metropolitan Region\) was 815,252; this means that the metropolitan area, and mayor cities in PR are overcrowded. The majority of people do not believe or trust the island's collective public transportation systems, so they prefer to drive their own cars. As stated on the 2020 US Census for PR 29% of population lives 29 minutes from work, making the primary way of transportation owned vehicles.](https://www.theweeklyjournal.com/business/pr-s-automobile-industry-recorded-high-sales-volume-in-2021/article_e4b95b70-7933-11ec-940e-974119ffd074.html#:~:text=According%20to%20the%20United%20Auto,units%20sold%20in%20Puerto%20Rico, the United Auto Importers Group (GUIA, for its Spanish acronym), 2021 saw a 35.91% increase in automobile sales from the year before. Last year ended with a total of 129,145 units sold, a distinct increase from 2020, which saw just 95,020 units sold in PR.</a></p></div><div data-bbox=)

Traffic behavior is a problem that desperately needs to be prioritized and addressed. Though improvements depend on an integrated approach that involves the 4 E's: Engineering, Enforcement, Education, and Emergency Services, sadly in the meantime continues to claim fatal and injured victims. In summary, road safety is everyone's responsibility, passenger vehicle drivers, truck drivers, bus drivers, bicyclists, motorcyclists, and even pedestrians. When traveling any public road, everyone must remember that everyone will have different safety challenges but must importantly these challenges need to be addressed when it comes to traffic safety.

## Statement Of Problem

The current island's traffic reality leads to bad behavior while driving which includes alcohol, drug or other substances impaired driving, speed and aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions, and motor vehicle drivers not sharing the road with commercial vehicles, pedestrians, bicyclists, and motorcyclists. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.

Drivers are not acknowledging traffic roads regulations, especially the PR Act 22-2000 known as the "Puerto Rico Vehicle and Traffic Act". Years 2018 to 2020 will lead data analysis for this highway safety plan purposes. For problem identification (PI) and data analysis purposes, will use years 2018-2020 official data from NHTSA's National Center for Statistics and Analysis and FARS, Will also use Puerto Rico's Department of Transportation, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and SAFETY/OBSERVATORY Platforms. The graphic below represents Puerto Rico Traffic fatalities for the past five (5) years:



Next table shows an analysis of program priorities, which contains traffic fatalities and collision factors. It is important to understand that one fatality/collision can present more than one category aspect. Fatalities circumstances can be a combination of different factors. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt. Therefore, the numbers shown reveal that alcohol-impaired drivers are the first problem when we categorize traffic fatalities. However, when seen as educational programs, non-motorized vehicle (pedestrian and bicyclists) has three hundred and six (306) fatalities, ranking number one (1) in traffic fatalities with 36%.

Educational Priorities for Traffic Fatalities Years 2018 to 2020*			
Program Area	Quantity	%	Program Area Description
Alcohol Impaired Driving	284	34%	drivers fatalities ages 25+ w/.08+ BAC; motorcyclists drivers ages 25+ w/.02+ BAC
Pedestrian Safety	279	33%	pedestrian fatalities
Occupant Protection	253	30%	unrestrained occupants fatalities, including ages 0-9
Speed Driving	248	30%	speeding related fatalities
Motorcycle Safety	128	15%	motorcyclists fatalities; riders w/.02+ BAC
Youth Impaired Driving	56	7%	fatalities w/drivers ages 16-17 w/.00+ BAC, drivers ages 18-20 w/.02+ BAC, drivers ages 21-24 w/.08+ BAC & motorcyclists drivers ages 16-24 w/.02+ BAC
Bicyclist Safety	27	3%	bicyclists fatalities
<b>Total</b>	<b>839</b>		

- \* ■ Table content in order of traffic fatalities, by Program Area.
- Data provided by PR FARS.
- A fatality can be accounted for in one or more Program Area according to FARS's Classification.

Fatalities circumstances can be a combination of different factors. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt. Therefore, the numbers shown above reveal that alcohol-impaired drivers are the first problem when we categorize traffic fatalities. Statistics in Puerto Rico have proven that alcohol is a key factor on all crashes, injuries, and fatalities. This is a problem that desperately need to be solved, but sadly continues to exist.

Ranking #2 are pedestrian fatalities; the tendency for the past several years has been to continue escalate. These fatalities can be the result of pedestrian crosswalks without proper illumination, operating systems, marks, or signs, or by motor vehicles drivers who do not respect the space for pedestrians to walk safely. Ranking #3 are unrestrained deaths in all seating positions. It has been a notable tendency for the last years to see unrestrained deaths to continue to increase. Speed and aggressive driving ranks #4; stressed drivers lead to speeding, reckless and aggressive behavior, putting in danger themselves, occupants, other drivers and non-motorized vulnerable citizens. The other numbers presented are motorcyclists, youth alcohol-impaired driving and bicyclists; when analyzed they are impressively elevated. Road safety is everyone's responsibility, passenger vehicle drivers, bus drivers, bicyclists, motorcyclists, and even pedestrians.

It will be the Puerto Rico's Traffic Safety Commission mission to create strategic educational campaigns that will reach audience with each program area message to change behaviors and contribute to reduce all traffic fatalities during the grants period performance.



# Strategic Goal

## Overview

The main goal is to increase communications and reaches by implementing a Media Buy Plan, Earn Media, government, private sector and non-profit partnerships, mass events activities and educational impacts with each program area message based on target market and problem statement on each communications project's proposal. Education thru these strategies are needed to eradicate traffic fatalities and injuries. The age group with more incidents identified in the Statement Problem section will become the target audience. Other data reported will determine period, cities, weekdays, hours period, among others. In addition, specific island's zone will be accounted for media buy placement. Below is a map of Puerto Rico divided by zone:



It should be worth it to mention that the Metropolitan Region refers to seven towns that make up the urban “downtown” of Puerto Rico, includes the capital, San Juan, and municipalities of Cataño, Toa Baja, Trujillo Alto, Bayamón, Guaynabo, and Carolina. This is the most populous and economically diverse region in the island. Will administrate attitude surveys and observational surveys, when needed, to identify strengths and weaknesses of each program media campaigns, as well as point of behaviors of Puerto Rico’s drivers and vehicle occupants. A specialized market research agency with experience in road safety will be contracted to do the survey.

## Projects Strategies

Proposed Solution, Media Tactics, and Strategies have been carefully chosen based on data analysis provided by numerous sources, including previous attitude surveys, articles and editorials regarding Puerto Rico’s culture behavior and preferences, data analysis provided by the NHTSA 2018-2020 Traffic Performance Measures for PR, FARS, PRDOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and Road Safety Observatory Platform. Also, when necessary and approved, will unite efforts with the state and municipal police forces during enforcement periods. In addition, a survey will be conducted to measure the campaign impact on target.

Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications’ Media Plan will be made to achieve the Goal and Objective for each project.

## ***Communications And Outreach***

Will withstand all proposed planned activities and derive target market to identify specific population segments based on data age and gender. It will also be taken in consideration cities and/or locations with more incidents, weekdays and hours period, among others. Project Safety impacts will include:

- *Media Buy Plans*
  - Persuade Target Market
  - Message Frequency
  - Bonus Spots
- *Mass Events and Impacts*
  - Impact Target Market
  - Message Recognition
  - Brand Respect
- *Earned Media*
  - Target Market Engagement
  - Owned Media Platforms
  - Public Relations
- *Government, Private Sector and Non-profit Partnerships*
  - Promotion, Resource and Support
  - Integrate, combine and promote workplans
- *Attitude and Observational Survey*
  - Statistics, Research and Performance



## General Media Strategic Communications Plan

The Strategic Communications Plan (SCP) has been carefully chosen based on data analysis from each project's proposal (Unique Identifier) to derive target market. It will also be taken in consideration cities and/or locations with more incidents, weekdays and hours periods, among others. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for each project's strategies. All this according to PR Act 22-2000, as amended known as "PR Vehicles and Traffic Act".

### **Media Tactics**

It is intended to create consciousness and prevention in terms of road safety. This requires informative and educational role that leads to be more creative for far-reaching to educate all people on the importance of maintaining awareness, social responsibility when traveling any public road. Even though each person has different safety challenges, the objective will focus on addressing these challenges to change behavior to positive results when it comes to traffic safety. It will include specific method and resources (what/when/where/how) to perform tactics. Strategies will focus efforts to stop traffic fatalities and injuries increase:

TERMS TO KEEP IN MIND	
<b>Paid Media</b>	Also known as paid media advertising is an outbound marketing strategy that includes any marketing tactics you pay for. Digitally speaking, paid media includes things like paid search ads, shopping ads, display ads, social media ads, and more. These ads all work to get you in front of the right people, at the right time. If you've got a bomb paid media services specialist (ahem, we do) you can segment and place these ads strategically to get views from your ideal audience <a href="https://www.campaignmonitor.com/resources/glossary/owned-media/">https://www.campaignmonitor.com/resources/glossary/owned-media/</a>
<b>Owned Media</b>	Is an online property owned and controlled by a brand, such as blog, website or social media channels. The more owned media channels a business, has, the larger their digital footprint, which means more potential reach to customers and followers.
<b>Earned Media</b>	Media coverage picked up by the press, often known as public relations (PR) or generally press. While you can't control what the press says about your company or brand (thus excluding it from owned media), this type of coverage can be even more impactful, giving you brand exposure to those outside your own audience. On final note, think about how one drives the other. The more owned media you publish on your site, the more you can hope to get republished by others. This, in turn, may put your brand in front of someone in the press, and perhaps even to coverage by their publication. So start with what you can control, and make sure you're doing everything you can to elevate your owned media.
<b>Social Norming</b>	Is based on the central concept of social norm theories-that people's behaviors is influenced by the perceptions of what is normal or typical. Social norming approach assumes that individual want normal.
<b>Social Media Manager</b>	Manages and organization online presence by developing strategies producing good content analyzing usage, data, facilitating customer service, managing projects and campaigns. Can include creating social media profiles, managing regular posts and responding to followers.
<b>Media Monitoring Services</b>	To scan newspaper, television, radio and the internet for news items. Many firms employ a full-time media monitor in the PR or marketing department who scans news or trending topic for mentions of company. The hiring of this service arises from the need of human and technical resources, which include equipment, licenses and operational programs. This service is hired to seek and account not to present results.
<b>Information Agency</b>	Also known as a news agency is an organization that collects news from its correspondents in different places in its area of activity and transmits them immediately to their clients (radios, newspapers, magazines, television stations or portals). This pay-based services, can include photographs, videos or infographics. It is usually paid monthly in the form of a subscription for the agreed services.

- **To Publish Educational Content on Owned Media (Websites, Social and Mobile Networks)-** to develop this strategy human and technical resources will be needed, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to accomplish ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. Will contract a Social Media Management Service to run owned media platforms and a Website Management Service for website maintenance. Services can include:
  - Produce/generate posts to engage owned media platforms.
  - Generate live and real-time videos on live digital platforms.
  - Promote educational message through owned media platforms and integrate educational message through PRTSC's Website, [www.seguridadeneltransito.com](http://www.seguridadeneltransito.com):
    - Analysis of owned media new needs and strategies.
    - Posting and uploading data, educational pieces, statistics, and information.
    - Art editing and readjustment when necessary.
    - Integration with social networks.
    - Platform's Readjustment and Maintenance.
    - License and program's fee purchase/leasing.
    - Generate, Submit and Discuss Owned Media Analytics Report.
  
- **To Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces (video, audio, digital, print, flyers, and others on high demand) when necessary to achieve proposed strategies for each program. One of the main pieces for educational purposes that will be reproduced is the brochure/flyer that contains PR Act 22-2000 law and regulations on traffic safety applicable to each media project. This flyer will be distributed through the PRTSC and to Community Programs, PR Police Department (PR PD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others that share the responsibility and commitment to educate citizens on road safety. Services to be hired to achieve this strategy will be:
  - Advertising Agency- will produce, reproduce and/or edit TV, Radio, Digital, Out of Home and other Trending Educational Pieces for a better objective assurance. Creative Concept and Editing will be based on Proposal's Statement of Problem, target audience, goal and objective. The functions and pieces designed will be for educational campaign periods that will be published through media platforms for Media Buy (Paid Media).
  - Graphic Designer- will be more cost effective to propose, produce, reproduce and/or edit in house media pieces to be used on daily basis or designs in smaller scale than an advertising agency, for example, Facebook, Instagram posts, announcements templates, press releases templates, power point presentations, social norming exposure, as for the PRTSC Executive Director's meetings and media interviews and for internal and external use. Functions can include, but not limited to the design of pieces such as flyers, banners, covers, press kit, interview's invites, newsletter, public notice required by PR laws involving traffic safety, among others. Supplier's functions will not interfere in any way with those performed by the advertising agency.
  
- **To Publish Paid Media in PR's Media Platforms-** also known as Media Buy advertising is an outbound marketing strategy that includes any marketing tactics you pay for. Digitally speaking, paid media includes things like paid search ads, shopping ads, display ads, social media ads, and more. These ads all work to get in front of the right people, at the right time. With paid media services specialist can segment and place ads strategically to get views from the target audience.

Will establish the Media Buy Plan strategies in accordance with Media Reality to achieve engagement with target audience. The purchase amount and specific media platform will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and/or Arbitron. The information will lead to selection of elements, space time and places to be successful towards the goal. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the **proposed investment column beside** as budget distribution. Will include the specific target media consumption table in projects when target will be different than the one presented in this table.

Population Media Consumption Target Gender- Male 25-34		
MEDIA	%	PROPOSED INVESTMENT
TV	90%	40%
TV Local	66%	
Paid TV	24%	
Radio	76%	25%
Internet	84%	25%
Social Network	95%	
Video Streaming	81%	
Online News	85%	
Internet Radio	75%	
Outdoor	52%	8%
Print	20%	2%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space to promote the educational message when Media Buy Plans are being aired. Also, will focus effort to obtain at least 2+ frequency in exposing the awareness, prevention and educational message to reach target each project's target audience. Can describe frequency as to aim the same person repeatedly. A frequency of 2+ implies that the same person will be exposed to the same message at least two (2) times during the advertised campaign. However, the final assigned budget will determine how much frequency has been obtained for each advertised effort. Through Paid Media Tactic will pursue to complete the program objective to achieve proposed impressions at the end of the year. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters pre-established by media systems and programs. Strategies include to review and publish in 100% the approved budget for all media campaign/effort, and to discuss and approve in 100% the final data for Media Buy Post Campaign Report of all media campaign/effort.

An advertising agency will be hired as they carry specialized systems needed for these purposes and as an authorized PRTSC agent for media ads purchasing. The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs as well as PR Act 103-2006 establishes that these services must be contracted for better results and prices. The process includes the selection and evaluation of our target market according to the external information, flow analysis, negotiations with broadcaster's, space availability, purchase formalization, signing agreements and delivery of pieces, among other tasks performed by specialists in Media Buy Plans.

- **To Obtain Earned Media-** earned media can be defined by Media coverage picked up by the press, often known as public relations or generally Press. While no one can't control what the press says about anyone's company or brand (excluding owned media), this type of coverage can be even more influential, giving brand exposure to those outside own audience. The more owned media you publish, the more you can hope to get republished by others. This, in turn, may put the brand in front of someone in the press, and perhaps even to coverage by their publication. With content control it's advantageous to elevate owned media. This strategy will consist of generating Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and gain bonuses thru Media Buy Plans. Also, media coverage generates a monetary value that most companies would not have the budget to assume these costs and make its brand or message connect with the target market in an immediate and impactful way.

To reinforce this effort will need educational material such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others. Can produce, reproduce, and/or edit strategic pieces when necessary for this purpose. Should any PRTSC staff is required to work at a specific location outside their base organization is located, travel cost and expenses may be provided. Will also use Public Relations strategies to carry the awareness, prevention, and educational message to obtain at least \$500,000 on combined earned media from all program areas. Suppliers needed to achieve tactic are:

- Communication Assistance Services- services of a specialist to generate, propose and conceptualize strategies that focus on achieving the proposed goal it is necessary for better success. Functions constitute an essential tool in the conceptualization, design and management of the different road safety strategies and educational campaigns to be implemented.
  - Media Monitoring Service- this service will much be needed to scan the reach of a content coverage through newspaper, television, radio and the internet. Many firms employ a full-time media monitor in the PR or marketing department who scans news or trending topic for mentions of company. Since the PRTSC does not have the human and technical resources, which include equipment, licenses and operational programs, will hire a contractor that can provide the service. Although will always be looking for opportunities to transmit this project's prevention message, it does not mean that the information will be covered and feature or become the relevant trending topic. In summary, **this service is hired to seek and account not to present results**. Service can measure overall up to half-million dollars that will be impossible to calculate without the Media Monitoring Service.
  - Information Agency- also known as a news agency. Is an organization that collects news from its correspondents in different places in its area of activity and transmits them immediately to their clients (radios, newspapers, magazines, television stations or portals). This pay-based services, can collect and post/disseminate photographs, videos or infographics. **It is usually paid monthly in the form of a subscription for the agreed services**. The service allows to broadcast the educational message through an alternate, or not typical, media platform. It will reach the target audience creating more frequency without increasing the media buy budget. This means that in addition to transmitting the message through paid media, press releases and editorials through traditional platforms, it will also disseminate through alternative platforms that are well ranked for promoting trending topics. The concept consists of creating or submitting audios, videos, Press Releases or other educational content with the message and efforts related to this educational project; the contracted agency will circulate the content to all available (which includes nontraditional placements) island's media platforms. The service includes approximately, but not limited to one (1) coverage monthly. However, service coverage can also be required during each campaign periods.
  - Professional Photographer- photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. The communications' industry can ask to submit images and footage to be effective and successful in publishing newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication on PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.
- **To Participate and/or Develop Massive Impact Event(s)**- although events are classified differently mainly depending on its objective or purpose and can go from international events to events aimed at a local community and within, it is certain that events have a great social impact which translates into a strong presence benefiting a specific brand or purpose. It is proposed to participate and/or develop massive impact events to reach out target audience with each program awareness, prevention and educational message. Since PR citizens' have an active social life and enjoy crowded events, as they show social

acceptance, can result as a direct influence on attendees, specifically for the targeted audience. The event will take place during a campaign period. Programs' educational content distribution, such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others, will be a proactive goal in this section.

- Renting equipment such as chairs, tablecloths and tents will only be considered for activities such as, but not limited to, press conferences and where people exceed twenty-five (25) guests. The rent of a sound system with all its component (technician, wires, extensions, electric start generator, among others) will be necessary as it is impossible to compete with the noise generated by the magnitude of expected crowd, and since it is most likely that the event will be held on an open space (ample outdoor scenery) will generate the necessity of renting this equipment to achieve the objective.
- The advertising agency can be used to produce/reproduce educational pieces for impact purpose.
- Should any staff member be required to work further than their based organization is located, travel cost and expenses may be provided.
- A professional photographer can be hired to subminister content to media and owned networks platforms.

### **Evaluation**

- PRPD, FARS' and SAFETY/CARE Statistics
- Number of people impacted through events
- Social Media Analytics Reports, Publicity Report and Post Campaign Reports
- PRTSC Attitude and/or Observational Surveys, if applicable: campaign message awareness and recall study.

### **Surveys**

The PRTSC has a mission to implement strategic plans to reduce vehicle occupant traffic crashes, injuries, and deaths. To evaluate all these efforts attitude surveys will be conducted, if applicable by program funds regulations. Also, as establish on PR Act 33-1972, PRTSC most "Contract the services of technicians to perform the necessary studies and investigations on traffic safety" to evaluate the implemented efforts. Each survey will be conducted in accordance with *Survey recommendations for the NHTSA-GHSA Working Group of 2009*.

With a non-intimidating environment, the information gathering unveil facts regarding drivers' opinions, knowledge, level of awareness and attitudes regarding traffic safety, perception of risk such as getting caught by police (enforcement), safety and the effect of the prevention messages.

**In summary, with this Media Strategic Communications Plan it is intended to** create consciousness towards traffic laws and regulations and prevention in terms of road safety. This requires informative and educational role that leads to be more creative for far-reaching. The efforts lead to an Action Plan to educate all people on the importance of maintaining awareness, social responsibility, and better judgement before stepping into a motor vehicle or using a non-motorized vehicle.



## ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN (12-01)

### Problem Identification (PI)

In Puerto Rico the consumption of alcohol doesn't seem to be in reduction; to the contrary, many behaviorist specialists had expressed that economic distress and unemployment are triggers for the increase in alcohol intake and other legal and illegal drugs. This factor in combination with a culturally acceptance of alcohol consumption since early age (first drink at 11 or 12 years old at family gatherings), and an underdeveloped mass transportation infrastructure that requires most citizens to drive their own vehicle are reasons for alcohol impaired driving fatalities rank #1 of total PR traffic fatalities.

### Alcohol Consumption in Puerto Rico

Alcohol addiction is an increasingly frequent problem in Puerto Rico, recent studies featured in the Medicina Salud Publica website (<https://medicinaysaludpublica.com/puertorriquena-lidera-investigaciones-para-luchar-contra-la-adiccion-al-alcohol/>) dated from October 9, 2020, show that one in six adults on the island (201,183 habitants approximately) suffers from alcohol abuse or dependence. The customer analytics Agency conducted a census that includes Puerto Rico and informs that alcohol sales increased 54 percent at the end of March 2020 compared to that time last 2019. Alcohol line sales were up nearly 500 percent at the end of April 2020. Everything seems to indicate that there has been a significant increase in alcohol consumption in Puerto Rico.

Abusing alcohol means that more alcohol is consumed, and this can lead to complicating existing health problems and cause chronic health problems, and if you add driving while impaired/intoxicated (DUI) this can cause mayor catastrophe at different levels: physical, psychological, emotional and financial. Lives are lost, families destroyed, and financial status can decline very fast when a person suffers major injuries and cannot provide for itself and/or the family. Much have been lost because of the irresponsible and criminal behavior of drinking and driving. The National Institute on Alcohol Abuse and Alcoholism in its June 2019 article published (<https://pubs.niaaa.nih.gov/publications/HispanicFact/HispanicFact.htm>) stated that the average numbers of drinks per week by gender is 16.9 for men and 9.5 for women. The percentage for men who overdo drinking is 48.6%, while on women is 51.1%. On the other hand, 5.5% of population are alcohol dependents and 10.1% need treatment for alcohol problems.

**Furthermore, and regarding alcohol industry in Puerto Rico**, PR spends approximately \$189,885,736 each month on alcoholic beverages. NHTSA studies revealed that PR is among the top jurisdictions in the nation with the highest incidence of highway fatalities related to alcohol. The island consumes a lot of alcohol throughout the year. The distilled spirits companies in PR invest multi-million-dollar budgets to sell alcohol. According to El Nuevo Día article, one of the most reliable sources in PR, dated April 2019, the island's alcoholic beverages industry closed the 2018 financial year with a sales figure of 1,012 million dollars, ending a period, since 2016, characterized by stagnation. The amount outlined includes the commercialization of alcoholic beverages in the retail sector, without considering hotels and restaurants.

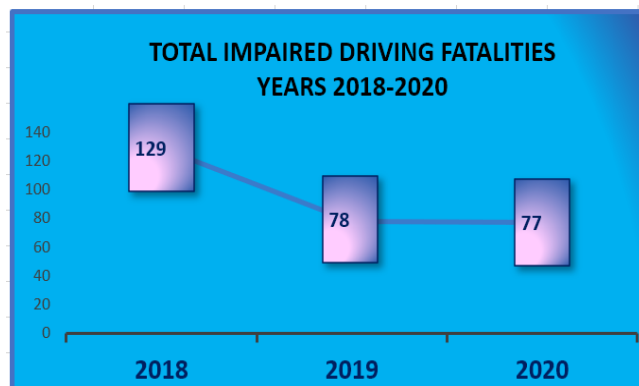
Beer accounts for 75% of the industry's sales. In 2018, a 10.7% rebound was recorded, reaching 786 million dollars. Two thirds of total beer consumption is made in bars and grocery stores, and approximately 10% is sold in supermarkets. Industry sources attribute this growth in sales to a rise in consumption motivated, in turn, by the greater purchasing power of the population in the last several years (2020-2022) with the arrival of federal funds.



All this data put into context reveals a multimillion-dollar investment in advertising to lure citizens in buying alcohol. This generates a frequency of ads that influences irresistibly on citizenship. Puerto Ricans are bombarded everywhere with advertising and promotions to encourage alcohol consumption.

### Alcohol Impaired (ID) Fatalities Data Analysis for Years 2018-2020

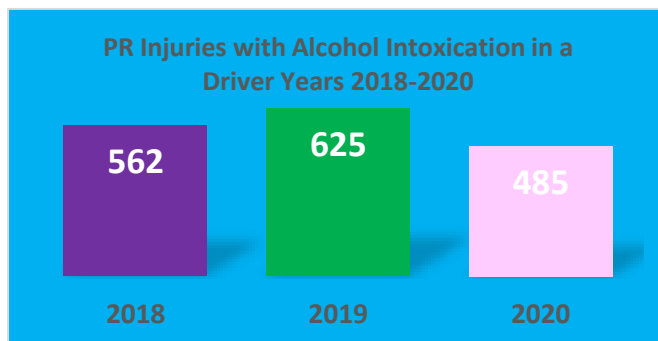
According to NHTSA Fatality Analysis Reporting System, FARS updated in November 2021, Year 2020 reported seventy-seven (77) alcohol impaired driving fatalities. This indicates a 40% decrease from 2018. Following the reported data for the three-year period:



- ⊗ Gender data analysis for drunk driving fatalities for the three-year period shows an average of 93% of male fatalities and 7% female fatalities.
- ⊗ Analysis by age group shows that 32% of ID fatalities were in age group 25-36, followed by ages 37-49 with 22%.
- ⊗ By time of day, 44% of ID fatalities occurred evening period, followed by early morning with 32%, with means that 76% of fatalities occurred between 6:00pm and 5:59am.
- ⊗ Data of ID fatalities by day of the week, it shows that weekends (Friday-Sunday) had the highest with 74%. Sunday was they day of week with most fatalities with 37%.
- ⊗ ID fatalities by month, December registered the highest with 15%, followed by January and July, both with 11%. When overseen by periods, Winter reported the highest with 32% followed by Summer with 27%.
- ⊗ The six (6) Municipalities with most fatalities between years 2018-2020 were San Juan with 11%, Carolina with 7%, Bayamón and Ponce with 6%, and Toa Baja and Humacao, both with a 5%. In summary, the Metropolitan Area had the most fatalities with 31% of the ID fatalities.
- ⊗ 91% had a BAC of .08% or more
- ⊗ 71% were drivers and 29% motorcyclists.
- ⊗ 86% of impaired motorcycle riders killed were un-helmeted.
- ⊗ 71% of impaired drivers killed were unrestrained.
- ⊗ 54% alcohol impaired driving fatalities also presented a speeding factor.

### Drunk Driving Injuries Data Analysis for years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 1,672 had alcohol intoxication in a driver. Following is the reported data for the three-year period:



- ⊗ A total of 62,431 injuries were reported, of these, 2,107 were drunk driving injuries.
- ⊗ 59% were men.
- ⊗ 27% were ages 25-36, followed by 37-49 with a 20%.
- ⊗ July and December were the highest injuries with a 11% of injuries.
- ⊗ Municipality with most injuries were Caguas with 5%, San Juan and Mayagüez with 4% and Cabo Rojo, Carolina and Ponce with 3%.
- ⊗ 71% occurred on weekends; 31% percent occurred on Sunday.
- ⊗ 52% occurred between the hours of 6:00pm and 11:59pm; followed by 12:00am to 5:59am with 23%.

## 2022 PRTSC Driving Under the Influence Attitude Survey

In year 2022, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and driving under the influence after the Winter Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 236 males (47.2%) and 264 females (52.8%). The median age of the sample and average was age 48. The youngest participant was 17 years old and the oldest was 86 years old. 75.6% of the participants of the study drive their vehicles every day.

In a typical weekday the median amount of time participants spend driving was two hours, thirty-nine minutes (2:39), been the most frequent driving activity to work with 74.4%; on weekends two hours and thirteen minutes (2:13) was the average participants spend driving been visiting family and friends the most frequent with 40.8%, followed by shopping with a 40.4%. Overall driving experience in Puerto Rico was normal (categorized as 5 out of 10, been 1 very bad and 10 very good). Road conditions is the main issue concerned for safety on the roads of Puerto Rico with a 66%. Distracted driving was second with 58.4%, speed came third with a 47.8% and at fourth position was drunk driving with 35.8%. The following data summarizes the results of the driving under the influence of alcohol survey:

- 40.4% indicated having consumed alcoholic beverages at some point.
- 44.1% indicated consumed alcoholic beverages one to two times a week.
- 10.6% admitted having driven a vehicle after consuming alcoholic beverages in the last 30 days.
- 61.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 18-20; the most frequent answer was .80% with a 37.8%.
- 56.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 21+; the most frequent answer was .80% with a 40%.
- 75.4% cannot indicate or does not know the BAC allowed for motorbike riders of truck drivers; the most frequent answer was 0% with 26%.
- 85.0% knows what a designated driver is.
- 73.6% perceives that is very likely or likely that a driver gets arrested for DUI.
- 98.4% have not been pulled over for DUI during the past twelve months.
- 67.4% responded not hearing or watched any kind of promotion of police enforcement DUI.
- 64.6% responded not hearing or watched, remembering or have remembered any educational campaign for DUI; but when asked do you remember any slogan or phrase about a campaign about DUI 62.7% responded yes. Most recalled phrase or slogan was “si bebes, pasa la llave” with a 27.0%, and “si guías borracho serás arrestado” 25.2%.
- 60.4% responded that the phrase or slogan was effective or very effective.

## Alcohol Impaired fatalities during Crackdowns Years 2018-2020

For island's citizens, Holidays become extended break periods that bring multiple celebrations, whether is between family, friends or in a social ambience, it is certain that there will be social gatherings in all corners of the country. It is to everyone knowledge that in this gathering a variety of alcoholic beverages are offered to all guests. Alcohol plays a leading role in all activities in Puerto Rico. This situation represents a huge challenge for all government agencies that represent security. Below is the analysis of alcohol impaired driving fatalities during the three-year period:

Mobilization Crashes, Fatalities and Impaired Driving (ID) Fatalities Years 2018 to 2020				
Holiday Period	Crashes with Alcohol in a Driver	Fatalities	ID Fatalities	ID Fatalities %
Thanksgiving	224	77	25	32%
Winter Holidays	249	86	44	51%
Easter	154	94	15	16%
Summer	200	115	42	37%
Labor Day	237	68	31	46%

When analyzing the previous table, Winter Holidays Period Mobilization had the most crashes and the most impaired driving fatalities with 51% during the three-year period. This data tells that the PRTSC needs to integrate the DUI's educational message with the PR PD and Municipal Police work plans to announce and fortify their active works to eradicate drunk driving behavior during holidays period.

### Proposed Solution

The main goal is to promote the alcohol impaired driving awareness, prevention and educational message. In this section will present a solution that will lead to an Action Plan which will implement Communications and Outreach Strategies to meet the challenges represented in the Statement of Problem presented previously. The age group with more incidents identified in the Statement of Problem section will become the target audience, as well as all data reported, that will determine dates, hours, municipalities, among others in which will address the Statement of Problem. All of this with the purpose to reduce DUI's traffic fatalities and injuries.

Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

### Goal

To reduce alcohol impaired driving fatalities by three percent (3%); from 95.4 (2016-2020 rolling average) to 92.56 (2019-2023 rolling average) by year 2023.

### Objectives

- To reach at least 80% of target audience (186,494 out of 233,118 men, group age 25-36) with the message of drunk driving prevention, consequences of and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce alcohol impaired driving fatalities and injuries by obtaining at least 12 million impressions from campaign media publishing at the end of federal fiscal year 2023.

### Target Market

- Audience
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+

- Zone
  - Primary- Metropolitan Region
  - Secondary- Ponce, Humacao and Caguas
- Weekdays/Hours – Friday to Sunday from 6:00pm to 5:59am
- Periods
  - Thanksgiving Mobilization – November 18 to 27, 2022
  - Pre-Holidays Awareness P&E Campaign – December 15 to 21, 2022
  - Winter Holidays Crackdown – December 22, 2022 to January 8, 2023
  - Pre-Summer Awareness P&E Campaign – June 23 to July 4, 2023
  - Summer Crackdown – July 18 to 30, 2023
  - Labor Day Crackdown – August 31 to September 4, 2023

## Message

The educational message will be developed based on the goal and objective. It can include “Guíar borracho es un crimen, serás arrestado” (drunk driving it’s a crime, you’ll be arrested). Social Norming messages will continue to encourage a designated driver and alternative transportation on preventions and educational efforts, such as “Si vas a beber, pasa la llave” (if you are going to drink pass the car keys) and “Piensa en las Consecuencias” (think of the consequences).

## Talking Points

- Safety on the road is everyone’s responsibility.
- Drunk driving is a crime, you will be arrested.
- Driving while drunk is not an alternative.
- Causing the death of another person by driving under the influence of alcohol is a serious crime and carries a fixed penalty of fifteen (15) years in prison.
- Causing any bodily injury or permanent damage to a person by driving under the influence of alcohol carries a fixed penalty of eighteen (18) months in jail.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the alcohol impaired driving message to engage target market and generate at least 120 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct’22 to Sep’23); to publish at least 30 posts each trimester.
2- <b>To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b> a- to distribute at least 30,000 flyers with DUI’s message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct’22 to Sep’23); to distribute from 5,000 to 7,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least fifteen (15) educational pieces (creative aspects and dimension, editing of pieces) with the DUI’s message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier’s Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 6 to 9 pieces for each campaign publication period.

Strategies	Performance Measures	Period to Complete
<b>3-To Publish Paid Media in PR's Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational DUI's campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	Each Campaign Period; to Publish Approved Flowchart for Thanksgiving, Pre-Holidays, Winter Holidays, Pre-Summer, Summer and Labor Day on determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all DUI's Campaigns and obtain at least 12 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	Each Campaign Period; to Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 6 million impressions from campaign publishing.
<b>4- To Obtain Earned Media in All Media Platforms:</b>		
a- to broadcast the DUI awareness, prevention and educational messages thru Public Relations and obtain at least thirty (30) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	Each Campaign Period; to obtain at least 5 media coverage during each campaign effort to obtain at least 30 interviews by the end of year.
b- to gain at least \$100,000 on earned media from promoting the DUI's Prevention content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$100,000 on final numbers.
<b>5- To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the alcohol-impaired driving project.		
	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 25,580.00
Advertising Services	9470	1,461,600.00
Office Supplies	9442	421.00
Educational Pieces	9522	4,000.00
Equipment Rent	9443	3,900.00
Equipment Maintenance and Repairs	9422	600.00
Local Travel	9485	621.00
Out of US Travels	9490	2,378.00
Trainings	9462	300.00
Other (Food Expense)	9701	600.00
<b>TOTAL</b>		<b>\$1,500,000.00</b>

## **YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN (12-02)**

### **Problem Identification (PI)**

Driving under the Influence (DUI) of alcohol is one of the leading causes of fatal crashes. Young adults are one of the groups that the liquor industry is most interested in. They are consistently surrounded and driven towards a highly congested environment of media paid by an increasing number of businesses whose priority is the marketing of alcoholic beverages. This industry is the major sponsor of sports and social events in Puerto Rico.

Age group 16-24 is specifically susceptible to get involved in risky behavior because of the number of commercial establishments such as bars, pubs and even gas stations that sell alcohol 24/7. Teenagers gain first time possession of a motor vehicle at 16 years old; young people feel they are immune, traffic safety isn't a concern, they are susceptible to peer pressure and they many think that alcohol use/abuse is part of the normal or "expected" behavior during early adulthood. Therefore, driving while alcohol impaired is a common dangerous practice among young adults and continues to be of great concern among PRTSC.

### **Alcohol Consumption in Students from Middle and Highschool in Puerto Rico**

Resent study released in December 2020 from The Consulta Juvenil subsidized by the PR Administration of Mental Health Services and Against Addiction (from its acronym in Spanish, ASSMCA), was conducted during a biannual survey that studied the use of substances in students from Middle and Highschool in Puerto Rico during years 2018-2020. Sample projected a student population of about 200,084 between ages 11 and 18 (median age 15) cursing from seventh to twelfth grade (both public and private sector) on the island. Half of the participants were female (50.0%) and just over half were in Middle School (52.5%). Of these:

- 61.2% reported having 5 or more drinks during the past month
- 42.9% stated drinking at some point
- 38.1% started alcohol consumption between ages 14-15
- 83.1% of youngsters who tried to buy alcohol were not asked for identification
- 65.2% gained access in a household environment:
  - 25.8% had been giving alcohol by parents
  - 39.4% obtained access from other adults, siblings or friends
- 18.5% had access through shops, markets or gas stations; 17.4% were asked for ID during the intent to purchase alcohol.
- 39.3% had access at parties, festivals or sports competitions.

Other substances used before finishing high school were drugs with 17.2%; marihuana was the most (13%), followed by tabaco (8.7%).

### **2022 PRTSC Driving Under the Influence Attitude Survey**

In year 2022, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and driving under the influence after the Winter Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 236 males (47.2%) and 264 females (52.8%). The median age of the sample and average was age 48. **The youngest participant was 17 years old** and the oldest was 86 years old. 75.6% of the participants of the study drive their vehicles every day.



In a typical weekday the median amount of time participants spend driving was two hours, thirty-nine minutes (2:39), been the most frequent driving activity to work with 74.4%; on weekends two hours and thirteen minutes (2:13) was the average participants spend driving been visiting family and friends the most frequent with 40.8%, followed by shopping with a 40.4%. Overall driving experience in Puerto Rico was normal (categorized as 5 out of 10, been 1 very bad and 10 very good). Road conditions is the main issue concerned for safety on the roads of Puerto Rico with a 66%. Distracted driving was second with 58.4%, speed came third with a 47.8% and at fourth position was drunk driving with 35.8%.

The following data summarizes the results of the driving under the influence of alcohol survey:

- 40.4% indicated having consumed alcoholic beverages at some point.
- 44.1% indicated consumed alcoholic beverages one to two times a week.
- 10.6% admitted having driven a vehicle after consuming alcoholic beverages in the last 30 days.
- 61.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 18-20; the most frequent answer was .80% with a 37.8%.
- 56.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 21+; the most frequent answer was .80% with a 40%.
- 75.4% cannot indicate or does not know the BAC allowed for motorbike riders of truck drivers; the most frequent answer was 0% with 26%.
- 85.0% knows what a designated driver is.
- 73.6% perceives that is very likely or likely that a driver gets arrested for Driving under the influence of alcohol (DUI).
- 98.4% have not been pulled over for DUI during the past twelve months.
- 67.4% responded not hearing or watched any kind of promotion of police enforcement DUI.
- 64.6% responded not hearing or watched, remembering or have remembered any educational campaign for DUI; but when asked do you remember any slogan or phrase about a campaign about DUI 62.7% responded yes. Most recalled phrase or slogan was “si bebes, pasa la la llave” with a 27.0%, and “si guías borracho serás arrestado” 25.2%.
- 60.4% responded that the phrase or slogan was effective or very effective.

### Mayor Activities in Puerto Rico Involving Youth Crowds (ages 16-24)

There are three main scenarios in which minors and youngsters have access to alcohol. These are the family, the commercial establishments and festivals and friends. Although, youth driving while impaired/intoxicated (DWI) prevention and education efforts are present all year long, PRTSC has identify the following celebrations that attracts young demographic de the most:

#### ▪ Halloween

According to various tourisms, information and festivities sites regarding PR, concur that even though October is the low tourist season in PR, there are plenty of things to do in honor of Halloween. The Caribbean Island hosts many epic events, parties, ghost hunts, haunted houses, and more, particularly in the capital of San Juan, the biggest city. On the spooky holiday, hotels, bars and restaurants hosts parties, magic shows with special drinks, appetizers, and more. Whatever young people are looking to do to celebrate Halloween, they will find it with Beer-related specials.

#### ▪ Fiestas de la Calle San Sebastián (San Sebastián’s Street Fests)

This is a cultural and festive event that takes place in Old San Juan which gathers a multitude of people, especially youngsters 16-24 years old, during a four days/night period, to sing, dance, eat and drink. These 4-day festivities are held in San Juan, PR every year at the third week of January from Thursday to Sunday. According to a news article publish by Primera Hora on January 18, 2016 (<http://www.primerahora.com/noticias/puerto-rico/nota/700000personasvisitaronlasfiestasdelacallesansebastian-1132293/>),

700,000 people attended these festivities. Luckily, in the past 7 or 8 years no traffic fatalities have been linked directly to the festivity, due in part of combined efforts of PRTSC, PRPD and other agencies, but several youth alcohol intoxication cases are always reported.

- **Saint Valentine**

According to the site AgendaPR.com more than 13 events are held through the island and does not include, restaurants, bars, hotels and private parties to enjoy the festivities with friends, family and/or your significant other. It does not matter what young people are looking to celebrate in these days of love and friendship, but certainly they will include alcohol beverages.

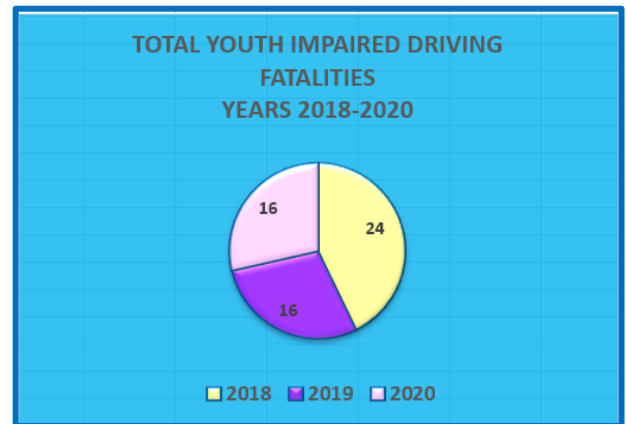
- **Justas Interuniversitarias de la LAI** (Intercollegiate Sports Competitions)

This week-long event during the spring is hold either on Ponce (south region), gathers private and non-private colleges to compete in over 20 sports. Sports activities are held by daytime and at nighttime many concerts and dances are sponsored by radio stations and alcohol companies. About 400,000 people attend these events considered by young people as a great opportunity to meet people and hang out with friends. As many of us have witnessed during our college years, alcohol consumption has a leading role throughout the events. According to the article: Llamado a evitar el consumo de alcohol en las Justas, published on April, 26, 2018 by Es Noticia PR ( <https://esnoticiapr.com/administradora-de-assmca-hace-llamado-a-evitar-el-consumo-irresponsable-de-alcohol-en-las-justas/>, "Annually, thousands of people of all ages usually move where the activities will take place, not only to enjoy the various sports competitions, but also to share with friends and fellow students of the variety of festivities that are perform. Sadly, in some cases consumers do not use good judgment and ingest alcohol until they get drunk, without thinking about the possible consequences"

## Youth Alcohol Impaired Driving (ages 16-24) Data Analysis Years 2018-2020

According to NHTSA Fatality Analysis Reporting System, FARS, in 2020, sixteen (16) youth impaired driving fatalities occurred. This indicates a 33% decrease from 2018 to 2020. Following is the reported data for the three-year period:

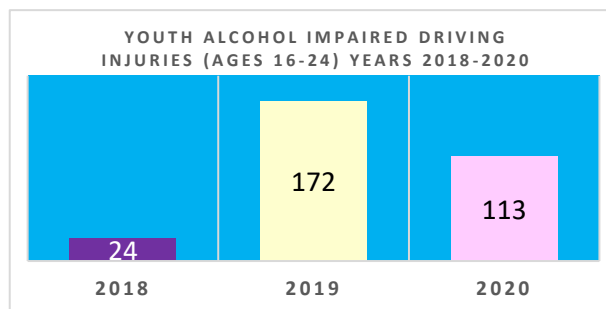
- 🚫 Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 88% of male fatalities.
- 🚫 59% of youth impaired driving fatalities were in age group 21-24 and 30% age group 16-20. Zero impaired driving fatalities were reported among 15 years old drivers.
- 🚫 By day of the week, weekends (Friday-Sunday) reported the highest average of fatalities for the 3-year period with 86%. The highest was Sunday with 46%.
- 🚫 By month, some peaks are noticed: December 13%, June, September, October and November with 11% each. Taking into account this data, December will be taken as a base for recent data with 13%, followed by June with 11%, since both had fatalities during 2020.
- 🚫 Nighttime continues to be a dangerous period for drunk drivers and other road users. For the three-year period, 80% of youth impaired driving fatalities occurred at nighttime from 6:00pm to 5:59am. The highest was early morning with 43% of fatalities.
- 🚫 Top five (5) municipalities with fatalities were: Ponce (19%), Guaynabo (15%), Santa Isabel (12%), Villalba (12%) and Cabo Rojo (8%). The highest Region was South with 50%.
- 🚫 66% were drivers and 34% motorcyclists. 80% had a BAC of .08%+.
- 🚫 78% of youth impaired drivers killed were unrestrained.
- 🚫 74% of impaired motorcycle riders killed were un-helmeted.
- 🚫 67% alcohol impaired driving fatalities also presented a speeding factor.



## Youth Alcohol Impaired Driving (ages 16-24) Injury Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 1,672 injuries with alcohol intoxication in a driver were reported during the years 2018 to 2020. Of these, 309 were ages 16-24. Following is the reported data for the three-year period:

- 🚫 55% were males.
- 🚫 61% were in group age 21-24.
- 🚫 76% occurred between 6:00pm and 5:59am; 40% were during the evening.
- 🚫 76% occurred during weekends (Friday-Sunday); the highest was Friday with 30%.
- 🚫 32% were during Fall, been November the highest both with 13%.
- 🚫 The Municipalities with most injuries were Mayagüez (9%), San Juan (7%), Ponce, Caguas and Hatillo (all with 5%). The highest Region was West with 26%.



## Proposed Solution

Promoting the DUI awareness, prevention and educational message for youth ages 16-24 thru these strategies are needed to eradicate DUI's traffic fatalities and injuries. In this section will present a solution that will lead to an Action Plan which will implement Communications and Outreach Strategies to meet the challenges represented in the Statement of Problem presented previously. The age group with more incidents identified in the Statement of Problem section will become the target audience, as well as all data reported, that will determine dates, hours, municipalities, among others in which will address the Statement of Problem. All of this with the purpose to reduce DUI's traffic fatalities and injuries.

## Goal

To reduce youth alcohol (group age 16-24) impaired driving fatalities\* by five percent (5%); from 18.8 (2016-2020 rolling average) to 17.8 (2019-2023 rolling average) by year 2023.

## Objectives

- To reach at least 90% of target audience (174,390 out of 193,767 men, group age 16-24) with the message of drunk driving prevention, consequences and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational message to reduce youth impaired driving fatalities and injuries by obtaining at least 3.5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- **Audience**
  - primary- men ages 16-24 (193,767 based on 2019 PR State Data Center)
  - secondary- women ages 16-24
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- Mayagüez, Caguas and Hatillo
- **Weekdays/Hours** – Friday to Sunday from 6:00pm to 5:59am

Population Media Consumption Target Gender- Male 18-24		
MEDIA	%	PROPOSED INVESTMENT
TV	82%	32%
TV Local	61%	
Paid TV	21%	
Radio	46%	25%
Internet	86%	35%
Social Network	96%	
Video Streaming	80%	
Online News	85%	
Internet Radio	83%	
Outdoor	38%	5%
Print	24%	3%
TOTAL		100%

## ▪ Periods

- Halloween Awareness P&E Campaign – October 28 to 31, 2022
- San Sebastián Street Fest\* Awareness P&E Campaign – January 19 to 22, 2023
- St. Valentine's Awareness P&E Campaign – February 10 to 12, 2023
- Intercollegiate Sports Competitions\* Awareness P&E Campaign – April 20 to 23, 2023
- Summer Awareness P&E Campaign – July 2023

\* Preliminary date submitted subject to external event organizer's official schedule.

## Message

The educational message will be developed based on the goal and objective. It can include "Si vas a beber, pasa la llave" (if you are going to drink pass the car keys). This Social Norming message will continue to encourage a designated driver and alternative transportation on preventions and educational efforts.

## Talking Points

- If you're going to drink, pass the key.
- Before leaving your home, designate a driver who will not drink alcohol.
- Alternative transportation is a real and efficient alternative.
- Drinking alcohol during adolescence could define who you are as an adult.
- It is forbidden by law to drive with: a concentration of 0.02% alcohol or more if you are between ages 18 and 20 and 0.08% alcohol or more if you are 21 years of age or older.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the youth impaired driving message to engage target market and generate at least 260 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 65 posts each trimester.
2- <b>To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b> a- to distribute at least 20,000 flyers with DUI's message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute at least 5,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least twelve (12) educational pieces (creative aspects and dimension, editing of pieces) with the DUI's message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 3 to 6 pieces for each campaign publication period.
3- <b>To Publish Paid Media in PR's Media Platforms:</b> a- to review and publish in one hundred percent (100%) all educational DUI's campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	Each Campaign Period; to Publish Approved Flowchart for Halloween, San Se Street Fests, St. Valentine and Justas Interuniversitarias on determined period.

Strategies	Performance Measures	Period to Complete
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all DUI's Campaigns and obtain at least 3.5 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	Each Campaign Period; to Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 3.5 million impressions from campaign publishing.
4- <b>To Obtain Earned Media in All Media Platforms-</b> to broadcast the DUI awareness, prevention and educational messages thru Public Relations and obtain at least six (6) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	Each Campaign Period; to obtain from 1 to 2 media coverage during each campaign effort to obtain at least 6 interviews by the end of year.
5- <b>To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least three (3) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the youth impaired driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	During Three (3) Campaigns Periods; at least one (1) during three (3) campaign.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 5,264.00
Advertising Services	9470	186,507.00
Office Supplies	9442	412.00
Educational Pieces	9522	2,000.00
Equipment Rent	9443	2,600.00
Equipment Maintenance and Repairs	9422	333.00
Local Travel	9485	1,096.00
Out of US Travels	9490	1,321.00
Trainings	9462	167.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$200,000.00</b>



## **SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN (12-03)**

### **PROBLEM IDENTIFICATION (PI)**

For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. Speed also affects your safety even when you are driving at the speed limit but too fast for road conditions, such as during bad weather, when a road is under repair, or in an area at night that isn't well lit. Speeding endangers not only the life of the speeder, but all the people on the road around them, including law enforcement officers. On the other hand, if it seems that there are more cases of aggressive behavior, the observation is correct, therefore, PRTSC needs to continue efforts to transform the speed and aggressive conduct among drivers.

### **National Highway Traffic Safety Administration (NHTSA) Reasons to Implement Speed and Aggressive Behavior While Driving and Risking Driving Data**

- Traffic congestion is one of the most frequently mentioned contributing factors to aggressive driving, such as speeding. Drivers may respond by using aggressive driving behaviors, including speeding, changing lanes frequently, or becoming angry at anyone who they believe impedes their progress.
- Running Late- some people drive aggressively because they have too much to do and are “running late” for work, school, their next meeting or appointments, among others.
- Anonymity- a motor vehicle insulates the driver from the world. Shielded from the outside environment, a driver can develop a sense of detachment, as if an observer of their surroundings, rather than a participant. This can lead to some people feeling less constrained in their behavior when they cannot be seen by others and/or when it is unlikely that they will ever again see those who witness their behavior.
- Disregard for Others and For the Law- people seem to think that they usually give way to other vehicles more than other vehicles give way to them, increasing disregard for others. Also, the lack of police patrol growths the presumption of never getting caught, therefore, for them is very improbable to receive a traffic ticket for speeding.
- Speeding endangers everyone on the road. In 2018, speeding killed 9,378 people. Below is data that explores the danger of speeding while driving:
  - Dangers of Speeding- in 2018, speeding was a contributing factor in 26% of all traffic fatalities.
  - Consequences- speeding is more than just breaking the law. The consequences can include:
    - Greater potential for loss of vehicle control
    - Reduced effectiveness of occupant protection equipment
    - Increased stopping distance after the driver perceives a danger
    - Increased degree of crash severity leading to more severe injuries
    - Economic implications of a speed-related crash
    - Increased fuel consumption/cost

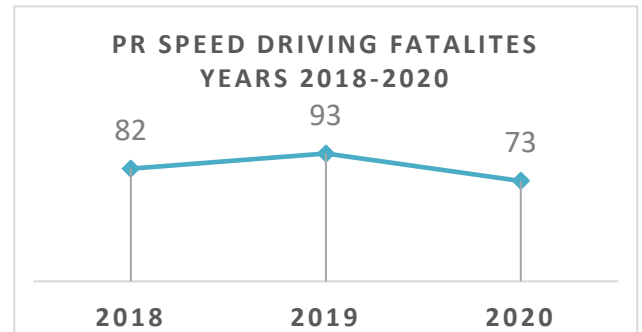
Drivers are not acknowledging traffic road regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article V- “Traffic and Safety Provisions”. Preliminary State Police Department data reflects that a total of 305,275 tickets have been issued during the first three month of year 2022 (January to March); of these, the following represent inappropriate behavior in relation to speed and aggressive driving:



PUERTO RICO POLICE DEPARTMENT MONTHLY REPORT OF LABORS RELATED TO TRANSIT – JUANUARY TO MARCH 2022	
TICKETS CATEGORY	QUANTITY
Speeding	45,393
Speeding on a School Zone	2,199
Using the Emergency Lane	1,423
Running a Red Light	9,258
Running a Stop Sign	2,305
Clandestine or Rag Racing	26

### Speed Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) for the three-year period two hundred forty-eight (248) fatalities occurred due to speed driving. Year 2020 reported seventy-three (73) speed driving fatalities. This indicates a 22% decrease from 2019. However, speed continues to rank number three on traffic fatalities with a 30%. Reported data is as follows:





Gender data analysis for speed driving fatalities for the three-year period shows that 85% were males.

- 🚗 Analysis by age group for the three-year period shows that 29% of speed driving fatalities were age group 25-36, followed by age group 37-49 with 21%.
- 🚗 For the three-year period by time of day, 65% of speed driving fatalities occurred during nighttime period; the highest was evenings with 33%.
- 🚗 When analyzing data of Speed fatalities by day of the week, it shows that weekends (Friday-Sunday) had the highest with 62%. Sunday was the day of week with most fatalities with 24%.
- 🚗 Speed driving fatalities by month for the three-year period reflects that June had the most fatalities with 13%. When overseen by periods, Winter and Fall reported the highest, both with 28% followed by Summer with 25%.
- 🚗 The five (5) Municipalities with most speed driving fatalities between years 2018-2020 were San Juan with 11%, Bayamón, and Caguas with 5%, and Juana Díaz and Toa Baja both with 4%. In summary, the Metropolitan Area had the most fatalities with 31% of fatalities.
- 🚗 45% were alcohol related.
- 🚗 61% were unrestrained.
- 🚗 By person type 78% were drivers.








### Safety/Observatory Speed Driving Injuries Data Analysis for years 2018-2020

- 🚗 A total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 209 were caused for exceeding the speed limit.
- 🚗 69% were males.
- 🚗 26% were in group age 25-36%.
- 🚗 54% occurred between 6:00pm and 5:59am; 29% were during early morning.
- 🚗 47% occurred during weekends (Friday-Sunday); the highest was Sunday with 17%.
- 🚗 28% were during Summer, been August the highest with 11%.
- 🚗 By person type 89% were drivers and motorcyclists; the highest were drivers with 86%.
- 🚗 34% of speed driving injuries were also alcohol related.

-  39% of seep driving injuries were also unrestrained.
-  The Municipalities with most injuries were Caguas (11%), Ponce (6%), San Juan (5%), Juana Díaz and Arecibo (both with 4%); the highest region was the West with 24%.

### **Aggressive Driving Related Injuries Data Analysis for Years 2018-2020**

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 18,435 were aggressive driving related a 30% of all injuries during the period. Following is the reported data:

-  52% were females.
-  24% were in group age 25-36; followed by group age 37-49 with 18%.
-  59% occurred between 12:00pm and 11:59pm; 37% were during afternoons.
-  43% occurred during weekends (Friday-Sunday); the highest was Friday with 16%.
-  27% were during Fall Season, been October the highest with 10%.
-  By person type 80% were drivers and motorcyclists; the highest were drivers with 79%.
-  The Municipalities with most injuries were San Juan (7%), Caguas (5%), Aguadilla (4%), Mayagüez, and Carolina (both with 3%); the highest region was the West with 18%.

### **2021 PRTSC Speed and Aggressive Driving Attitude Survey**

In year 2021, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety during the speed and aggressive driving Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 252 males (50.4%) and 248 females (49.6%). The median age of the sample and average was age 49. The youngest participant was 16 years old and the oldest was 93 years old. 69.8% of the participants of the study drive their vehicles every day.

In a typical weekday the median amount of time participants spend driving was two hours (2:00), been the most frequent driving activity to work with 63.6%; on weekends two hours (2:00) also was the average participants spend driving being entertainment the most frequent driving activity with 47%. Overall driving experience in Puerto Rico was normal (categorized as 5 out of 10, been 1 very bad and 10 very good). Road conditions is the main issue concerned for safety on the roads of Puerto Rico with a 64.8%. Distracted driving was second with 57.4%, speed came third with a 47.4% and at fourth position was lane cutters with 25.6% (this practice is related with both, speed and aggressive driving). The following data summarizes the results of speed or aggressive driving survey:

- 86.2% indicated always driving at the correct or below the speed limit.
- 54.2% indicated never driving over the speed limit in a municipal road with a 25mph speed limit.
- 83.0% indicated never driving over the speed limit in school zone with a 15mph speed limit.
- 51.8% indicated never driving over the speed limit in an expressway with a 65mph speed limit.
- 68.4% indicated giving way to other vehicles more than others give way.
- 96.8% indicated not receiving a speed fine during the past 12 months.
- 99.2% indicated not crashing because of exceeding the speed limit during the past 12 months.
- 76.2% indicated that is unlikely or very unlikely to receive a speed fine.
- 68.2% responded not hearing or watched any kind of promotion of police enforcement for speeding.
- 85% responded not hearing or watched, remembering or have remembered any educational campaign for speeding; out of the 15% who remembered the most recalled phrase or slogan was “guía sin prisa” with a 46.2%, and “si tú sales nosotros también” with 15.4%; and 76.9% responded that the phrase or slogan was very effective or effective.

## Proposed Solution

The main goal is to promote the speed and aggressive driving awareness, prevention and educational message. In this section will present a solution that will lead to an Action Plan which will implement Communications and Outreach Strategies to meet the challenges represented in the Statement of Problem presented previously. The age group with more incidents identified in the Statement of Problem section will become the target audience, as well as all data reported, that will determine dates, hours, municipalities, among others in which will address the Statement of Problem. All of this with the purpose to reduce speed and aggressive traffic fatalities and injuries.

## Goal

To reduce speeding-related fatalities by 10.5%; from 93.4 (2015-2019 rolling average) to 83.6 (2018-2022 rolling average) by year 2023.

## Objectives

- To reach at least 50% of target audience (233,118 men, group age 25-36) with the message of prevention and consequences of speed and aggressive driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational message to reduce speed and aggressive driving fatalities and injuries by obtaining at least 3 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- **Audience**
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- Caguas Ponce and West Region
- **Weekdays/Hours** – Friday to Sunday from 12:00pm to 5:59am
- **Periods**
  - Speed Driving Campaign – February 14 to 20, 2023.
  - Aggressive Driving Campaign – June 6 to 12, 2023.

## Message

The educational message will be developed based on the goal and objective. For speed driving can include “Respetar los límites de Velocidad, si no obedeces pagas” (Respect Speed Limits Obey or Pay the Fine). For aggressive driving the educational message will be developed based on the goal and objective. It will take in consideration problem identification issues.

## Speed Driving Talking Points

- Do not drive in a hurry, you have your whole life ahead of you, respect speed limits.
- If you do not obey you pay.
- Those clandestine races such as competitive or drag races, speed contests and acceleration contests are strictly prohibited.
- The maximum speed for any vehicle will always be 10 miles less than that allowed in any zone.
- Any driver traveling at a slower speed should driver in the far-right lane.
- No person may drive a motor vehicle at a speed less than 20 miles below the limit.

## Aggressive Driving Talking Points

- Any unsafe driving behavior, performed deliberately and with ill intention or disregard for safety, is aggressive driving.
- Tailgating is aggressive driving.
- Cutting in front of another driver and then slowing down is aggressive driving.
- Running red lights is aggressive driving.
- Weaving or zigzagging in and out of traffic is aggressive driving.
- Blocking cars attempting to pass or change lanes is aggressive driving.
- Using headlights or brakes to “punish” other drivers is aggressive driving.
- Using the car horn unnecessary or to “call out” the other driver is aggressive driving.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the speed and aggressive driving message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 50 posts each trimester.
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b>		
a- to distribute at least 25,000 flyers with the speed and aggressive message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 2,500 to 10,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least fifteen (15) educational pieces (creative aspects and dimension, editing of pieces) with the speed and aggressive message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 5 to 10 pieces for each campaign publication period.
<b>3-To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the speed and aggressive driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.
<b>4-To Publish Paid Media in PR's Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational speed and aggressive driving campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	Each Campaign Period; to Publish Approved Flowchart for the Speed Campaign and Aggressive Campaign on the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all speed and aggressive campaigns and obtain at least 12 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	Each Campaign Period; to Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 3 million impressions from campaign publishing.

Strategies	Performance Measures	Period to Complete
<b>5- To Obtain Earned Media in All Media Platforms:</b> a- to broadcast the speed and aggressive awareness, prevention and educational messages thru Public Relations and obtain at least five (5) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	Each Campaign Period; to obtain 2 to 3 media coverage during each campaign effort to obtain at least 5 interviews by the end of year.
b- to gain at least \$100,000 on earned media from promoting the speed and aggressive prevention content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$100,000 on final numbers.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 26,076.00
Advertising Services	9470	732,273.00
Office Supplies	9442	317.00
Educational Pieces	9522	4,000.00
Equipment Rent	9443	1,300.00
Equipment Maintenance and Repairs	9422	67.00
Local Travel	9485	370.00
Out of US Travels	9490	264.00
Trainings	9462	33.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$765,000.00</b>



## OCCUPANT PROTECTION MEDIA CAMPAIGN

### Seat Belt and Child Restraint Usage (12-07)

#### OCCUPANT PROTECTION

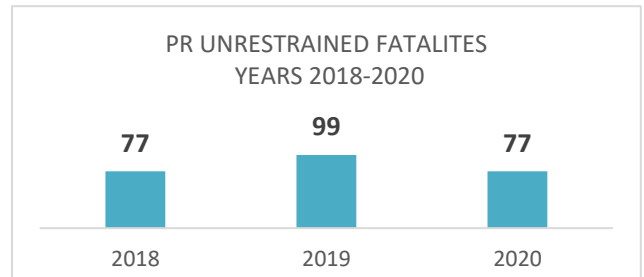
The current island's traffic reality leads to bad behavior while driving which includes vehicle occupant protection in all seating positions. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations. Preliminary State Police Department data reflects that a total of 305,275 tickets have been issued during the first three month of year 2022 (January to March); of these, the following represent inappropriate behavior in relation to occupant protection:

PUERTO RICO POLICE DEPARTMENT MONTHLY REPORT OF LABORS RELATED TO TRANSIT – JANUARY TO MARCH 2022	
TICKETS CATEGORY	QUANTITY
Unrestrained Vehicle Occupant (all seating positions included)	29,003
Lack/Unuse of Child Seat	470

Drivers are not acknowledging traffic road regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article XIII- “Safety Seat Belts.” Will address to issues regarding unrestrained occupant in all seating positions; unrestrained drivers and passengers in all seating position and child car safety ages 0 to 8.

#### Unrestrained Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) for the three-year period two hundred fifty-three (253) fatalities occurred due to unrestrained vehicle occupant in all seating positions, making unrestrained occupant fatalities rank number three on traffic fatalities with a 30%. Following more data:



- ⚠ Gender data analysis for unrestrained fatalities for the three-year period shows that 78% were males.
- ⚠ Analysis by age group for the three-year period shows that 27% of unrestrained fatalities were age group 25-36, followed by age group 16-24 with 23%.
- ⚠ When analyzing data of unrestrained fatalities by day of the week, it shows that weekends (Friday-Sunday) had the highest with 59%. Sunday was the day of week with most fatalities with 24%.
- ⚠ For the three-year period by time of day, 60% of unrestrained fatalities occurred during nighttime period; the highest was evenings with 31%.
- ⚠ Unrestrained fatalities by month for the three-year period reflects that October and December had the most fatalities both with 12%, followed by June with 11%. When overseen by periods, Fall reported the highest with 29% followed by Summer with 27%.
- ⚠ The five (5) Municipalities with most unrestrained fatalities between years 2018-2020 were San Juan with 6%, Ponce, Bayamón, and Carolina with 5%, and Toa Baja with 4%. In summary, the Metropolitan Area had the most fatalities with 24% of fatalities.
- ⚠ Unrestrained data analysis by vehicle occupant classification for the three-year period shows that 76% were in driver position.



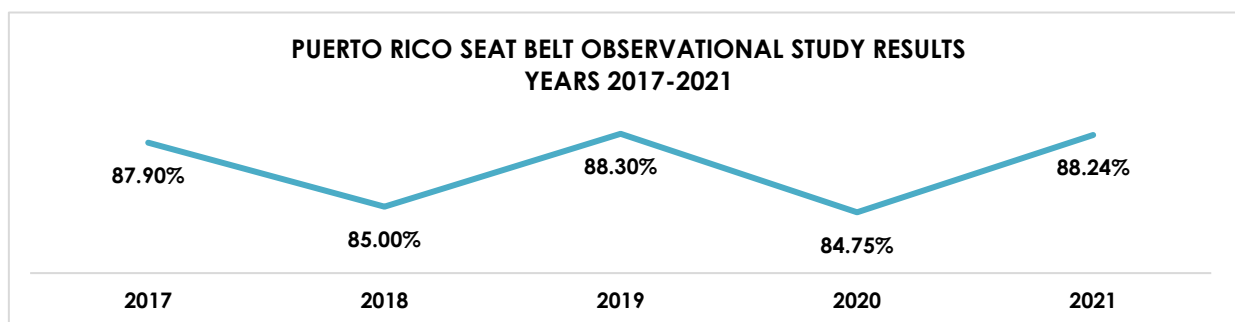
## Unrestrained Injuries Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 11,494 (19%) were unrestrained vehicle occupants. Following is the reported data for the three-year period:

- 63% were males.
- 26% were in group age 25-36.
- 49% occurred during weekends (Friday-Sunday); the highest was Sunday with 18%.
- 58% occurred between 6:00am and 5:59pm; 31% were during the afternoon.
- 31% were during Fall Season, been October the highest with 11%, followed by Summer with 26%.
- Municipalities with most injuries were San Juan (12%), Bayamón, Carolina (both with 5%), Ponce, Caguas (both with 3%) and Toa Baja (with 2%); the highest municipalities region was Metro with 27%.

## 2021 PRTSC Seat Belt Observational Survey

Puerto Rico was the first jurisdiction to pass a mandatory safety belt usage Act and the first in having a primary Act that impules seatbelt use in all seating positions. However, over the past five years seatbelt use has decrease from the 90 percent rank and there is no tendency that implicates a 90's percent placement in the next couple of years (see table below).



Improperly wearing a seat belt, such as putting the strap below your arm, puts you and your children at risk in a crash. Air bags are not enough to protect you; in fact, the force of an air bag can seriously injure or even kill you if you're not buckled up. Therefore, awareness and education are much needed to prevent crashes, deaths and injuries. Statistics for unrestrained vehicle occupants has decreased, increased, and decreased over the past three years, which indicates that there is no trend to decrease victims due to non-use or improperly seatbelt usage.

## Unrestrained child ages 0 to 8 Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) for the three-year period two hundred fifty-three (253) fatalities occurred due to unrestrained vehicle occupant in all seating positions, making unrestrained occupant fatalities rank number three on traffic fatalities with a 30%. Of these, 3 were for no-use or improper car seat usage. Following is more data for the period:

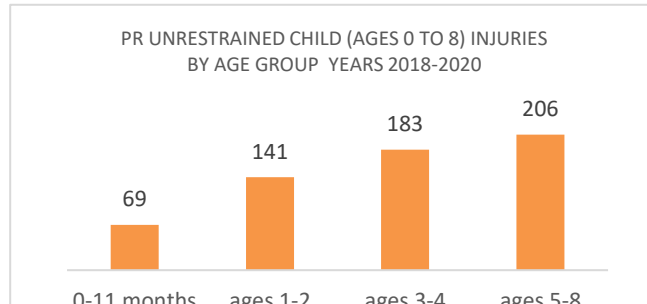


- Analysis by age group for the three-year period shows that 27% of unrestrained child (ages 0 to 8) fatalities were age group 5-8 with 67%, followed by age group 3-4 with 33%.
- 63% were males.

- 67% occurred on Friday.
- 67% occurred on December.
- 67% occurred in the morning between 6:00am and 11:59am.
- Municipalities with most injuries were San Juan with 67% and Arecibo with 33%.

### Unrestrained Child (ages 0 to 8) Injuries Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. 11,494 (19%) were unrestrained vehicle occupants. Of these, 599 were unrestrained child (ages 0 to 8) injuries. Following is the reported data for the three-year period:



- Analysis by age indicates that 34% were age group 5-8 followed by age group 3-4 with 31%.
- 50% of injuries were males, and 43% of injuries were females.
- When analyzing data by day of week, it shows that weekends (Friday-Sunday) were the most injuries with 55%; highest day was Thursday with 20%.
- On the three-year period by time of day, 69% of injuries occurred between 12:00pm and 11:59pm; 43% were during the afternoon.
- When analyzing injuries by month for the three-year period, December registered the highest with 14%, followed by September with 11%. Fall and Winter Season were the highest with 29%.
- Municipalities with most injuries were Ponce (7%), Arecibo, Caguas (both with 6%), San Juan (5%) and Carolina (4%); the highest municipalities region was West with 24%.

### 2022 PRTSC Car Seat Usage Attitude Survey

In year 2022, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety after the September 2021 Child Car Safety Awareness, Prevention and Educational Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 171 males (34.2%) and 329 females (65.8%). The median age of the sample and average was age 38. The youngest participant was 17 years old and the oldest was 84 years old. 79% of the participants of the study drive their vehicles every day.

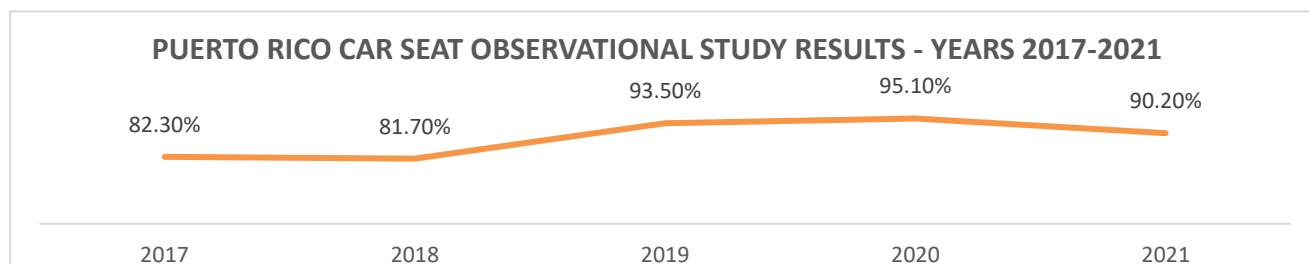
In a typical weekday the median amount of time participants spend driving was three hours (3:00), been the most frequent driving activity to work with 74.8%; on weekends two hours (2:00) was the average participants spend driving being shopping the most frequent driving activity with 52.6%. Driving experience in Puerto Rico categorized as 5 out of 10, been 1 very bad and 10 very good, 27.6% described experienced as very bad. Speed was the main issues of concern for safety on the roads of Puerto Rico with a 56.8%, followed by drunk drivers with 17.8% and distracted drivers with 17.6%. The following data summarizes the results of child car safety survey:

- 94.8% indicated always using the car seat when driving a vehicle with a child 0-8 years old.
- 94.6% indicated always using the car seat when traveling in a vehicle with a child 0-8 years old.
- In relation to the age of the children and the type of car seat that the child uses in the vehicle, from ages 0 to 5 almost all children use the standard car sea. Once the children reach 5 years of age, the participants move them to the booster seat. From 6 years and above, people tend to have their children either on a booster seat or without any protector seat.

- In terms of the participant's knowledge about the age, weight and height needed to use the car seat, the profile is as follows: 8 years old; 60 pounds, and about 4 feet tall.
- Same question was asked about the use of the booster seat, and the profile is as follows: 7 years old, 60 pounds and 4 feet.
- 84.2% indicated that the agency responsible for the inspection of the protective seats in PR is the Fire Department.
- 92.0% indicated that is unlikely or very unlikely to receive a traffic ticket for not using a car seat when traveling with a child between ages 0 to 8.
- 79.4% responded not hearing or watched, remembering or have remembered any educational campaign for car seat usage; out of the 25.8% who remembered the most recalled phrase or slogan was "si no te amarras, pagas" with a 32.0%, and "si usas el cinturón salvas la vida" with 8.0%; and 79.3% responded that the phrase or slogan was very effective or effective.
- 44.3% indicated the agency responsible for the educational campaign of the protective seats in PR is the Commission for Traffic Safety.
- 90.2% responded not hearing or watched any kind of promotion of police enforcement for not using a car seat.

### 2021 PRTSC Car Seat Observational Survey

Over the past five years car seat use has increase reaching the 90 percent rank. However, a 5% decrease was observed during year 2021 (see table below).



Part of the problem is that when identifying occupant vehicle protection majority of people don't know or don't understand that seat belts are made for adults. Children should stay in a booster seat until adult seat belts fit correctly, typically when children reach about 4 feet 9 inches in height. Also, the lack of knowledge on how to keep a child safe in and around a vehicle, poorly installation of a car seat that typically leads to child rollaway, back-over, and other dangers which will cause injuries and deaths.

### Proposed Solution

The main goal is to promote the occupant protection awareness, prevention and educational message. In this section will present a solution that will lead to an Action Plan which will implement Communications and Outreach Strategies to meet the challenges represented in the Statement of Problem presented previously.

### Goals

- To reduce unrestrained vehicle fatalities in all seating positions by 1%; from 84.6 (2015-2019 rolling average) to 83.8 (2018-2022 rolling average) by year 2023.
- To increase observed seatbelt use for passenger vehicles, front seat outboard occupants by 1%; from 88.24% in year 2021 to 88.50% by year 2023.

## Objectives

- To reach at least 80% of target audience (233,118 men, group age 25-36) with the awareness, prevention and educational message for occupant protection in all vehicle positions and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To reach at least 75% of target audience (189,872 women, group age 25-36) with the awareness, prevention and educational message for the use of car seats and/or booster, according to proper stages, for children ages 0 to 8 and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational message to reduce motor vehicle unrestraint traveling in all seating position fatalities and injuries by obtaining at least 5 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## SEATBELT PROGRAM

### Target Market

- **Audience**
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- Caguas Ponce and West Region
- **Weekdays/Hours** – Friday to Sunday from 12:00pm to 5:59am
- **Periods**
  - Seat Belt Awareness, Prevention & Educational Campaign  
Earned & Paid Media: October 24 to 30, 2022
  - Seat Belt-Speed Awareness, Prevention & Educational Campaign  
Date to be determined by Operations and Planning Division, if approved.
  - Seat Belt-Distracted Awareness, Prevention & Educational Campaign  
Date to be determined by Operations and Planning Division, if approved.
  - Seat Belt CIOT Awareness, Prevention & Educational Campaign
    - Earned Media: May 24 to June 4, 2023
    - Paid Media: May 24 to 30, 2023

### Message

The educational message will be developed based on the goal and objective.

- Seatbelt- will use “De Día o de Noche, Si no te Amarras, Pagas” (Day and Night, Click It Or Ticket, from now on CIOT, for its acronym in English).
- Seatbelt-speed- can include “No ponerte el cinturón y guiar a exceso de velocidad es mortal” (not buckling up and exceeding the speed limit is mortal).
- Seatbelt-distracted- educational message will be developed based on the overall PRTSC program’s goal and objective.

### Talking Points

- Day and night, click-it or ticket.
- Fastening the seat belt prevents your body from bouncing inside the vehicle or being thrown out of the vehicle.
- Most fatal crashes occur within a few miles of home. Wear your seatbelt and make sure all passengers do so.

- If you do buckle-up, you pay
- The seatbelt protects you, reduces the risk of severe trauma, and can help you maintain control of your vehicle in the event of a crash.
- Not using the seatbelt and speeding is lethal.
- Not using the seatbelt and distracted driving can kill you.

## CHILD RESTRAINT PROGRAM

### Target Market

- **Audience**
  - primary- women ages 25-36 (189,872 based on 2019 PR State Data Center)
  - secondary- public ages 21+
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- Arecibo and Ponce
- **Weekdays/Hours** – Friday to Sunday from 6:00am to 5:59pm
- **Periods**
  - Child Restraint-Heatstroke Awareness, Prevention & Educational Effort
    - Earned & Paid Media: May 1 to 5, 2023
    - National Heatstroke Prevention Day: May 1, 2023
  - Child Restraint Awareness, Prevention & Educational Effort
    - Earned Media: September 17 to 23, 2023
    - Paid Media: September 19 to 23
    - National Seat Check Day: September 23, 2023

Population Media Consumption Target Gender - Female 25-34		
MEDIA	%	PROPOSED INVESTMENT
TV	112%	45%
TV Local	79%	
Paid TV	33%	
Radio	69%	25%
Internet	56%	20%
Social Network	79%	
Video Streaming	56%	
Online News	68%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

### Message

The educational message will be developed based on the goal and objective.

- Child Restraint- “Asiento Protector, Úsalo Correctamente” (use the car seat the right way).
- Child Restraint-Heatstroke- ¿Dónde dejaste a tu bebé? (Where’s baby?).

### Talking Points

- Child Restraint
  - Do you know if your child travels safely?
  - Proper use of the car seat can prevent injuries and deaths in a crash.
  - If your child weighs less than 100 pounds and is between the of 0 to 8 years must a protective seat.
  - Car Seat use it correctly.
  - It is incorrectly installed if it is not appropriate for its weight.
- Child Restraint-Heatstroke
  - Never leave your child alone in a vehicle whether is turned on or off.
  - Make a habit of looking at the car seat through your rearview mirror before getting out of the vehicle.
  - Ask your childcare provider to contact you in case of no show.
  - Place a personal object (purse/briefcase) on the backseat of the car.
  - Teach your child that the car is not a play area.
  - Never give your car keys to a child as a distraction or for playing.
  - Always check-up on your child’s carpool driver.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
<b>1-To promote Owned Media Platforms-</b> to promote the occupant protection message to engage target market and generate at least 150 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 30 to 40 posts each trimester.
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b>		
a- to distribute at least 25,000 flyers with the occupant protection message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 2,500 to 10,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least twelve (12) educational pieces (creative aspects and dimension, editing of pieces) with the occupant protection message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 3 to 6 pieces for each campaign publication period.
<b>3-To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the occupant protection project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.
<b>4-To Publish Paid Media in PR's Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational occupant protection campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	Each Campaign Period; to Publish Approved Flowchart for each campaign on the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all occupant protection campaigns and obtain at least 5 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	Each Campaign Period; to Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 5 million impressions from campaign publishing.
<b>5- To Obtain Earned Media in All Media Platforms:</b>		
a- to broadcast the occupant protection awareness, prevention and educational messages thru Public Relations and obtain at least eight (8) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	Each Campaign Period; to obtain 2 to 3 media coverage during each campaign effort to obtain at least 8 interviews by the end of year.
b- to gain at least \$100,000 on earned media from promoting the occupant protection prevention content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$100,000 on final numbers.



## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 44,876.00
Advertising Services	9470	745,195.00
Office Supplies	9442	412.00
Educational Pieces	9522	4,000.00
Equipment Rent	9443	2,600.00
Equipment Maintenance and Repairs	9422	333.00
Local Travel	9485	396.00
Out of US Travels	9490	1,321.00
Trainings	9462	267.00
Other (Food Expense)	9701	600.00
<b>TOTAL</b>		<b>\$800,000.00</b>



# NON-MOTORIZED VEHICLE SAFETY MEDIA CAMPAIGN

## Pedestrian and Bicyclist

### (12-10)

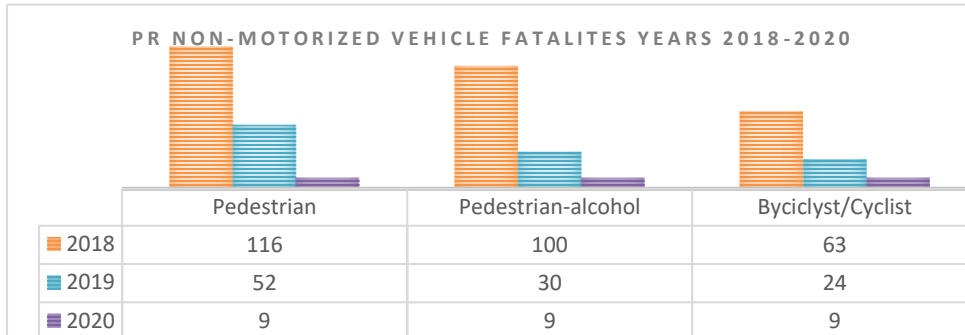
#### Statement of Problem or Problem Identification (PI)

State Police Department data reflects that a total of 305,275 tickets have been issued during the first three month of year 2022 (January to March). The table below represents inappropriate behavior in relation to crosswalks. The fines were issued during State Police Enforcement Mobilizations during years 2019 to 2022. Pedestrian, bicyclists or drivers are not acknowledging traffic road regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article IX “Duties of Pedestrians and of Drivers Towards Them” and Article XI “Provisions Regarding the Use of Bicycles.”

PR State Police Blocking Crosswalks Mobilization			
2019	2020	2021	2022
2,766	8,641	4,522	4,183

#### Non-Motorized Vehicle Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) a total of eight hundred and thirty-nine (839) traffic fatalities occurred during the three-year period. Of these, three hundred and six (306) were non-motorized vehicle fatalities, ranking number one (1) in traffic fatalities with 36%. To properly address problem will divide data in three (3) categories, pedestrian which accounts for 91% of non-motorized vehicle fatalities, pedestrian-alcohol with 38% and bicyclists with 9%.



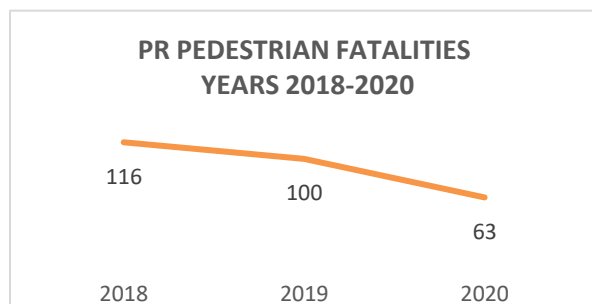
#### PEDESTRIANS

Pedestrian fatalities have become an issue that has to be solved immediately. According to a report from the Governors Highway Safety Association, 6,721 pedestrian fatalities occurred in 2020 up to 4.8% increase from year 2019, the highest number in more than 30 years (<https://www.ghsa.org/resources/Pedestrians21>).

According to the Centers of Disease Control and Prevention (CDC), more than 7,000 pedestrians were killed on US roads in crashes involving a motor vehicle. Meaning 1 in 6 people who died were pedestrian. Also, an estimated 104,000 emergency department visits of pedestrians treated. ([https://www.cdc.gov/transportationsafety/pedestrian\\_safety/](https://www.cdc.gov/transportationsafety/pedestrian_safety/))

- Higher vehicle speeds increase likelihood of a pedestrian being struck by a car and the injury severity.
- Most pedestrian deaths occur in urban areas, on roadway locations away from intersections (where higher speeds might occur), and at night.
- Adults aged 65 years and older accounted for about 17% of the U.S. population in 2020. However, people ages 65 and older accounted for 20% of all pedestrian deaths in 2020.

Pedestrian Fatalities Data Analysis for Years 2018-2020 for the three-year period in Puerto Rico revealed that three hundred and six (306) non-motorized vehicle fatalities occurred. Of these, two hundred seventy-nine (279) were pedestrian fatalities. This is 91% of non-motorized vehicle fatalities. Although there has been a 53% reduction from year 2018 to year 2020. Non-motorized vehicle still is the category with highest traffic deaths in PR. Following more data from this analysis:



- ⚠ Gender data analysis for pedestrian fatalities for the three-year period shows that 82% were males.
- ⚠ 38% of pedestrian fatalities were age group 63+, followed by age group 50-62 with 22%. Indicating that **60% of fatalities were ages 50+.**
- ⚠ Fatalities by day of the week, it shows that weekends (Friday-Sunday) had the highest with 52%. Saturday was the highest with 19%.
- ⚠ 78% of pedestrian fatalities occurred during nighttime period, from 6:00pm to 5:59am; highest was evenings with 47%.
- ⚠ Winter reported the highest (29%) followed by Spring (25%). January reflects most fatalities (12%).
- ⚠ The five (5) Municipalities with most pedestrian fatalities were San Juan (21%), Bayamón (8%), Caguas (6%, Carolina (5%), and Ponce (4%). Metropolitan Region had the most fatalities with 21%.

### Puerto Rico Pedestrian Injuries Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 2,940 were pedestrians. Following is the reported and categorized data for the three-year period:

- ⚠ 63% were males.
- ⚠ 26% were age group 63+ and 23% was age group 50-62; age group 50+ accounts for 49%.
- ⚠ 42% occurred during weekends (Friday-Sunday); highest was Friday with 17%.
- ⚠ Mornings and evenings (6:00am to 11:59am, and 6:00pm to 11:59pm) were highest with 31% each.
- ⚠ 29% were during Fall, been October the highest injuries by month with 11%.
- ⚠ Municipalities with most injuries were San Juan (11%), Bayamón (11%), Ponce, Aguadilla and Mayagüez (all with 3%); the highest municipalities region was Metro with 21%.

### Pedestrian-Alcohol

Centers of Disease Control and Prevention information for pedestrians safety reveals that Alcohol was involved for the driver and/or pedestrian in nearly half (46%) of crashes that resulted in a pedestrian death in 2019. In these crashes about one-tenth (13%) involved a driver with a blood alcohol concentration (BAC) of at least 0.08 and about one-third (32%) involved a pedestrian with a .08% BAC.

([https://www.cdc.gov/transportationsafety/pedestrian\\_safety/](https://www.cdc.gov/transportationsafety/pedestrian_safety/))

An article in Driver Knowledge Tests states that between Thursday to Saturday night 50% of hospital admissions are due in some part to pedestrian alcohol consumption. The proportion of serious injury arrivals at accident and emergency clinics where alcohol has been a factor increases dramatically. Alcohol reduces a person's ability to judge distance and speed, therefore they are more likely to cross a road in front of a moving vehicle. It reduces a person's ability to balance which means they are more likely to fall and could fall into the road if they are walking close to the edge of the sidewalk, or if they stumble as they start to cross. Many injuries and fatalities have been caused by drunk people falling asleep on the road, where they are next to invisible to approaching traffic. In extreme drunken cases the person may not even be aware a vehicle is

there. Pedestrian-Alcohol Fatalities Data Analysis for Years 2018-2020 period shows that one hundred and six (106) out of two hundred seventy-nine (279) pedestrian fatalities were alcohol related, a 38% of all pedestrian fatalities. Pedestrian-alcohol category can only be accounted by fatalities due to body's Blood Alcohol Content can only be certified by the Puerto Rico Sciences Forensic Institute. Following more data:



- 👤 By gender, 89% were males
- 👤 By age group, 53% were ages 50+ (27% were 50-62, followed by ages 63+ with 26%)
- 👤 By day of week, 58% occurred during weekends, Saturday was the highest with 23%.
- 👤 By time of day, 86% happened by night-time period (59% were from 6:00pm to 11:59pm and 26% were from 12:00am to 5:59am).
- 👤 By season period, 34% occurred on Winter, followed by Spring with 28%. The highest month was March with 16%.
- 👤 The five (5) Municipalities with most pedestrian-alcohol fatalities between years 2018-2020 were San Juan with 21%, Bayamón, Caguas, both with 7%, San Germán with 6%, and Ponce with 5%.

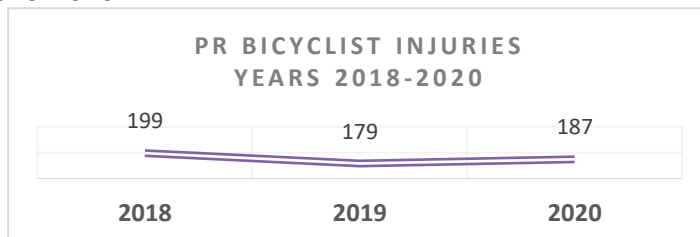
## BICYCLISTS

When a crash occurs between a vehicle and a bike, it's the cyclist who is most likely to be injured or killed. Citizens are increasingly bicycling to commute, for exercise, or just for fun. By law, bicycles on the roadway are vehicles with the same rights and responsibilities as motorized vehicles. There are two main types of bicyclists' crashes, the most common are falls, and the most serious are the ones with cars. There are things that can be done to decrease risks of a crash. Nearly three quarters of all bicyclist deaths occur in urban areas. Failing to yield the right of way is the highest factor in fatal bike crashes, followed by bicyclists not being visible. Puerto Rico Bicyclists Fatalities Data Analysis for Years 2018-2020 period shows that twenty-seven (27) out of three hundred and six (306) non-motorized vehicle fatalities were bicyclists, a 9% of all non-motorized vehicle fatalities. A total of 9 fatalities every year were reported during the three-year period. Puerto Rico Bicyclists Fatalities Data Analysis for Years 2018-2020 Analyzed data by other categories:

- 🚲 96% were males.
- 🚲 71% were ages 50+ (41% were 50-62, followed by ages 63+ with 30%).
- 🚲 48% occurred during weekends, Sunday was the highest with 22%.
- 🚲 evenings and mornings were the highest; (44% between 6:00pm and 11:59pm, and 30% between 6:00am and 11:59am).
- 🚲 41% occurred on Summer; the highest fatalities by month were June and August both with 15%.
- 🚲 The five (5) Municipalities with most bicyclist fatalities between years 2018-2020 were San Juan with 19%, Cabo Rojo, Carolina, Guayama and Ponce, all with 7%; the highest municipalities region was Metro with 37%.

## Puerto Rico Bicyclist Injuries Data Analysis for Years 2018-2020:

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. 2,375 were non-motorized vehicle injuries and 565 were bicyclists, 24% of non-motorized vehicle injuries. Following is the reported data for the three-year period:



- 🚲 Analysis by gender indicates that 86% were male%.

- 🚲 Analysis by group age indicates that ages 50-62 was the highest with 23%.
- 🚲 When analyzing data by day of week, weekends (Friday-Sunday) reported 42% of injuries; highest day was Thursday with 16%.
- 🚲 During three-year period by time of day, 72% of injuries occurred between 6:00am and 5:59pm; 37% were during mornings.
- 🚲 When analyzing injuries by month for the three-year period, December and January registered the highest with both with 10%. Winter Season was the highest with 29%.
- 🚲 Municipalities with most injuries were San Juan (9%), Ponce (6%), Aguadilla (4%), Bayamón and Mayagüez (both with 3%); the highest municipalities region was Metro with 20%.

## Proposed Solution

PRTSC needs to continue efforts to educate target market towards the vulnerability of pedestrians and bicyclists, as well as promote police enforcement efforts to stop the increase of non-motorized victims. Therefore, an Action Plan is much needed to reach citizens through all Media with the non-motorized vehicle (pedestrians and bicyclists) educational and preventive message to raise awareness about the consequences.

## Goal

To reduce non-motorized vehicle fatalities by 2% by year 2023.

- Pedestrian fatalities- from 93.2 (2015-2019 rolling average) to 91.3 (2018-2022 rolling average).
- Bicyclist fatalities- from 9.2 (2015-2019 rolling average) to 9.0 (2018-2022 rolling average).

## Objectives

- To reach at least 40% of target audience (291,888 out of 729,720 men, group age 50+) with the awareness, prevention and educational message for non-motorized safety and its legal outcomes for not compliance with PR Act 22-2000 by the end of year 2023.
- To increase awareness and engagement of the educational message to reduce non-motorized vehicle fatalities and injuries by obtaining at least 6 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- **Audience**
  - primary- men ages 50+ (729,720 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- Caguas, South and West Region
- **Weekdays/Hours** – Thursday to Sunday from 6:00am to 11:59pm
- **Periods**
  - **Pedestrian**
    - Pedestrian Safety
      - ✦ Earned Media: October 17 to 24, 2022
      - ✦ Paid Media: October 18 to 24, 2022
    - Pedestrian-Driver
      - ✦ Earned Media: March 7 to 12, 2023
      - ✦ Paid Media: March 8 to 12, 2023
    - Pedestrian-Alcohol- Earned Media & Paid Media: June 15 to 20, 2023
  - **Bicyclist Safety**- Earned & Paid Media: May 18 to 21, 2023

Population Media Consumption Target Gender- Male 55-64		
MEDIA	%	PROPOSED INVESTMENT
TV	131%	50%
TV Local	91%	
Paid TV	41%	
Radio	80%	25%
Internet	66%	12%
Social Network	74%	
Video Streaming	47%	
Online News	63%	
Internet Radio	13%	
Outdoor	41%	8%
Print	36%	5%
TOTAL		100%

## Message

The educational message for each program in this project will be developed based on the goal and objective. It will take in consideration problem identification issues.

### ▪ **Pedestrian**

- Pedestrian Safety- “Peatón Responsable” (be a responsible pedestrian)
  - Pedestrian-Driver- can include “Somos Responsables” (We are all responsible)
  - Pedestrian-Alcohol- educational message will be developed based on the overall PRTSC program’s goal and objective.
- **Bicyclist Safety**- will employ program slogan “Comparte la Carretera” (Share the Road). Also, emphasize the message of maintaining the distance to keeps all of us safe.

## Talking Points

### ▪ **Pedestrian**

- Pedestrian Safety
  - Always use sidewalks if they are available.
  - Where there are no sidewalks, walk facing traffic.
  - Use bridges and crosswalks.
  - Wear light clothing at night.
  - Do not walk drunk on public roads.
  - Look both ways before crossing
- Pedestrian-Driver
  - Respect crosswalks.
  - Do not block the sidewalk.
  - Yield to pedestrians.
  - Do not pass a vehicle that is yielding to a pedestrian.
  - Driver: place yourself in the pedestrian shoes.
- Pedestrian-Alcohol- walking drunk increases chances of getting run over.

### ▪ **Bicyclist Safety**

- Sharing responsibility is saving lives.
- Drive as close as possible to the right bank of the public road and always in favor of the traffic.
- Ride your bike in a straight line.
- You can use the width of the lane if you are running on a public road through an urban area at the same speed as a motor vehicle.
- Two cyclists can use a lane two by two, if they maintain a minimum speed allowed for a motor vehicle.
- Do not run on the sidewalks they are for pedestrian use.



## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the non-motorized vehicle safety message to engage target market and generate at least 200 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 20 to 60 posts each trimester.
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b>		
a- to distribute at least 30,000 flyers with the non-motorized vehicle safety message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 5,000 to 10,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least twenty (20) educational pieces (creative aspects and dimension, editing of pieces) with the non-motorized vehicle safety message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 6 to 8 pieces for each campaign publication period.
3- <b>To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the non-motorized vehicle safety project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.
<b>4-To Publish Paid Media in PR's Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational non-motorized vehicle safety campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	Each Campaign Period; to Publish Approved Flowchart for the non-motorized vehicle safety campaigns on the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all non-motorized vehicle safety and obtain at least 6 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	Each Campaign Period; to Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 6 million impressions from campaign publishing.
<b>5- To Obtain Earned Media in All Media Platforms:</b>		
a- to broadcast the non-motorized vehicle safety awareness, prevention and educational messages thru Public Relations and obtain at least eight (8) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	Each Campaign Period; to obtain 2 to 3 media coverage during each campaign effort to obtain at least 8 interviews by the end of year.
b- to gain at least \$100,000 on earned media from promoting the non-motorized vehicle safety prevention content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$100,000 on final numbers.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 43,180.00
Advertising Services	9470	588,229.00
Office Supplies	9442	410.00
Educational Pieces	9522	4,000.00
Equipment Rent	9443	2,600.00
Equipment Maintenance and Repairs	9422	267.00
Local Travel	9485	1,024.00
Out of US Travels	9490	857.00
Trainings	9462	133.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$641,000.00</b>

# MOTORCYCLE AWARENESS MEDIA CAMPAIGN

## Share the Road

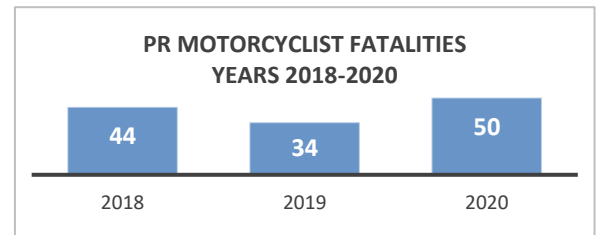
### (12-12)

#### Statement of Problem or Problem Identification (PI)

The chances of a fatality in a motorcycle accident are approximately 30 times higher than in a car. Motorcycle crashes have a staggering 80% injury or death rate, while car crashes remain around 20%. Motorcycle riders over age 40 are around 20 times more likely to be injured in the case of a crash than car drivers of the same age. Even though motorcycles result in just 4% of all registered vehicles in PR, they are accountable 15% of PR traffic fatalities. Preliminary State Police Department data reflects that a total of 305,275 tickets have been issued during the first three months of year 2022 (January to March); of these, 333 have been to motorcycle drivers. Motorcyclists are knowingly stepping into their bikes and doing as they please, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article X-Section 10.16 “Use of motorcycles, mopeds or motor scooters”.

#### Motorcycle Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) for the three-year period one hundred twenty-eight (128) motorcyclist fatalities occurred. Year 2020 reported fifty (50), a 12% increase from 2018. This means that motorcyclists fatalities are most likely to continue increasing. More related data follows:



- 🏍️ Gender data analysis shows 100% of fatalities were men.
- 🏍️ Analysis by age group shows that 39% were age group 25-36, followed by age group 37-49 with 26%.
- 🏍️ By time of day, 61 occurred during the evening with 50%.
- 🏍️ By day of the week weekends (Friday-Sunday) were highest with 64%; highest day was Saturday (25%).
- 🏍️ By month reflects November with most fatalities (15%); by periods, Winter reported the highest with 35%.
- 🏍️ The five (5) Municipalities with most motorcyclist fatalities were San Juan (16%), Bayamón (10%), Aguadilla, Caguas and Carolina (all with 5%); by Region Metropolitan had the most fatalities with 37%.
- 🏍️ 70% of motorcyclist killed did not use a helmet.
- 🏍️ 43% of motorcyclist fatalities were alcohol impaired drivers (had .02% or more BAC).
- 🏍️ 42% of motorcyclist killed exceeded the speed limit.

#### Motorcyclist Injuries Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 1,252 were motorcyclists. Following is the reported data:

- 🏍️ 88% were males.
- 🏍️ 31% were in group age 25-36; followed by group age 37-49 with 24%.
- 🏍️ 69% occurred between 12:00pm and 11:59pm; evenings were the highest with 36%.
- 🏍️ 59% occurred during weekends (Friday-Sunday); the highest was Sunday with 31%.
- 🏍️ 29% were during Summer, been August the highest with 12%.
- 🏍️ 16% of injuries did not use a helmet or the helmet was not approved by DOT.
- 🏍️ 16% of motorcyclist injuries exceeded the speed limit.
- 🏍️ The Municipalities with most injuries were San Juan (7%), Caguas, Carolina (both with 3%), Arecibo and Bayamón (both with 2%); the highest region was the East with 14%.

**When you visit the Motorcycle Safety Foundation website you can get thorough information and data when it comes for drivers and motorcyclist to share the road.** More than half of all fatal motorcycle crashes involve another vehicle. Most of the time, the car or truck driver, not the motorcyclist, is at fault. There are many more car and truck drivers than motorcyclists on the road, and some drivers don't "recognize" a motorcyclist in their field of view. To complement MSF's efforts to enhance motorcyclist skills and strategies, MSF launched the *Intersection* motorist awareness kit and the [www.ForCarDrivers.com](http://www.ForCarDrivers.com) website to help educate non-motorcyclists. *Intersection* is a multi-use program that can be tailored to teens (via driver education classes), adults (via traffic schools), and commercial drivers (via employee orientation). For car and truck drivers, the MSF has five key messages:

- **Please look for motorcyclists**- use your eyes and mirrors to see what's around.
- **Focus on driving**- hang up and drive, no texting, put down the food, the pet, the personal grooming gear, and the reading material and save it for later.
- **Use your turn signals**- signal your intentions. It's also the law.
- **Give two-wheelers some room**- don't tailgate or get too close side by side.
- **Keep it in the car**- don't throw trash and cigarettes out the window, and securely lash down cargo that can fall out on the road and be a deadly hazard.

## Proposed Solution

As shown in the previous data provided, a continuously increase of motorcyclist injuries and fatalities. There is no doubt that educational efforts must be continued and with more frequency, specially to spread the message of the importance for drivers to understand motorcyclist safety; and the duties and responsibilities to share the road to avoid motorcyclists' injuries and fatalities. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

## Goal

To reduce motorcyclist fatalities by one percent (1%); from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by the end of year 2023.

## Objectives

- To reach at least 80% of target audience (186,494 out of 233,118 men, group age 25-36) with the motorcycle awareness message for drivers and motorcyclists to share the road in compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce reduce motorcyclists fatalities and injuries by obtaining at least 500,000 impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- Audience
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- Zone
  - Primary- Metropolitan Region
  - Secondary- East Region, Aguadilla and Arecibo

- Weekdays/Hours – Friday to Sunday from 12:00pm to 5:59am
- Period
  - National Motorcycle Day October 15, 2022- Earned Media- October 13-15, 2022
  - Campaign Period
    - Earned Media- August 17 to 20, 2023
    - Paid Media - August 18 to 20, 2023

## Message

The educational message can include - “Comparte la Carretera” (Share The Road). Because it is proposed to create a new campaign with all its components and strategic pieces aimed for this project’s target audience, the educational message will be evaluated and may vary. Will be developed based on the goal and objective take in consideration problem identification issues.

## Talking Points

- Driver, take motorcyclists into consideration as they are part of the traffic on the road.
- Vehicle drivers should include motorcycles in their traffic search pattern.
- Both vehicles and motorcycles have blind spots, that is why we must take motorcyclists into consideration.
- It is recommended that the motorcyclist stay out of the blind spot area.
- Motorcyclists have the right to use a full lane.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the motorcycle share the road message to engage target market and generate at least 30 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct’22 to Sep’23); to publish at least 7 to 14 posts each trimester.
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b>		
a- to distribute at least 3,500 flyers with the motorcycle share the road message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct’22 to Sep’23); to distribute from 750 to 1,250 flyers each trimester.
b- to Produce/Reproduce/Edit at least five (5) educational pieces (creative aspects and dimension, editing of pieces) with the motorcycle share the road message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier’s Production Estimates and Invoices	Each Campaign Period; to produce/reproduce/edit from 1 to 4 pieces for each campaign publication period.
<b>3-To Publish Paid Media in PR’s Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational motorcycle share the road campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target’s consumption.	Project’s Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier’s Proposed Flowcharts	To Publish Approved Flowchart for the motorcycle share the road campaign period.

Strategies	Performance Measures	Period to Complete
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all motorcycle share the road campaign and obtain at least 500,000 impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	To Evaluate Post-campaign Log from publishing each campaign to obtain at least 500,000 impressions from campaign publishing.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 3,776.00
Advertising Services	9470	56,661.36
Office Supplies	9442	
Educational Pieces	9522	
Equipment Rent	9443	
Equipment Maintenance and Repairs	9422	
Local Travel	9485	
Out of US Travels	9490	
Trainings	9462	
Other (Food Expense)	9701	
<b>TOTAL</b>		<b>\$60,437.36</b>





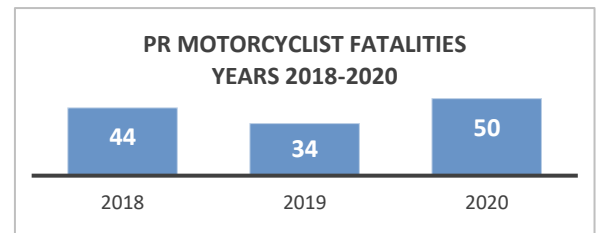
## MOTORCYCLE SAFETY MEDIA CAMPAIGN (12-13)

### Statement of Problem or Problem Identification (PI)

The chances of a fatality in a motorcycle accident are approximately 30 times higher than in a car. Motorcycle crashes have a staggering 80% injury or death rate, while car crashes remain around 20%. Motorcycle riders over age 40 are around 20 times more likely to be injured in the case of a crash than car drivers of the same age. Even though motorcycles result in just 4% of all registered vehicles in PR, they are accountable 15% of PR traffic fatalities. Preliminary State Police Department data reflects that a total of 305,275 tickets have been issued during the first three month of year 2022 (January to March); of these, 333 have been to motorcycle drivers. Motorcyclists are knowingly stepping into their bikes and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article X-Section 10.16 “Use of motorcycles, mopeds or motor scooters”.

### Motorcycle Fatalities Data Analysis for Years 2018-2020

According to NHTSA Fatality Analysis Reporting System (FARS) for the three-year period one hundred twenty-eight (128) motorcyclist fatalities occurred. Year 2020 reported fifty (50), a 12% increase from 2018. This means that



motorcyclists fatalities are most likely to continue increasing. More related data follows:

- 🏍️ Gender data analysis shows 100% of fatalities were men.
- 🏍️ Analysis by age group shows that 39% were age group 25-36, followed by age group 37-49 with 26%.
- 🏍️ By time of day, 61 occurred during the evening with 50%.
- 🏍️ By day of the week weekends (Friday-Sunday) were highest with 64%; highest day was Saturday (25%).
- 🏍️ By month reflects November with most fatalities (15%); by periods, Winter reported the highest with 35%.
- 🏍️ The five (5) Municipalities with most motorcyclist fatalities were San Juan (16%), Bayamón (10%), Aguadilla, Caguas and Carolina (all with 5%); by Region Metropolitan had the most fatalities with 37%.
- 🏍️ 70% of motorcyclist killed did not use a helmet.
- 🏍️ 43% of motorcyclist fatalities were alcohol impaired drivers (had .02% or more BAC).
- 🏍️ 42% of motorcyclist killed exceeded the speed limit.

### Motorcyclist Injuries Data Analysis for Years 2018-2020

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Of these, 1,252 were motorcyclists. Following is the reported data:

- 🏍️ 88% were males.
- 🏍️ 31% were in group age 25-36; followed by group age 37-49 with 24%.
- 🏍️ 69% occurred between 12:00pm and 11:59pm; evenings were the highest with 36%.
- 🏍️ 59% occurred during weekends (Friday-Sunday); the highest was Sunday with 31%.
- 🏍️ 29% were during Summer, been August the highest with 12%.
- 🏍️ 16% of injuries did not use a helmet or the helmet was not approved by DOT.
- 🏍️ 16% of motorcyclist injuries exceeded the speed limit.
- 🏍️ The Municipalities with most injuries were San Juan (7%), Caguas, Carolina (both with 3%), Arecibo and Bayamón (both with 2%); the highest region was the East with 14%.

Motorcyclists are less visible to drivers, less stable and have less protection than a car driver. According to statistics provided by the National Highway Traffic Safety Administration (NHTSA), motorcyclist deaths occurred 28 times more frequently than fatalities in other vehicles. Serious problem motorcyclists confront when driving a motorcycle are:

- Not wearing a helmet or using one that is not meeting the U.S. Department of Transportation (DOT) Federal Motor Vehicle Safety Standard (FMVSS) 218.
- Not using the proper gear- arms and legs are not completely covered when riding a motorcycle; boots or shoes are not high enough to cover ankles; not using gloves that allow a better grip and help protect hands in the event of a crash; not using goggles/glasses or equipment to protect eyes; and not wearing brightly colored clothing or with reflective material.
- Riding irresponsibly- lack of knowledge of traffic laws, taking risks, disobeying traffic lights, signs, speed limits, and lane markings; not riding with the flow of traffic and not leaving plenty of room between the bike and other vehicles; and not checking behind or signaling before changing lanes.
- Impaired driving- alcohol and drugs, including some prescribed medications, negatively affect judgment, coordination, balance, throttle control, and ability to shift gears. These substances also impair alertness and reduce reaction time and unaware or disregarding the BAC limit of .02%.

According to Dolman Law Group, Accident Injury Lawyers, established in the state of Pennsylvania, there are ways a motorcyclist can stay safe while riding a motorcycle, these are their guides and tips: “Everyone knows that riding a motorcycle can be an extremely dangerous mode of transportation. There are a few basic tips every motorcyclist needs to know so they can stay safe on their motorcycle. For starters, helmets really do save lives and they prevent serious motorcycle accident injuries. According to the IIHS, helmets are roughly 37% effective in preventing motorcycle deaths and 67% effective in preventing brain injuries. Besides just wearing a helmet, there are a lot of other valuable parts south of the neck that can benefit from protective gear. Wearing protective gloves, jackets, pants, suits, boots, etc. can greatly reduce your risk of suffering a serious motorcycle injury, such as road rash. Chances are, you will fall off your bike at some point so it is within your best interest to be prepared. Taking a motorcycle safety course is a valuable way to spend your time and money as well. Most common motorcycle accidents are “High-speed motorcycle accidents, sports bike wrecks, low-speed street bike accidents, and motorcycle head-on collisions. Common reasons for these are:

- Left-Turning
- Corner-Turning
- Lane-Switching
- Turning the Bike Too Quickly
- Driving between cars (Lane Splitting)
- By Intoxication (in Puerto Rico, .02% of more BAC)
- Driving over the speed limit (High-Speed)

## **Proposed Solution**

As shown in the previous data provided, a continuously increase of motorcyclist injuries and fatalities. There is no doubt that educational efforts must be continued and with more frequency, specially to spread the message of the importance of using a helmet and the proper gear when riding a motorcycle. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications’ Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

## Goals

- To reduce motorcyclist fatalities by one percent (1%); from 40.2 (2016-2020 rolling average) to 39.8 (2019-2023 rolling average) by the end of year 2023.
- To reduce un-helmeted motorcyclist fatalities by one percent (1%); from 24.8 (2016-2020 rolling average) to 24.6 (2019-2023 rolling average) by the end of year 2023.

## Objectives

- To reach at least 80% of target audience (186,494 out of 233,118 men, group age 25-36) with the motorcycle awareness message for drivers and motorcyclists to share the road in compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce motorcyclists fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- Audience
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- Zone
  - Primary- Metropolitan Region
  - Secondary- East Region, Aguadilla and Arecibo
- Weekdays/Hours – Friday to Sunday from 12:00pm to 5:59am
- Period
  - Earned Media- February 1 to 8, 2023
  - Paid Media – February 2 to 7, 2023

## Message

The educational message can include - Motociclista Seguro “Su uso tiene una razón de ser” (Motorcyclist Safety: Safety Gear, its use has a reason). Because it is proposed to create a new campaign with all its components and strategic pieces aimed for this project’s target audience, the educational message will be evaluated and may vary. Will be developed based on the goal and objective take in consideration problem identification issues.

## Talking Points

- Eye protection, gloves, long pants, appropriate shoes that cover the ankle and a protective DOT helmet.
- Always wear a DOT protective helmet when riding a motorcycle:
  - Make sure that helmet restraint system is properly adjusted.
  - Change the helmet every five (5) years.
  - Discard a helmet that has been in an impact.
- It is illegal to drive a motorcycle with a blood alcohol level of .02% BAC or more.
- Follow the established speed limits.
- Children under twelve (12) years of age cannot ride on a motorcycle.
- Provisions of law violations will incur an administrative fault and will be sanctioned with a fine.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the motorcycle safety message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 20 to 30 posts each trimester.
2- <b>To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b> a- to distribute at least 15,000 flyers with the motorcycle safety message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 2,000 to 4,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least nine (9) educational pieces (creative aspects and dimension, editing of pieces) with the motorcycle safety message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	To produce/reproduce/edit at least 9 pieces for the campaign publication period.
3- <b>To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the motorcycle safety project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.
4- <b>To Publish Paid Media in PR's Media Platforms:</b> a- to review and publish in one hundred percent (100%) all educational motorcycle safety campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	To Publish Approved Flowchart for the motorcycle safety campaign during the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all motorcycle safety campaigns and obtain at least 1 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	To Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 1 million impressions from campaign publishing.
5- <b>To Obtain Earned Media in All Media Platforms:</b> a- to broadcast the motorcycle safety awareness, prevention and educational messages thru Public Relations and obtain at least four (4) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	To obtain at least 4 media coverage during the campaign effort.
b- to gain at least \$50,000 on earned media from promoting the motorcycle safety content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$50,000 on final numbers.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 11,260.00
Advertising Services	9470	114,877.00
Office Supplies	9442	335.00
Educational Pieces	9522	2,000.00
Equipment Rent	9443	1,300.00
Equipment Maintenance and Repairs	9422	133.00
Local Travel	9485	200.00
Out of US Travels	9490	528.00
Trainings	9462	67.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$131,000.00</b>



## DISTRACTED DRIVING MEDIA CAMPAIGN (12-14)

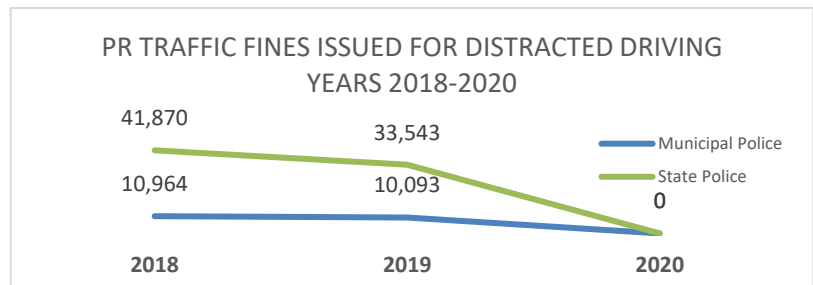
### Statement of Problem or Problem Identification (PI)

Distracted drivers can fail to stop and rear end other drivers. Distracted drivers can run stop signs or stop lights. Distracted drivers can fail to stay in their lane. Distracted drivers can hit pedestrians or bicyclists. Distracted Drivers can lose control of their vehicle. Distracted drivers can kill or be killed.

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as a specific type of inattention that occurs when drivers divert their attention away from driving to focus on another activity. Using a cell phone while driving creates enormous potential for deaths and injuries on U.S. roads. In 2020, 3,142 people were killed in motor vehicle crashes involving distracted drivers. Distracted driving is divided into the following categories:

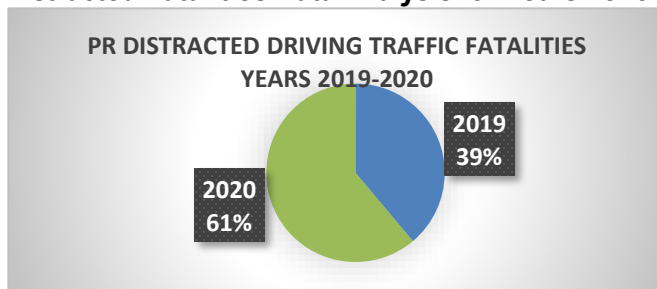
- **Visual distractions:** Tasks that require the driver to look away from the roadway to visually obtain information.
- **Manual distractions:** Tasks that require the driver to take a hand off the steering wheel and manipulate a device.
- **Cognitive distractions:** Tasks that are defined as the mental workload associated with a task that involves thinking about something other than the driving task.

This reckless behavior can be indulged when a driver is distracted. Some studies have shown that people who text or talk on a cell phone while driving are just as impaired as drunk drivers. Studies have also shown that hands-free and hand-held cell phone use results in approximately the same level of impairment.











Strategic integration with the PRTSC, PR PD and Municipality Police Work Plans to communicate the active work during police enforcement, along with National Campaigns and Mobilizations, and the Private Agencies, Institutions, Public and Private School personnel, educators, among many people who have made it their mission to eradicate distracted driving creating awareness have contribute in decreasing distractive driving behavior. However, due to the COVID Pandemic the 2020 Mobilization was not carry out, which means combined efforts must continue.

### Distracted Fatalities Data Analysis for Years 2019-2020









Collecting data for distracted driving officially began in year 2019. According to NHTSA Fatality Analysis Reporting System (FARS) for the two-year period eighteen (18) fatalities occurred due to distracted driving. Year 2020 reported eleven (11) fatalities. This indicates a 39% increase from 2019. Below other related data:



-  83% were males.
-  33% were age group 63+, followed by age group 37-49 with 28%.
-  78% occurred during nighttime period; the highest was early mornings (56%).
-  By day of the week, weekends (Friday-Sunday) had the highest (83%). Saturday was the highest (39%).
-  By month reflects that October had the most fatalities with 28%
-  By periods, Fall reported the highest with 33%, followed by Summer with 28%.
-  The five (5) Municipalities with most distracted driving fatalities were Caguas (22%), Camuy (17%), Juana Díaz, San Juan and Trujillo Alto (11%), and Cataño and Coamo (6%).
-  Metropolitan Region had the most fatalities with 28% of fatalities, followed by the East Region with 22%.

### **Distracted Driving Injuries Data Analysis for Years 2018-2020**

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. Although distracted driving data started officially collecting on year 2019, some information was collected on year 2018. A total of 169 injuries were caused by distracted driving. Following is the reported data for the three-year period:

-  58% were males.
-  55% were ages 16-36; the highest group age was 16-24 with 30%.
-  57% occurred between 12:00pm and 11:59pm; highest were afternoons with 29%.
-  56% occurred during weekends (Friday-Sunday); the highest was Saturday with 17%.
-  29% were during Fall, been October the highest with 12%.
-  The Municipalities with most injuries were Bayamón (10%), San Juan (8%), Caguas (4%) and Trujillo Alto and Aguadilla (both with 4%); the highest region was the Metro with 27%.

Because FARS data analysis on distraction is based largely on police officers' judgement at the time of the crash, and because some people may be reluctant to admit they were distracted when being interviewed by police after a fatal car crash, the numbers are difficult to verify and may, in fact, under-represent the seriousness and prevalence of driving. Therefore, general public must be impacted. When drivers are not looking while driving, their hands are off the wheel or is mentally focused on something other than driving, the likelihood of being involved in a crash increase dramatically.

### **2021 PRTSC Distracted Driving Attitude Survey**

In year 2022, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety during the distracted driving Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 247males (49.4%) and 253 females (50.6%). The median age of the sample and average was age 49. The youngest participant was 18 years old and the oldest was 93 years old. 69.8% of the participants of the study drive their vehicles every day.

In a typical weekday the median amount of time participants spend driving was two hours and forty minutes (2:40), been the most frequent driving activity to work with 61.2%; the most frequent driving activity on weekends was for entertainment with 42.8%. Overall driving experience in Puerto Rico was normal (categorized as 5 out of 10, been 1 very bad and 10 very good). Road conditions is the main issue concerned for safety on the roads of Puerto Rico with a 72.4%. Distracted driving was second with 65.8%. The following data summarizes the results of the distracted driving survey:

- 40% indicated eating or drinking while driving.
- 99.8% indicated owning a cellular phone; of these 42.5% sometimes use it while driving.
- 48.10% indicated using the cellphone to receive or send text messages while driving.

- 86.8% indicated knowing that they know they are at risk for using the cellphone while driving; of these, 91.3% scored between 5 and 4 for level of danger being 5 a lot.
- 91.5% indicated having a hands-free device to talk on their cellphones without using their hands; of these, 84.5% reported always using a hands-free device while driving.
- 96.2% answered that they know that it is illegal in Puerto Rico to drive and talk on a cellphone without a hands-free device.
- 98.2% answered that they know that it is illegal in Puerto Rico to drive and text.
- 47.2% said that is unlikely or very unlikely to receive a traffic ticket for driving while talking on a cellphone without a hands-free device.
- 50.2% said that is unlikely or very unlikely to receive a traffic ticket for texting and driving.
- 76.0% indicated that they don't know how much is the fine for driving and talking on a cellphone without a hands-free device.
- 83.8% indicated that they don't know how much is the fine for texting and driving.
- 82.6% responded not hearing or watched any kind of promotion of police officers giving fines to people driving without a hands-free device.
- 97.2% indicated not receiving any traffic ticket for using a cellphone while driving during the past 12 months.
- 100% indicated not being involved in a crash for using a cellphone while driving during the past 12 months.
- 76.8% responded not hearing or watched, remembering or have remembered any educational campaign related to the use of cellphone while driving; out of the 21.7% who remembered, the most recalled phrase or slogan was “si guías no textas” with a 24.0%, and “1, 2, 3 pescao” with 8.0%; and 76.0% responded that the phrase or slogan was very effective or effective.

Common Reason of Cellphone Usage While Driving	
Family Purposes	61.3%
Work Purposes	48.1%
Emergencies	23.6%
Personal Purposes	25.5%
Social Media or Digit	4.2%
Other	6.6%

**On the most recent study from Erie insurance** from year 2018 Of the more than 172,000 people killed in car crashes over the past five years, one in 10 were in crashes where at least one of the drivers involved was distracted. These statistics came from data analyzed by Erie Insurance housed in FARS, also consulted with the Insurance Institute for Highway Safety in its analysis. The causes were:

- 61% were generally distracted, inattentive, or “lost in thought” (daydreaming).
- 14% was cell phone use (talking, listening, texting, dialing).
- 6% was outside person, object, or event (rubbernecking).
- 5% were other occupants (talking with or looking at others in car).
- 2% was using or reaching for device brought into vehicle (navigation device, headphones).
- 1% was eating or drinking, adjusting audio or climate controls and/or adjusting vehicle devices/controls (rear view mirrors, seats, OEM navigation).
- Less than 1% was moving object in vehicle (pets, insects).

Information obtained from Whalen Hersh website, attorneys specialized in injuries cases in Colorado, “Accidents caused by distracted driving can end lives, destroy families, and cause financial ruin. Thousands of people are killed and injured every year by distracted drivers. Motor vehicle accidents caused by distracted driving can cause catastrophic injuries requiring extensive medical treatment including brain injury, spinal cord injury, severe organ damage, broken bones, torn ligaments, and many other serious personal injuries. These injuries can often be permanent and disabling. Deaths and injuries from distracted driving many times lead to lawsuits, where victims of distracted driving can sue the driver responsible for causing the injury or wrongful death.

## Proposed Solution

Distracted drivers often lose seconds of response time that they would have had if they were not distracted, potentially causing them to crash when they could have avoided it, therefore it is imperative to continue to increase awareness and engagement of the educational message to reduce distracted driving fatalities and injuries. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

## Goal

To maintain the number of people that reported making cell phone calls while driving by 1%; from 67% in year 2021 to 43% by year 2023.

## Objectives

- To reach at least 80% of target audience (233,118 men, group age 25-36) with the message of prevention and consequences of distracted driving and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce distracted driving fatalities and injuries by obtaining at least 1 million impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- Audience
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 21+
- Zone
  - Primary- Metropolitan Region
  - Secondary- Caguas, Aguadilla and Ponce
- Weekdays/Hours – Friday to Sunday from 12:00pm to 5:59am
- Period
  - Earned Media- April 3 to 10, 2023
  - Paid Media – April 4 to 10, 2023

## Message

The educational message will be developed based on the goal and objective. For distracted driving can include “Si guías y *text*as Pagas” (U Drive, U Text, U Pay). Also, the educational message will be developed based on the goal and objective. It will take in consideration problem identification issues.

## Talking Points

- Answering or reading a *text* blocks your vision.
- Driving and texting will cause a crash.
- When you are behind the wheel and need to communicate, use hands-free accessories.
- The technology exists to communicate without breaking the law or risking your life.
- Using your cell phone while you drive is against the law.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the distracted driving message to engage target market and generate at least 90 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 20 to 30 posts each trimester.
2- <b>To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b> a- to distribute at least 15,000 flyers with the distracted driving message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 3,000 to 6,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least nine (9) educational pieces (creative aspects and dimension, editing of pieces) with the distracted driving message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	To produce/reproduce/edit at least 9 pieces for the campaign publication period.
3- <b>To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the distracted driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On a Campaign Period; At least one (1) by the end of year.
4- <b>To Publish Paid Media in PR's Media Platforms:</b> a- to review and publish in one hundred percent (100%) all educational distracted driving campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	To Publish Approved Flowchart for the distracted driving campaign during the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all distracted driving campaigns and obtain at least 1 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	To Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 1 million impressions from campaign publishing.
5- <b>To Obtain Earned Media in All Media Platforms:</b> a- to broadcast the distracted driving awareness, prevention and educational messages thru Public Relations and obtain at least four (4) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	To obtain at least 4 media coverage during the campaign effort.
b- to gain at least \$50,000 on earned media from promoting the distracted driving content by the end of year 2023.	Quantity Obtained / Return of Monthly/ Trimestral/ Annual Investment Report	To Monitor/ Evaluate & make adjustments, if necessary; and review Investment Log Report to obtain at least \$50,000 on final numbers.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 17,796.00
Advertising Services	9470	199,823.00
Office Supplies	9442	217.00
Educational Pieces	9522	2,000.00
Equipment Rent	9443	1,300.00
Equipment Maintenance and Repairs	9422	67.00
Local Travel	9485	200.00
Out of US Travels	9490	264.00
Trainings	9462	33.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$222,000.00</b>

# PESET EDUCATIONAL MEDIA CAMPAIGN

## (Parque Educativo de Seguridad en el Tránsito/Traffic Safety Educational Park)

### (12-15)

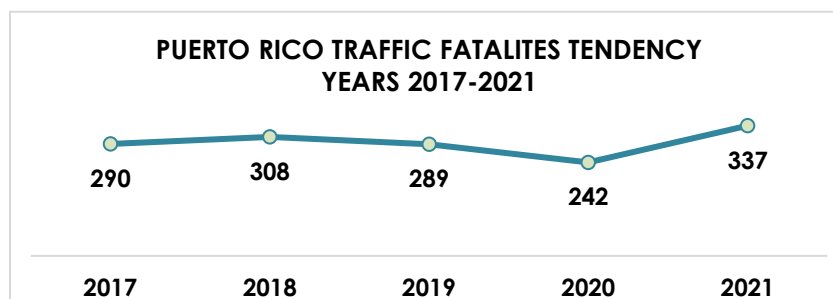
#### Introduction

The Puerto Rico Traffic Safety Commission (from this point forward PRTSC) created the Parque Educativo de Seguridad en el Tránsito (PESET for its acronym in Spanish, which translates in Traffic Safety Educational Park) more than two (2) decades ago. PESET replicates any typical Island's town and its roads. It provides road safety education where positive conduct is promoted and practical skills as drivers, pedestrians and cyclists to children between the ages 3 to 18. One of the purposes is to promote the importance of road safety and transcend correct habits through adulthood. It also serves as a child safety seat check point and distribution station. The essential function of PESET is to orientate participants in the topics of PR Act 22-2000, as amended, known as the "Puerto Rico Vehicle and Traffic Law." PESET also teaches what attendants need to know in traffic safety and give them specialized techniques as cyclist, pedestrian and driver by the specifications of the current educational curriculum. PESET also carries the Fatal Vision Roadster Pedal Kart as part of its educational curriculum. It's a combination of the Fatal Vision impairment goggles to give participants a safe and memorable experience to learn in a fun and interactive way about the dangers of alcohol and marijuana impaired driving along with drowsy and distracted driving.

PESET also functions a Child Car Safety Inspection Station with 216 inspections served during the three-year period. Because of the rapid closure of schools and education centers around the world in response to the COVID-19 pandemic, children ages 0-15, particularly those in crisis-affected settings, have lost important space that provided stability, including when the environment around them became even more uncertain.

#### Statement of Problem or Problem Identification (PI)

For PI and data analysis purposes, will use years 2018-2020 official data from NHTSA's National Center for Statistics and Analysis and FARS, Will also use Puerto Rico's Department of Transportation, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and SAFETY/OBSERVATORY Platforms. The graphic below represents Puerto Rico Traffic fatalities for the past five (5) years.



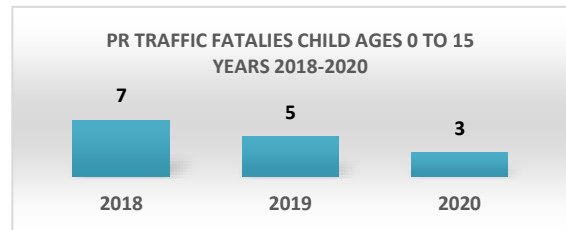
The table for Educational Priorities for Traffic Fatalities Years 2018 to 2020, featured on page 6 of the SCP, shows an analysis of program priorities, which contains traffic fatalities and collision factors. It is important to understand that one fatality/collision can present more than one category aspect. Fatalities circumstances can be a combination of different factors. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt. Therefore, the numbers shown reveal that alcohol-impaired drivers are the first problem when we categorize traffic fatalities. However, when seen as educational programs, non-motorized vehicle (pedestrian and bicyclists) has three hundred and six (306) fatalities, ranking number one (1) in traffic fatalities with 36%.



Traffic behavior is a problem that desperately needs to be prioritized and addressed. Though improvements depend on an integrated approach that involves the 4 E's: Engineering, Enforcement, Education, and Emergency Services, sadly in the meantime continues to claim fatal and injured victims.

### **Puerto Rico Traffic Fatalities Data Child Ages 0 to 15 for Years 2018-2020**

A total of eight hundred and thirty-nine (839) traffic fatalities occurred during the three-year period. Fifteen (15) were child between ages 0 to 15, a 2% of all vehicle fatalities. Following more data:



47% fatalities were age group 13-15, followed by age group 10-12 with 20%.

67% were males.

53% occurred during weekends, Friday was the highest with 33%.

60% of fatalities occurred between 12:00pm to 11:59pm, evenings were the highest 33%.

January and October reported the highest, both with 20%.

When seen by season period, Winter has the highest 33%

The four (4) Municipalities with most fatalities: San Juan (20%), Carolina, Juana Díaz, and Mayagüez (7%).

The highest municipalities region was Metro with 33%.

### **Puerto Rico Traffic Injuries Data Child Ages 0 to 15 for Years 2018-2020**

According to the PRTSC Safety and Traffic Safety Observatory System a total of 61,878 injuries were reported during the years 2018 to 2020. 3,273 were child ages 0 to 15, 5% of traffic injuries. Following is the reported data for the three-year period:

Age group 3 to 5 reported the highest injuries with 24%.

Analysis by gender indicates that 51% were female%.

By day of week, weekends (Friday-Sunday) reported 48% of injuries; highest day was Friday with 17%.

By time of day, 70% of injuries occurred between 12:00pm and 11:59pm, afternoons were highest (42%).

By month for the three-year period, October registered the highest with 10%.

By Season, Fall was the highest with 29%.

Municipalities with most injuries were San Juan, Caguas (both with 5%), Arecibo (4%), Ponce and Aguadilla (both with 3%); seen by Municipalities Region the highest was West with 21%.

According to Stanford Medicine Children's website in the article What does mi child understands? "As children enter into school age, their skills and understanding of concepts continue to grow" children ages 6 to 7 understands the following:

- Understands the concept of numbers
- Knows daytime and nighttime
- Can tell time
- Understands commands that have 3 separate instructions
- Can read age-appropriate books

A child age 8 to 9:

- Knows the date
- Reads more and enjoys reading
- Understands the concept of space
- Can name the months and days of the week, in order

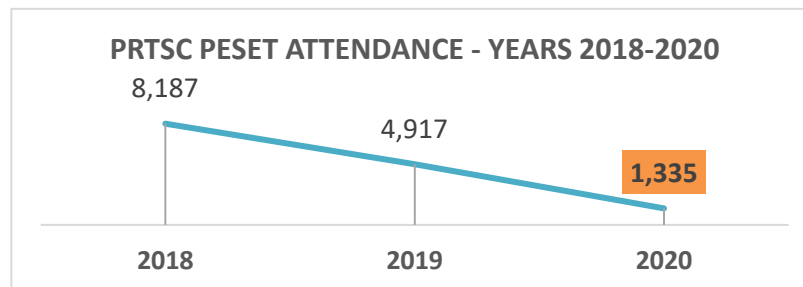
A child age 10 to 12:

- Writes stories
- Likes to write letters
- Reads well
- Enjoys using the telephone

Therefore, as advice parents and/or caregivers can encourage or boost child's social abilities by:

- Setting limits, guidelines, and expectations and enforcing them with appropriate penalties
- Modeling good behavior
- Complimenting your child for being cooperative and for personal achievements
- Encouraging your child to talk with you and be open with his or her feelings
- Encouraging your child to read, and reading with your child
- Promoting physical activity
- Encouraging self-discipline and expecting your child to follow rules that are set
- Teaching your child to respect and listen to authority figures
- Encouraging your child to talk about peer pressure and setting guidelines to deal with peer pressure
- Spending uninterrupted time together and giving full attention to your child
- Limiting screen time (TV, video, and computer)

The following table represents PESET attendance data for years 2018 to 2020. A 84% decrease in attendance is observed between year 2018 and year 2020.



PESET has more challenges in its surroundings that has limited education. The internet signal is weak which makes it difficult to provide virtual conferences. Any platform used to give a conference requires a high-speed internet, though facilitators have been using their personal gear to continue to educate and assist in achieving the goal and objective. Public schools require a written consent from the Department of Education to visit the PESET, in many cases the group is forced to cancel because the written consent it is not received by the scheduled date. This must be quantified as a double loss; the group that cancelled and the group that couldn't be accommodated because the date was reserved. On the other hand, the crises caused by COVID-19 have had devastating consequences and mental health has deteriorated due to confinement to their homes; both government and non-government agencies have reported a significant increase in violence and other threats that specifically targeting children ages 0-15.

### Proposed Solution

PESET is the right place for children ages 3 to 18 to learn about traffic laws in a proper matter and in a fun way. By teaching child rules and guidance, they would learn the ability not only to apply rules and regulations, but also to share them with peers and relatives. PESET teaches acknowledgment and awareness towards road safety rules. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

## Goal

To increase the numbers of participants in PESET by 3.89%; from 4,813 attendees (2018-2020 rolling average) to 5,000 attendees by fiscal year 2023.

## Objectives

- To reach at least 75% of target audience (a total of 189,872 women, group age 25-36) with the awareness, educational and promotional message and increase visit to PESET by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce fatalities and injuries of child ages 0 to 15 by obtaining at least 500,000 impressions from campaign media publishing at the end of federal fiscal year 2023.

## Target Market

- **Audience**
  - primary- women ages 25-36 (189,872 based on 2019 PR State Data Center)
  - secondary- general
- **Zone**
  - Primary- Metropolitan Region
  - Secondary- North and West Region
- **Weekdays/Hours**
  - Monday to Friday from 3:00pm to 5:59pm
  - Saturday to Sunday from 6:00am to 5:59pm
- **Periods**
  - Earned Media- January 24 to 31, 2023
  - Paid Media – January 25 to 31, 2023

Population Media Consumption Target Gender - Female 25-34		
MEDIA	%	PROPOSED INVESTMENT
TV	112%	45%
TV Local	79%	
Paid TV	33%	
Radio	69%	25%
Internet	56%	20%
Social Network	79%	
Video Streaming	56%	
Online News	68%	
Internet Radio	22%	
Outdoor	38%	5%
Print	30%	5%
TOTAL		100%

## Message

The educational message will be developed based on program goal and objective of traffic safety education and practical skills as drivers, pedestrians, and cyclists for children between the ages 3-18 to young adults that can be experienced in PESET.

## Talking Points

- It is a school-type park which main purpose is educate on PR Act 22-2000 rights and regulations and to strengthen road safety message.
- Has the mission of providing practical and theoretical education in the roles of driver, cyclist, and pedestrian.
- PESET is for children and adolescents between the ages of 3 and 18 participating in both the public and private educational system.
- Recreates an urban area, with local homes, streets, signs, traffic lights, and sidewalks to make the educational experience a more dynamic and effective one.
- Also offers the Fatal Vision Roadster Pedal Kart for youth ages 16 and up.
- Interactively educate themselves on the dangers of driving drunk, drugged, drowsy or distracted to provide a unique experience in a safe environment.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
<b>1- To promote Owned Media Platforms:</b> a- to publish the awareness, educational and promotional message to engage target market and generate at least 12 posts for PESET on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 3 to each trimester.
b- to promote PESET's Saturdays visits to engage target market and generate at least 12 posts for PESET on social media platforms (Facebook, Instagram, Twitter) by the end of fiscal year 2023	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 3 to each trimester.
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b> a- to distribute at least 10,000 flyers with the PESET promotional message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute 2,500 flyers each trimester.
b- to Produce/Reproduce/Edit at least six (6) educational pieces (creative aspects and dimension, editing of pieces) with the PESET promotional message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	To produce/reproduce/edit at least 6 pieces for the campaign publication period.
<b>3-To Publish Paid Media in PR's Media Platforms:</b> a- to review and publish in one hundred percent (100%) all educational PESET promotional campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	To Publish Approved Flowchart for the PESET promotional campaign during the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all PESET promotional campaigns and obtain at least 500,000 impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	To Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 500,000 impressions from campaign publishing.
<b>4- To Obtain Earned Media in All Media Platforms-</b> to broadcast the PESET promotional message thru Public Relations and obtain at least two (2) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	To obtain at least 2 media coverage during the campaign effort.
<b>5- To Participate and/or Develop Massive Impact Event(s)-</b> to participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for the PESET promotional campaign.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On the Campaign Period; At least one (1) by the end of year.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 6,980.00
Advertising Services	9470	55,644.00
Office Supplies	9442	212.00
Educational Pieces	9522	2,000.00
Equipment Rent	9443	1,300.00
Equipment Maintenance and Repairs	9422	67.00
Local Travel	9485	200.00
Out of US Travels	9490	264.00
Trainings	9462	33.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$67,000.00</b>



## IMPAIRED DRIVING MEDIA CAMPAIGN (12-16)

### Statement of Problem or Problem Identification (PI)















The current island's traffic reality leads to bad behavior while driving which includes alcohol, drug or other substances impaired driving, for this proposal will focus on drug impaired driving. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations. Preliminary State Police Department data reflects that a total of 305,275 tickets have been issued during the first three month of year 2022 (January to March); of these, the following represents inappropriate behavior towards impaired driving:

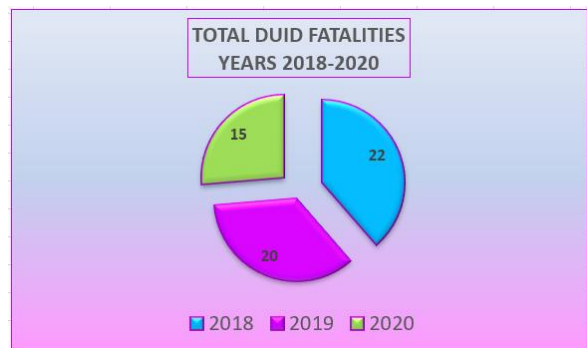
PUERTO RICO POLICE DEPARTMENT MONTHLY REPORT OF LABORS RELATED TO TRANSIT – JUANUARY TO MARCH 2022	
TICKETS CATEGORY	QUANTITY
Alcohol Impaired Driving – Positive Preliminary Testing	619
SFTST Tests	9
Other Interventions – Positive Drug Search	180

Drivers are not acknowledging traffic roads regulations, especially the PR Act 22-2000 known as the “Puerto Rico Vehicle and Traffic Act”, Article VII- “Driving Motor Vehicles Under the Influence of Intoxicating Beverages, Drugs or Controlled Substances.”

### Driving Under the Influence of Drugs Fatalities Data Analysis Years 2018-2020

For the three-year period from 2018-2020 a total of 428 drivers (including motorcyclists) died in traffic crashes. Of the 428 driver's fatalities reported during the three-year period 2018-2020, 13.3% or 57 drivers tested positive for drugs. Following the reported data for the three-year period:

-  96% of fatalities were male.
-  35% were in age group 25-36 followed by age group 37-49 with 21%. One (1) impaired driving fatality was reported among 15 years old drivers.
-  weekends (Friday-Sunday) reported the highest with 68%; the highest was Saturday with 30%.
-  61% of fatalities occurred at nighttime from 6:00pm to 5:59am; Highest was evenings with 37%.
-  July had the most fatalities with 16%; by periods, Summer reported the highest with 28%.
-  The four (4) Municipalities with most fatalities: Bayamón, Salinas, San Juan y San Sebastián all with 7%.
-  Metropolitan and West Region had the most fatalities both with 21% of fatalities.
-  Of the DUID 57 fatalities, 42 or 74% were drivers and 15 fatalities (26%) were motorcyclists.
-  A total of 51% of the DUID fatalities were also, alcohol impaired.
-  83% of drug impaired drivers were unrestrained at the time of the crash.
-  73% of drug impaired motorcyclists were unhelmeted.
-  A total of 56% reported speeding as a contributor factor to the crash.
-  Most frequent drugs found in tox tests were Cocaine, Opioids, Cannabinoids, THC, and HD.
-  46% of drug impaired driving fatalities occurred on primary roads.





## **Alcohol Consumption in Students from Middle and Highschool in Puerto Rico**

Recent study released in December 2020 from The Consulta Juvenil subsidized by the PR Administration of Mental Health Services and Against Addiction (from its acronym in Spanish, ASSMCA), was conducted during a biannual survey that studied the use of substances in students from Middle and Highschool in Puerto Rico during years 2018-2020. Sample projected a student population of about 200,084 between ages 11 and 18 (median age 15) cursing from seventh to twelfth grade (both public and private sector) on the island. Half of the participants were female (50.0%) and just over half were in Middle School (52.5%) reported that beside alcohol, other substances used before finishing high school were drugs with 17.2%; of these, marihuana was the most (13%), followed by tabaco (8.7%).

## **Medicinal Cannabis Consumption**

Medicinal Cannabis consumption is rising due to legalization. In addition, is not a secret that Puerto Rico has a very high drug dependency population and over 95% of crime activities are directly related to drug dealing:

- 17% of total drivers' fatalities tested positive for drugs.
- 15% of motorcyclists' fatalities tested positive for drugs.
- 59% of the drivers who tested positive for drugs were also alcohol impaired.
- 22% of motorcyclists who tested positive for drugs were also alcohol impaired.
- Among most frequent drugs found in the tox tests are Cocaine, Opium, THC and Cannabinoid.

An article published by News is My Business in June 2022 explains that the legalization of cannabis for adult use in Puerto Rico would result in \$679 million in sales that could potentially shore up \$97 million in new tax revenue for the government's coffers, according to a study by Advantage Business Consulting. This impact would be generated once the industry reaches its maturity in the fifth year. This signifies that in approximately in a five-year period Puerto Rico will have a serious problem with drivers driving under the influence of cannabis and other controlled substances. Regulations, awareness, and prevention efforts must be implemented now towards traffic safety before fatalities in injuries before DUID become number one (1) reason of traffic fatalities.

According to the 2018 National Survey on Drug Use and Health (NSDUH) in 2018, 20.5 million people aged 16 or older drove under the influence of alcohol in the past year and 12.6 million drove under the influence of illicit drugs. The survey also showed that men are more likely than women to drive under the influence of drugs or alcohol. A higher percentage of adults aged 21 to 25 drive after taking drugs or drinking than do young adults aged 16 to 20 or adults 26 or older. Studies concur that even small amounts of some drugs can have a measurable effect. The effects of specific drugs on driving skills differ depending on how they act in the brain. For example, marijuana can slow reaction time, impair judgment of time and distance, and decrease coordination. Drivers who have used cocaine or methamphetamine can be aggressive and reckless when driving. Certain kinds of prescription medicines, including benzodiazepines and opioids, can cause drowsiness, dizziness, and impair cognitive functioning (thinking and judgment).

Research studies have shown negative effects of marijuana on drivers, including an increase in lane weaving, poor reaction time, and altered attention to the road. Use of alcohol with marijuana makes drivers more impaired, causing even more lane weaving. Some studies report that opioids can cause drowsiness and impair thinking and judgment. Other studies have found that being under the influence opioids while driving can double your risk of having a crash.

## Proposed Solution

An Action Plan is much needed to reach citizens through all Media with the educational and preventive message aimed at drivers ages 25-36 to raise awareness about the consequences of driving under the influence of drugs. Funds will be used for campaign production, media buy, owned media operations, media monitoring services, and photography services, among others. Will accomplish these strategies through contractors. A complete Communications' Media Plan will be made to achieve the Goal and Objective for this project. It will include specific method and resources (what, when, where, how) to carry out Tactics.

## Goal

To increase drug-impaired driving test conducted 100%; from 0 in 2022 to 100 by year 2023.

## Objectives

- To reach at least 80% of target audience (a total of 233,118 men, group age 25-36) with the message of drug driving prevention, consequences and its legal outcomes for not compliance with PR Act 22-2000 by the end of federal fiscal year 2023.
- To increase awareness and engagement of the educational messages to reduce drug impaired driving fatalities and injuries by obtaining at least 2 million impressions from all campaign media publishing by the end of federal fiscal year 2023.

## Target Market

- Audience
  - primary- men ages 25-36 (233,118 based on 2019 PR State Data Center)
  - secondary- men ages 16+
- Zone
  - Primary- Metropolitan Region
  - Secondary- Salinas and West Region
- Weekdays/Hours – Friday to Sunday from 6:00pm to 5:59am
- Period- to be determined by Operations and Planning Division, when approved

## Message

Will continue to educate citizens on the implementation of the Standard Field Sobriety Test (SFST) and will adapt the NHTSA slogan "si te sientes diferente, guías diferente" (if you feel different, you drive differently).

## Talking Points

Awareness, Prevention and Educational talking points will be aimed to support law enforcement officers and prosecutors to identify impaired drivers from roads and highways. It will also lead spokesperson to generate public opinion so that these identified impaired driving cases can be sustained in the judicial system.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
1- <b>To promote Owned Media Platforms-</b> to promote the DUID message to engage target market and generate at least 80 posts on social media platforms (Facebook, Instagram, Twitter, YouTube) by the end of fiscal year 2023.	Number of posts published on social media Generate an Owned Media Analytics Monthly/ Trimestral/ Annual Report Evaluation Results	Year-long (Oct'22 to Sep'23); to publish at least 20 to 20 posts each trimester.



Strategies	Performance Measures	Period to Complete
<b>2-To Produce/ Reproduce/ Edit Educational Pieces for Distribution or Publication:</b>		
a- to distribute at least 5,000 flyers with the DUID message by the end of fiscal year 2023.	Number of flyers/brochures distributed, Distribution of Educational Pieces Monthly/ Quarterly/ Annual Report	Year-long (Oct'22 to Sep'23); to distribute from 1,000 to 2,000 flyers each trimester.
b- to Produce/Reproduce/Edit at least six (6) educational pieces (creative aspects and dimension, editing of pieces) with the DUID message at the end of fiscal year 2023.	Number of educational pieces Produce, Reproduce or Edited Supplier's Production Estimates and Invoices	To produce/reproduce/edit at least 3 pieces on each campaign publication period.
<b>3-To Participate and/or Develop Massive Impact Event(s)-</b> participate and/or develop at least one (1) Mass Impact Activity to directly influence attendees to broadcast and promote the awareness, prevention and educational message for drug impaired driving project.	Event Action Plan, Number of Attendees Reported & Event Planner's Final Report	On one (1) of the campaign period; At least one (1) by the end of year.
<b>4-To Publish Paid Media in PR's Media Platforms:</b>		
a- to review and publish in one hundred percent (100%) all educational DUID campaign ads and pieces. The process of specific media platform and purchase amount will be determined with each Media Buy Plan. Media Platform budget distribution will be according to target's consumption.	Project's Director Flowchart Review and Approval, Number of educational pieces published, Media Buy Plans, Supplier's Proposed Flowcharts	To Publish Approved Flowchart for each published campaign during the determined period.
b- to discuss and approve in one hundred percent (100%) final report data and Media Buy results for all DUID campaigns and obtain at least 2 million impressions from campaign media publishing by the end of federal fiscal year 2023.	Number of impressions obtained during FY 2023, Supplier's Media Buy Post-Campaign Report	To Evaluate Post-campaigns Logs from publishing each campaign to obtain at least 2 million impressions from campaign publishing.
<b>5- To Obtain Earned Media in All Media Platforms-</b> to broadcast the DUID awareness, prevention and educational messages thru Public Relations and obtain at least four (4) interviews and/or media coverage by the end of fiscal year 2023.	Number of Public Relations interviews or media coverage, Public Relation's Plan and Return of Investment Report	To obtain at least 2 media coverage during each campaign effort.

## Budget

Concept	GL	Approved
Contractual Services	9400	\$ 10,992.00
Advertising Services	9470	266,145.00
Office Supplies	9442	335.00
Educational Pieces	9522	2,000.00
Equipment Rent	9443	1,300.00
Equipment Maintenance and Repairs	9422	133.00
Local Travel	9485	200.00
Out of US Travels	9490	528.00
Trainings	9462	67.00
Other (Food Expense)	9701	300.00
<b>TOTAL</b>		<b>\$282,000.00</b>

## Attitude Surveys

### Proposed Solution

The main goal is to conduct a market study to measure the effectiveness of the educational message after each campaign publication and mobilization period based on the Survey Recommendations of the NHTSA-GHSA Working Group 2009. The Puerto Rico Traffic Safety Commission has a mission to implement strategic plans to reduce traffic crashes, injuries and deaths. To evaluate all these efforts surveys are much needed to be conducted to track driver attitudes and awareness of highway safety enforcement, communication activities and self-reported driving behavior.

The findings of this study will identify areas of improvement for future alcohol impaired driving strategic planning and future campaigns. Also, as establish on PR Act 33-1972, PRTSC most “Contract the services of technicians to perform the necessary studies and investigations on traffic safety”. To evaluate the implemented efforts.

### Purpose

Each survey will present awareness attitudes and of respondents’ essential to understand impaired driving practice. The gathered information will unveil facts about drivers’ opinions, knowledge, level of awareness and attitudes regarding alcohol impaired driving, perception of risk such as getting caught by police (enforcement), safety and the effect of the prevention messages. By analyzing results drivers’ opinion will be take into consideration on decision-making. This feedback will allow PRTSC to compare results over time.

### Goal

To track driver attitudes, driving behavior and awareness towards enforcement and educational campaigns, in at least 500 registered drivers 16+ years old before and after each Prevention and Educational Campaign/Effort of year 2022-2023.

### Target Market

- **Zone-** Metropolitan Region. The metropolitan area refers to seven towns that make up the urban “downtown” of Puerto Rico, includes the capital, San Juan, and municipalities of Cataño, Toa Baja, Trujillo Alto, Bayamón, Guaynabo, and Carolina. This is the most populous and economically diverse region in the island.
- **Timeframe-** four (4) to six (6) weeks after each campaign publication. Timeframe, execution plan and final report will be part of contractor’s contract conditions.

### Plan

PRTSC will contract a specialized market research firm with all credentials and licenses as it will be more cost effective than to hire personnel for this once-a-year task. All Federal and State’s contracting laws and regulations will be strictly in observance.

### Design

Will use as the before guideline the previous approved survey for each survey’s purpose. Contractor will use as base the Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group 2009, or later, if applicable to conduct the survey and submit this year recommendations and its core set of questions using as guideline. It also must provide an acceptable accuracy of +/- 5 percentage points for a single question for the State’s population.

## Objective

To finalize works, data and to conduct the Attitude Survey after each Effort/Campaign. Each survey will include the question matrix for self-reported behavior, media awareness and enforcement awareness with tactics such as online surveys, paper/telephone surveys, or mobile surveys.

Specialist responsibilities will include meetings, preliminary data, coordination, data collection and analysis, draft reviews and approvals and final report. Incurred cost of personnel and administrative service charges will be at the specialist expense. The inhabitant's sample must be representative of the population of interest, including accurate proportions of gender, races and ethnicities, and age groups. Set of core questions will be included as follows:

- (01-25) Impaired Driving Surveys

Impaired Driving	
A-1	In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?
A-2	In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
A-3	What do you think the chances are of someone getting arrested if they drive after drinking?

- (03-00) Speed and Aggressive Driving Surveys

Speed	
S-1a	On a local road with a speed limit of 20 mph, how often do you drive faster than 35 mph- most of the time, half the time, rarely, never?
S-1b	On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph- most of the time, half the time, rarely, never?
S-2	In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
S-3	What do you think the chances are of getting a ticket if you drive over the speed limit?

- (05-29) Occupant Protection Surveys

- Child Restraint- will measure children ages 0-8 aiming women ages 24-36, parents and/or caregivers:

Car Seat Use	
CS-1	How frequently do you use a car seat when traveling with a child?
CS-2	In the past 30 days, have you read, seen or heard something about the police will be fining offenders who do not use a car seat for children ages 0 to 8?
CS-3	What chance is there that you will be fined for not having/using a car seat while traveling?

- Seatbelt- will measure occupant in all seating positions.

Belt Use	
B-1	How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?
B-2	In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?
B-3	What do you think the chances are of getting a ticket if you don't wear your safety belt?

▪ (14-02) Distracted Driving Surveys

Cellphone Use	
D-1	In the past 30 days, have you read, seen or heard something about the police will be fining offenders who use the phone without using a hands-free device while driving?
D-2	What is the likelihood that you will be ticketed for driving and use the phone without using a hands-free device while driving?
D-3	How often do you use the phone while driving?
D-4	Do you think you are at risk if you use the phone while driving?

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
<b>1- To contract a Firm to Conduct the Survey-</b> will contract a professional firm with experience and knowledge on surveys, data collection and analysis.	Number of interviews, meetings conducted and formalization of agreement	Speed & Car Seat- First Trimester Alcohol- Second Semester Distracted- Third Semester & Belt- Fourth Semester
<b>2- To Review and Approve Survey's Methodology-</b> will review in one hundred percent (100%) surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics are being uphold.	Number of meetings with contractor, survey sample and design review and approval	Speed & Car Seat- First Trimester Alcohol- Second Semester Distracted- Third Semester & Belt- Fourth Semester
<b>3- To Conduct the Survey-</b> will conduct in one hundred percent (100%) each attitude survey.	Contractor timeframe submission and final report	Speed & Car Seat- First Trimester Alcohol- Second Semester Distracted- Third Semester & Belt- Fourth Semester
<b>4- To Approve the 2023 Survey-</b> will discuss and approve in one hundred percent (100%) final survey report data and results.	Number of meetings, final report and results presentation	Speed & Car Seat- First Trimester Alcohol- Second Semester Distracted- Third Semester & Belt- Fourth Semester

## Budget

Contractual Services Project Name	GL 9400 Project No.	Approved
Impaired Driving Surveys	01-25	\$18,000.00
Speed and Aggressive Driving Surveys	03-00	18,000.00
Occupant Protection Surveys	05-29	46,000.00
Child Restraint		\$28,000.00
Seatbelt		18,000.00
Distracted Driving	14-02	18,000.00
	<b>TOTAL</b>	<b>\$100,000.00</b>



## Observational Surveys

### Proposed Solution

The observational studies will provide information about difficult-to-analyze topics in an efficient manner. It will allow you to study subjects that cannot be randomized safely or efficiently. The observance of participant's behavior and the obtained data will be straightforward in decision making towards future goal, objectives and strategies.

### Purpose

The obtained information leads to double the resources and design efforts that have influenced used in activities such as design of the sample of municipalities and places to conduct observations and quality control procedures and monitoring, traffic/hours when carrying out observations and observational protocol according to the number of lanes, and statistics and measurements.

### Goals

- To increase observed seatbelt use for passenger vehicles, front seat outboard occupants by 1%; from 88.24% in year 2021 to 88.50% by year 2023.
- Maintain the number of people that reported making cell phone calls while driving by 1%; from 67% in year 2021 to 43% by year 2023.

### Objectives

- To observe at least 6,000 driver's behavior upon vehicle unrestrained occupants in all seating positions, according to approved design.
- To observe between 3,000 and 5,000 driver's behavior upon distracted driving when vehicular traffic is normal, according to approved design.

### Plan

Will take on account the parameters and regulations established by the National Highway Traffic Safety Administration (NHTSA). Under the objective, we propose to conduct this study after each campaign publication and mobilization.

PRTSC will contract a specialized a market research firm with all credentials and licenses as it will be more cost effective than to hire personnel for this once-a-year task. Under the objective, we propose to conduct this study after the National campaign mobilization. Will use as guideline previous market study. Specialist responsibilities will include meetings, preliminary data, coordination, data collection and analysis, draft reviews and approvals and final report. Incurred cost of personnel and administrative service charges will be at the specialist expense. The inhabitant's sample must be representative of the population of interest, including accurate proportions of gender, races and ethnicities, and age groups.

### Zone

Will observe five (5) regions of Puerto Rico with visits to 17 counties, 4 road segments each, 100 vehicles, 58 segments for over 6,000 observations +/- following NHTSA procedure and according to approved design. Additional and simultaneously observations will be conducted for car seat for children ages 0-8 and distracted driving.

## Design

The parameters set by NHTSA establish a series of stringent requirements that explore the accuracy and reliability of the results generated. The information required leads to double the resources and design efforts that have influenced used in activities such as design of the sample of municipalities and places to conduct observations and quality control procedures and monitoring, traffic/hours when carrying out observations and observational protocol according to the number of lanes, and statistics and measurements.

## Strategy

Will observe five (5) regions of Puerto Rico with visits to 17 counties, 4 road segments each, 100 vehicles, 58 segments over 6,000 observations +/- following NHTSA procedure and according to approved design. Additional and simultaneously observations will be conducted for car seat use for children ages 0-8 and distracted driving.

## Timeframe

Approved Design Parameters and Regulation require that observational must be conducted with normal vehicle traffic flow. In Puerto Rico this implies during and/or after the Puerto Rico's first semestral school year, which is usually after the third week of August.

## Action Plan Strategies

Strategies	Performance Measures	Period to Complete
<b>1- To contract a Firm to Conduct the Survey-</b> will contract a professional firm with experience and knowledge on surveys, data collection and analysis.	Number of interviews, meetings conducted and formalization of agreement	Belt, Car Seat and Cellphone Use- fourth semester 2023
<b>2- To Review and Approve Survey's Methodology-</b> will review in one hundred percent (100%) surveys methodology, sample and questions to ensure guidelines compliance and sample characteristics are being uphold.	Number of meetings with contractor, survey sample and design review and approval	Belt, Car Seat and Cellphone Use- fourth semester 2023
<b>3- To Conduct the Survey-</b> will conduct in one hundred percent (100%) the occupant protection observational survey(s) during normal vehicle traffic flow.	Contractor timeframe submission and final report	Belt, Car Seat and Cellphone Use- fourth semester 2023
<b>4- To Approve the 2023 Survey(s)-</b> will discuss and approve in one hundred percent (100%) final survey report data and results.	Number of meetings, final report and results presentation	Belt, Car Seat and Cellphone Use- fourth semester 2023

## Budget

Contractual Services Project Name	GL 9400 Project No.	Approved
Occupant Protection Surveys	05-29	\$68,000.00
Seatbelt                      \$55,000.00		
Child Restraint            13,000.00		
Distracted Driving	14-02	45,000.00
	<b>TOTAL</b>	<b>\$113,000.00</b>

## **PRTSC Media Calendar\*** **FY 2022-2023**

Revised on: February 16, 2022

October 2022						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Motorcycle Share The Road A P&E<sup>1</sup> Effort

Earned Media- Oct. 13 to 16

CIOT<sup>4</sup> Mobilization

Enforcement- Oct. 24 to 30

November 2022						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Alcohol ID<sup>2</sup> Thanksgiving Mobilization

Enforcement- November 18 to 28

December 2022						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Alcohol ID<sup>2</sup> Pre-Holidays

A, P & E<sup>1</sup> Campaign

Earned & Paid Media- December 1 to 21

Alcohol ID<sup>2</sup> Winter Holidays Crackdown

Earned Media- Dec. 22 to Jan. 8

Paid Media- Dec. 22 to Jan. 6

Enforcement- Dec. 16 to Jan. 1

January 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Alcohol ID<sup>2</sup> Winter Holidays Crackdown

Earned Media- Dec. 22 to Jan. 8

Paid Media- Dec. 22 to Jan. 6

Enforcement- Dec. 16 to Jan. 1

YA ID<sup>2</sup> San Sebastián A P&E Effort

E & P Media- January 19 to 22

February 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Motorcycle Safety Campaign

Earned Media- February 1 to 8

Paid Media- February 2 to 7

YA ID<sup>2</sup> San Valentine A P&E Effort

Earned & Paid Media- Feb. 10 to 12

Speed Driving Mobilization

Earned Media- February 14 to 26

Paid Media- February 16 to 22

Enforcement- February 13 to 26

March 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NM<sup>3</sup> Pedestrian-Driver Mobilization

Earned Media- March 7 to 12

Paid Media- March 8 to 12

Enforcement- March 6 to 12

Seat Belt-Distracted Mobilization

Earned Media- March 20 to 26

Paid Media- March 22 to 26

Enforcement- March 20 to 26

<sup>1</sup> Awareness, Prevention & Educational

<sup>2</sup> Impaired Driving

<sup>3</sup> Non-Motorized Safety Program

<sup>4</sup> Click It Or Ticket Seat Belt

<sup>5</sup> Parque Educativo de Seguridad en el Tránsito (PRTSC Traffic Safety Educational Theme Park)  
Drug Impaired Campaign's dates pending approval and scheduling.



\*Preliminary dates submitted; subject to NHTSA Final Approval and/or External Event Organizer's Official Schedule.

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## PRTSC Media Calendar\* FY 2022-2023

Revised on: February 16, 2022

### April 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**Distracted Driving Mobilization**

**Earned Media- April 3 to 10**

**Paid Media- April 4 to 10**

**Enforcement- April 3 to 10**

**YA ID<sup>2</sup> Intercollegiate Sports Competitions Awareness, Prevention & Educational Effort**

**Earned & Paid Media- Feb. 10 to 12**

### June 2023

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**CIOT<sup>4</sup> National Campaign**

**Earned Media- May 22 to June 4**

**Enforcement- May 22 to June 4**

**Aggressive Driving A P & E Effort**

**Earned Media- June 5 to 12**

**Paid Media- June 6 to 12**

**NM<sup>3</sup> Pedestrian-Alcohol Campaign**

**Earned & Paid Media- June 15 to 20**

**Alcohol ID Pre-Summer A, P&E Effort**

**Earned Media- June 23 to July 4**

**Paid Media- June 26 to July 4**

### August 2023

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Motorcycle Share The Road A P&E Effort**

**Earned Media- August 3 to 6**

**Paid Media- August 4 to 6**

**NM<sup>3</sup> Pedestrian Safety A P&E Effort**

**Earned Media- October 7 to 13**

**Paid Media- October 8 to 11**

**PESET<sup>5</sup> A P & E Effort**

**Earned Media- August 15 to 21**

**Paid Media- August 16 to 18**

**Alcohol ID Labor Day Crackdown**

**Earned Media- Aug. 25 to Sep. 4**

**Paid Media- Aug. 29 to Sep. 4**

**Enforcement- Aug. 25 to Sep. 5**

### May 2023

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Child Restraint-Heatstroke A,P&E Effort**

**Earned & Paid Media- May 1 to 5**

**NM<sup>1</sup> Bicyclist A P & E Effort**

**Earned & Paid Media- May 18 to 21**

**CIOT<sup>4</sup> National Campaign**

**Earned Media- May 24 to June 4**

**Paid Media- May 24 to 30**

**Enforcement- May 22 to June 4**

### July 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**Alcohol Impaired Driving**

**Pre-Summer A, P&E Campaign**

**Earned Media- June 23 to July 4**

**Paid Media- June 26 to July 4**

**Summer Crackdown**

**Earned Media- July 14 to 31**

**Paid Media- July 18 to 31**

**Enforcement- July 14 to 31**

**YA ID<sup>2</sup> Summer A P&E Effort**

**Earned & Paid Media- July 2023**

### September 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Alcohol ID Labor Day Crackdown**

**Earned Media- Aug. 25 to Sep. 4**

**Paid Media- Aug. 29 to Sep. 4**

**Enforcement- Aug. 25 to Sep. 5**

**Child Restraint A P&E Effort**

**Earned Media- September 17 to 23**

**Paid Media- September 19 to 23**

<sup>1</sup> Awareness, Prevention & Educational

<sup>2</sup> Impaired Driving

<sup>3</sup> Non-Motorized Safety Program

<sup>4</sup> Click It Or Ticket Seat Belt

<sup>5</sup> Parque Educativo de Seguridad en el Tránsito (PRTSC Traffic Safety Educational Theme Park)

Drug Impaired Campaign's dates pending approval and scheduling.

\*Preliminary dates submitted; subject to NHTSA Final Approval and/or External Event Organizer's Official Schedule.



**Communications**  
**Advertising Budget for Educational Campaigns**  
**Federal Fiscal Year 2022-2023<sup>1</sup>**

Project (Purchase Order)	Project / Program	ADVANCED FUNDS			
		Production, Reproduction and Editing	Event(s)	Paid Media <sup>2</sup>	Advertising Total
<b>23-12-01</b>	<b>Alcohol Impaired Driving Media Campaign</b>	<b>9,804.00</b>	<b>15,000.00</b>	<b>1,385,000.00</b>	<b>1,409,804.00</b>
	Thanksgiving Campaign	2,500.00		125,000.00	127,500.00
	Winter Pre-Holidays P&E Effort	2,304.00		175,000.00	177,304.00
	Winter Holidays Campaign			385,000.00	385,000.00
	Pre-Summer P&E Effort	1,000.00		190,000.00	191,000.00
	Summer Campaign	2,000.00	15,000.00	385,000.00	402,000.00
	Labor Day Campaign	2,000.00		125,000.00	127,000.00
<b>23-12-02</b>	<b>Youth Impaired Driving Media Campaign</b>	<b>13,961.00</b>	<b>45,000.00</b>	<b>115,000.00</b>	<b>173,961.00</b>
	Halloween P&E Effort	2,000.00		5,000.00	7,000.00
	San Se Street Fests P&E Effort	5,000.00	15,000.00	40,000.00	60,000.00
	St. Valentine's P&E Effort	2,000.00		5,000.00	7,000.00
	Intercollegiate Sports Competitions P&E Effort	3,000.00	15,000.00	40,000.00	58,000.00
	Summer P&E Effort	1,961.00	15,000.00	25,000.00	41,961.00
<b>23-12-03</b>	<b>Speed &amp; Aggressive Driving Media Campaign</b>	<b>125,573.00</b>	<b>-</b>	<b>340,000.00</b>	<b>465,573.00</b>
	Aggressive P&E Effort	10,573.00		170,000.00	180,573.00
	Speed Campaign	115,000.00		170,000.00	285,000.00
<b>23-12-07</b>	<b>Occupant Protection Media Campaign</b>	<b>245,695.00</b>	<b>10,000.00</b>	<b>491,000.00</b>	<b>746,695.00</b>
	Seat Belt Campaign (October)	-		105,000.00	105,000.00
	Seat Belt-Speed Campaign	8,000.00		70,000.00	78,000.00
	Seat Belt-Distracted Campaign	-		70,000.00	70,000.00
	Child Restraint-Heatstroke P&E Effort	8,000.00		25,000.00	33,000.00
	CIOT Seat Belt Campaign (May)	115,000.00		151,000.00	266,000.00
	Child Restraint P&E Effort	114,695.00	10,000.00	70,000.00	194,695.00
<b>23-12-10</b>	<b>Non-motorized Safety Media Campaign</b>	<b>260,000.00</b>	<b>15,000.00</b>	<b>305,000.00</b>	<b>580,000.00</b>
	Pedestrian Safety P&E Effort	-		75,000.00	75,000.00
	Pedestrian-Driver Campaign	111,000.00		85,000.00	196,000.00
	Pedestrian-Alcohol P&E Effort	31,000.00		75,000.00	106,000.00
	Bicyclist Safety P&E Effort	118,000.00	15,000.00	70,000.00	203,000.00
<b>22-12-12</b>	<b>Motorcycle Awareness Media Campaign</b>	<b>23,361.36</b>	<b>-</b>	<b>35,000.00</b>	<b>58,361.36</b>
	Share The Road P&E Effort	23,361.36		35,000.00	58,361.36
<b>23-12-13</b>	<b>Motorcycle Safety Media Campaign</b>	<b>4,669.00</b>	<b>-</b>	<b>105,000.00</b>	<b>109,669.00</b>
	Motorcycle Safety P&E Effort	4,669.00		105,000.00	109,669.00
<b>23-12-14</b>	<b>Distracted Driving Media Campaign</b>	<b>115,323.00</b>	<b>-</b>	<b>83,000.00</b>	<b>198,323.00</b>
	Distracted Driving Campaign	115,323.00		83,000.00	198,323.00
<b>23-12-15</b>	<b>PESET Educational Media Campaign</b>	<b>10,194.00</b>	<b>-</b>	<b>45,000.00</b>	<b>55,194.00</b>
	PESET P&E Effort	10,194.00		45,000.00	55,194.00
<b>23-12-16</b>	<b>Drug Impaired Driving Media Campaign</b>	<b>10,519.00</b>	<b>-</b>	<b>254,426.00</b>	<b>264,945.00</b>
	Drug Impaired Driving Campaign	10,519.00		254,426.00	264,945.00
<b>Total</b>		<b>\$819,099.36</b>	<b>\$85,000.00</b>	<b>\$3,158,426.00</b>	<b>\$4,062,525.36</b>

<sup>1</sup> Refer to the PRTSC FY23 Strategic Communications Plan and each Project's Proposal for specific Campaign/P&E Effort time period.

<sup>2</sup> Funds final assignment will depend on budget approval of the PRTSC Planning Division' and its regulation.