



PUERTO RICO **ANNUAL REPORT** FY 2022

PUERTO RICO
**TRAFFIC
SAFETY
COMMISSION**



Hon. Pedro Pierluisi Urrutia
Governor of Puerto Rico

Eileen Vélez Vega, PE
Secretary of the Department of
Transportation and Public Work

Mr. Luis A. Rodríguez Díaz
Executive Director

December 28th, 2022



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Executive Director
Puerto Rico Traffic Safety Commission

Hon. Eileen Vélez-Vega
Secretary of the Department of Transportation & Public Works
and Governor's Representative in the Board of the
Puerto Rico Traffic Safety Commission

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Acknowledgments

The Puerto Rico Traffic Safety Commission would like to thank Governor Pedro R. Pierluisi-Urrutia, Chairman of the Board Eileen Vélez-Vega, the National Highway Traffic Safety Administration, the Federal Highway Administration, local officials and coordinators, law enforcement and other traffic safety partners and organizations for their support of Traffic Safety Commission programs and initiatives during the past year. These partnerships are vital to our success in reducing crashes, fatalities and injuries in Puerto Rico's roads, streets and highways.

MESSAGE FROM EXECUTIVE DIRECTOR OF THE PRTSC LUIS A. RODRÍGUEZ-DÍAZ

Another federal fiscal year has come to an end and Puerto Rico Traffic Safety Commission's (PRTSC) priority has not changed, we remain focused on spreading our educational messages to reduce crashes and fatalities on our roads. Challenges have been there, but our enthusiasm towards saving lives is more powerful than whatever trials we may face. Our mission and vision have never had more meaning, and we are eager to present our results with the conviction of having done our very best to reach every target audience with key messages of traffic safety.

The results of our continuous efforts explained in this Annual Report are showing off, and we cannot be prouder of ourselves. We know there is a lot yet to be done, there is so much more to do to keep saving lives in our streets, and for all the Puerto Rico's Traffic Safety Commission employees, and for me as its executive director, it is imperative to keep working hard towards our goal of zero deaths in our road's due bad behavior in our streets.

For that to be accomplished, we have been working arduously with our Impaired Driving and Youth impaired Driving Media Campaigns, both to educate drivers not to drink alcohol and drive. We also have the so important campaigns about Distractive Driving and Speed and Aggressive Driving, as well as the Occupant Protection Media Campaign to increase the use of seat belt and car seats.

On the other hand, the Non-Occupant Protection Media Campaign was focus on pedestrians and bicyclists' safety, both important sectors in our communities. We also worked with the Motorcycle Safety Media Campaign to reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle, and the Motorcycle Share the Road Media Campaign to raise awareness of the importance of sharing the road between drivers and motorcyclists.

We recently added a new campaign to educate people about the Standardized Field Sobriety test and how it is implemented to identify drivers under the influence of alcohol, controlled substances, or drugs. All of these is taught in our *Parque Educativo de Seguridad en el Tránsito (PESET)*, to educate children and young adults about traffic safety laws and regulations and how they can become responsible drivers in the future.

Likewise, a work plan was made by the Administrative, Planning and Communications areas to maximize the strategies to reach the target audiences presented in each of our media projects. This plan also integrated partnerships with the private sector, nonprofit organizations, and governmental agencies to create a much bigger impact and to be capable of spreading the message of traffic safety in different scenarios. Also, we continued our collaboration with the Puerto Rico Police Department and Municipal Police all around Puerto Rico and kept doing the hard work that has been done by our Community Programs and *FIESTA* Projects.

To get our educational messages in national and regional media, cinemas, and social media networks we incorporated advertising efforts to reach our target audiences in a faster and better way. Digital strategies were also included to have better spots in social networks and web pages where our target audiences have more presence. Thru public relations and media tours I had the opportunity to provide updated information with key notes and statistics to clarify questions to journalists and guide the citizens to a new attitude towards traffic safety.

The latest statics confirm that, even though we are witnesses of a decrease in fatalities, we need to persist in educating the public through our mission to safeguard residents to prevent more tragedies. Undeniably, education is still one of the best ways to guarantee safety. We are proud to say that we have saved the lives of all of those we encourage to do well in our streets, and teamwork has been a key factor in all our endeavors. We will continue our hard work to see the Puerto Rico's Traffic Safety Commission's vision and mission accomplished. We all deserve safe streets; we all deserve to walk and ride in safer roads.

INTRODUCTION

It is well known that since the creation of the Puerto Rico Traffic Safety Commission (PRTSC) back in 1972, this government entity has been doing efforts to save lives in our streets by educating people about the importance of following all traffic laws and regulations. Our educational campaigns, along with police enforcement and alliances with governmental, private, and nonprofit organizations have been key in the reduction of injuries and fatalities due to bad behavior in our public streets. The campaigns were developed strategically for every program individually, all of them with their own target audiences.

These efforts and priorities have been made to maximize the chances of reaching every user of our roads, and includes the following:

- ★ Alcohol Impaired Driving Media Campaign
 - Focus on the importance alcohol related traffic issues
- ★ Youth Impaired Driving Media Campaign
 - Educational efforts regarding alcohol consumption of young people
- ★ Distracted Driving Media Campaign
 - Creates awareness of distracted driving and its consequences
- ★ Speed and Aggressive Media Campaign
 - Reduce fatalities caused by speeding and aggressive driving
- ★ Occupant Protection Media Campaign
 - Increase the use of seat belt and child passenger safety
- ★ Non-Occupant Protection Media Campaign
 - Pedestrian and bicyclist safety
- ★ Motorcycle Safety Media Campaign
 - Reduce motorcyclist fatalities by promoting the proper use of suitable clothing before riding a motorcycle
- ★ Motorcycle Share the Road Media Campaign
 - Raise awareness of the importance of sharing the road between drivers and motorcyclists
- ★ *Parque Educativo de Seguridad en el Tránsito (PESET)*
 - To educate children and young adults about traffic safety
- ★ Standardized Field Sobriety Test Media Campaign
 - To teach about how this test is implemented to identify drivers under the influence of alcohol, controlled substances, or drugs
- ★ Up-to-date share of traffic fatalities data.
- ★ P&E on road safety issues, traffic crash prevention and enforcement
- ★ Alliances and community programs to strengthen highway safety prevention

It is imperative to say that the results presented on this Annual goes beyond our educational campaigns and efforts. Although we are doing our part to save as many lives as possible in our streets, the outcomes are a mixture of active support of the Puerto Rico Police Department, municipal police, and all the road safety partners that believe in our mission and do their part to reduce traffic crashes, injuries, and deaths.

It is well known by Puerto Ricans that our roads are very busy with heavy traffic, especially in rush hours. There is a lot to be done to keep educating people about traffic safety for them to behave better whenever they decide to use our streets. It is important to work as a team to enhance Puerto Rico's Traffic Safety Commission media campaigns and alliances to improve driver's conducts and to reduce to zero the number of fatalities due to traffic crashes. The goal is to save as many lives as possible, and that can only happen if there is support of every component of society.

LEGISLATIVE UPDATE FROM OCTOBER 1ST, 2021 TO SEPTEMBER 30TH, 2022

- ★ **Law No. 53 – October 26, 2021:** To amend Article 23.01, to repeal subsection (e), and current subsections (f) and (g) are renumbered as new subsections (e) and (f), respectively, of Article 23.02 of Law 22-2000, as amended, to amend the procedure for the payment of fees; and for other related purposes.
 - **Description:** Orders that fees collected pursuant to Articles 23.01 and 23.02, to be deposited in the Commonwealth's General Fund, to comply with the provisions for the culmination of the Financial Oversight and Management Board.
- ★ **Law No. 67 – December 26, 2021:** To amend Article 10.5 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", in order to include skin diseases vitiligo, psoriasis and albinism to be among those that are able to obtain the renewal of permits for tinted vehicles that can take place in the term of six (6) years, and for other related purposes.
 - **Description:** Includes skin diseases vitiligo, psoriasis, and albinism for the six years term for the renewal of permits for tinted vehicles.
- ★ **Law No. 76 – December 30, 2021:** To amend section (f), (i) and (l) of Article 7.09 and the section (a) of Article 14.12 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", to authorize the Puerto Rico Police Bureau to regulate the standard field sobriety test and the Health Department, in concert with the Forensic Science Institute, to make regulations related with collecting required blood samples; and other related purposes.
 - **Description:** *Authorizes the Puerto Rico Police Bureau to adopt regulations for the standard field sobriety test.*
- ★ **Law No. 8 – March 7, 2022:** To add Articles 1.35B/ 1.51-A, 1.51B and 1.51-C; to amend sections (a)/ (b)/and (c) and to add section (f) of Article 12.05; to amend section (e) of Article 12.06; to add sections (l)/ (m) and (n) to Article 12.07; to amend Article 14.14; and to amend section (i) from Article 22.05 of Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", in order to clarify some statutory provisions about inspections stations; and for other related purposes.
 - **Description:** Clarifies statutory provisions for vehicles inspections stations.
- ★ **Law No. 28– May 27, 2022:** To amend section (j) of Article 2.25 of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", with the purpose to change the terms of validity and renovation from six (6) to ten (10) years, from the removable placards that authorizes persons to park in areas designated for disabled persons, persons with health impairment of permanent or indefinite duration; and for other related purposes.

- **Description:** Changes the timing of the removable placards that to authorize parking in areas designated for disabled persons to ten (10) years.
- ★ **Law No. 31– June 7, 2022:** To amend section (d) of Article 14.05, to add a new section (b) and to renumber the actual sections (b) and (c), as sections (c) and (d), respectively in the Article 14.06, and to add a new section (f) to Article 14.08 of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", in order to prohibit the use of lamp tubes of Light Emitting Diode (LED) or High Intensity Discharge (HID) in the motor vehicles that travels on the public roads; and for other related purposes.
- **Description:** Prohibits the use of LED or HID lights on public roads.
- ★ **Law No. 39– June 17, 2022:** To create a new section (g) of Article 12.06, of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", to enable owners or concessionaires of official stations for motor vehicles inspections to sell and recharge the electronic sticker, as well as to receive the payments of fines from the toll collection system AutoExpreso; and for other related purposes.
- **Description:** Enables official stations of motor vehicles inspections to offer some AutoExpreso services.
- ★ **Law No. 40 – June 17, 2022:** To add a new section 6 to Article 22.02, of the Law 22-2000as amended, known as the "Puerto Rico Vehicles and Transit Law", and renumber sections 6 and 7 as 7 and 8, respectively, in order to exempt the payment of fees in toll stations and AutoExpreso in case of emergencies or natural disasters, such as earthquakes, tsunamis, hurricanes or other natural phenomenon that creates a national emergency state and a disaster zone declaration, to the fire extinguishers vehicles, rescue and salvage, emergency reaction and ambulances from municipal, central and federal governments, official vehicles from the General Justice Court duly identified, the Army Force militaries convoys, including National Guard units and those emergencies motor vehicles, as define in Article 1.106 of the law, when found responding to an emergency or disaster call, declared by the Governor of Puerto Rico or the President of the United States, throughout the emergency and disaster declaration; to order the Secretary of the Department of Transportation and Public Works to issue a sticker to identify those motor vehicles as exempted in those emergency cases while passing the toll stations or AutoExpreso; and for other related purposes.
- **Description:** To exempt official vehicles from toll fees in national emergencies and declared emergencies.
- ★ **Law No. 54– July 18, 2022:** To amend Chapter II, Article 2.27, section (b) of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law" in order to eliminate the requirement of a specialist physician to certify the ongoing disability or sickness impairment, with the purpose of renewing removable placards to park in restricted areas, and for other related purposes.

- **Description:** Allows the certification of a general practitioner in the renewals process for disable parking permits.
- ★ **Law No. 56– July 18, 2022:** To add a new subsection (7) to section (c) of the Article 2.05, rename the actual subsection (7) as subsection (8), amend Article 2.13 and amend section (h) of the Article 3.02 of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law" in order to include a row that specifies the Obligatory Liability Insurance chosen by the insured at the moment of registration or renewal of permits of motor vehicles or tow.
 - **Description:** Creates a space in the registry of vehicles and motor vehicles to name the chosen Obligatory Liability Insurance.
- ★ **Law No. 80– September 27, 2022:** To amend Article 3.13 of the Law 22-2000, as amended, known as the "Puerto Rico Vehicles and Transit Law", in order to incorporate the international deaf symbol in every license certification corresponding to citizens whose medical certifications establish this.
 - **Description:** Incorporates the international deaf symbol in every license certification corresponding to citizens with medical certification.

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

Assessment of Results in Achieving Performance Targets for FY2022 and FY2021									
Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/ FY22 Progress Results	On Track to Meet FY22 Target Y/N ** (in-progress)	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 year	2018-2022	284.8	FARS 286.4	N	288.2	2017-2021	FARS 293.2	N
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	4,883.4 (ACAA)	ACAA Data not available	N	4,688.6	2017-2021	STATE 4,015.8	Y
C-3) Fatalities/VMT	5 year	2018-2022	1.949	FARS 1.940	Y	1.915	2017-2021	FARS 1.977	N
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	84.5	FARS 86.8	N	77	2021	FARS 115	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	100.5	FARS 87.8	Y	97.82	2017-2021	FARS 93.2 (preliminary data)	Y
C-6) Speeding-Related Fatalities	5 year	2018-2022	83.6	FARS 85	N	89.20	2017-2021	FARS 87.4	Y
C-7) Motorcyclist Fatalities (FARS)	5 year	2018-2022	43.2	FARS 49	N	36.62	2017-2021	FARS 44.8	N

C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	30.0	FARS 26.8	Y	23.24	2017-2021	FARS 27.8	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	27.2	FARS 24.6	Y	23.28	2017-2021	FARS 27.6	N
C-10) Pedestrian Fatalities	5 year	2018-2022	101.3	FARS 86.8	Y	95.01	2017-2021	FARS 93.8	Y
C-11) Bicyclist Fatalities	5 year	2018-2022	9.1	FARS 9.8	N	9.76	2017-2021	FARS 9.8	N
C-12) Number of youth impaired driving fatalities (16-24 years)	5 year	2018-2022	19.4	State 15.6	Y	19.80	2017-2021	State 17.4	Y
C-13) Number of drug-impaired driving screening test conducted.	Annual	2022	100.00	2022 State 0	N	100.00	2021	STATE 0	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	85.75	State survey/ 91.77	Y	89.00	2021	State survey/ 88.24	N
B-2) Percentage of people that reported making cell phone calls while driving. (survey)	Annual	2022	66.50	State survey / 38.9	Y	66.50	2021	2021 State 42.50	Y
B-3) Percentage of crash records with no missing critical data elements (Crash, Fatal, Non-Motorist) in the CARE database.	Annual	2022	90.5	2022 State 90.5	Y	53.00	2021	2021 State 90.0	Y



B-4) Percentage of validation criminal records of impaired driver in the PR-CJIS/RCI database.	Annual	2022	49.00	2022 State 49.00	Y	45.00	2021	2021 State 47.00	Y
Areas tracked but with no targets set									
Grant Funded Activity Measures	2018	2019	2020	2021	2022				
Seat Belt Citations	21,801	31,364	12,753	29,451	23,137				
DWI Arrests	2,103	1,922	834	435	685				
Speeding Citations	13,743	23,666	16,699	20,474	23,321				

PROGRAM AREAS

PROGRAM AREA: IMPAIRED DRIVING

PROBLEM STATEMENT

More than 56 years have passed since the first traffic safety public law was promulgated and began to govern. Still, across the nation, crashes, injuries, and fatalities due to drivers impairment related to alcohol and/or drugs continue to be of relevance and action oriented. The new Bipartisan Infrastructure Law focuses a great deal in the advance prevention of alcohol and drug impaired driving by new technologies, P&E about the use and consequences of driving under the influence of marijuana, more flexible use of transfer funds, enhancing FARS database and marijuana research. These core points within the Impaired Driving Program demonstrate the importance to keep preventing one third of the fatalities on our roadways.

Road traffic injuries are currently estimated to be the 8th leading cause of death across all age groups globally and are predicted to become the seventh leading cause of death by 2030 (WHO, 2022). According to the World Health Organization as well, it is estimated that between 5% to 35% of all reported traffic fatalities are alcohol related.

Over the last few years, Puerto Rico has had difficult traffic patterns since the roads are in rough condition due to natural events like Hurricanes Irma & Maria in 2017, the earthquakes in 2020 and recently, Hurricane Fiona that destroyed whole sections of roads, highways and bridges. Much of these should be mitigated in the next few years because of the federal funds coming from BIL. Each year, the island reports approximately 200,000 traffic crashes amongst a population of 3.1 million people (P.R.C.T., 2020).

In Puerto Rico, alcohol impaired driving is one of the most often deadliest crime committed although people and culture traits try to lessen its importance. This demands a constant public reminder of the tragic consequences this behavior can produce. For the past years, one third of roadway's fatalities were alcohol impaired drivers, but people don't want to talk about it unless a tragic event touches their lives. It has been a quest of few to talk, discuss, expose, and educate about alcohol consumption and driving. To worsen the traffic scenario, medicinal cannabis consumption keeps rising and so far, Puerto Rico is still to implement drugged impaired driving in a high drug dependency population and crime rates related to drugs over 90% of total crime activities.

According to the *Observatorio de Seguridad Vial de Puerto Rico*, for years 2018 to 2020, a total of 2,257 crashes with at least one alcohol impaired driver occurred. Of those, over 900 injuries were reported.

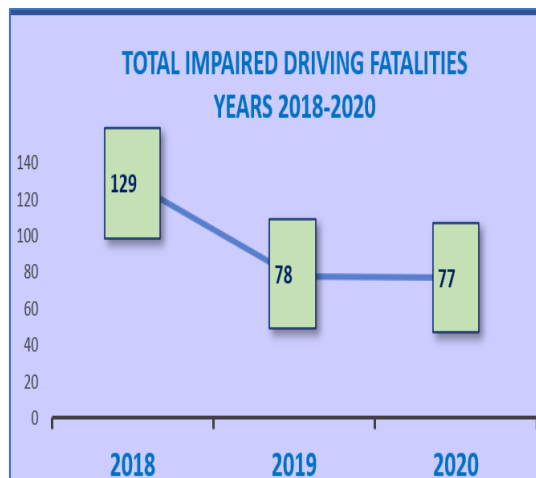
Data for year 2021 is still preliminary, as of December 2022, according to FARS a total of 78 alcohol impaired driving fatalities occurred and 11 drivers showed a positive result for some type of drug.

ALCOHOL IMPAIRED DRIVING FATALITIES YEARS 2018-2020



According to NHTSA Fatality Analysis Reporting System, FARS, in 2020, seventy-seven (77) alcohol impaired driving fatalities occurred. This indicates a 40 % decrease from 2018.

- ★ Gender data analysis for impaired driving fatalities for the three-year period shows an average of 93% of male fatalities and 7% female fatalities.
- ★ Analysis by age group for the three-year period shows that 54% of impaired driving fatalities were in age group 25-49, 18% in age groups 50+ and 20% in age group 16-24. Older drivers 63+ years old and older reported 8% of total impaired driving fatalities.
- ★ On the three-year period, 76% of impaired driving fatalities occurred at nighttime from 6:01PM to 6:00 AM.
- ★ When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 37%, followed by Saturday with 23% and Friday with 14%.
- ★ Impaired driving fatalities by month, for this three-year period: December registered the highest ID deaths with 15%, July and January reported 11% each, and June and November reported 9% each. Summer months, June, July and August, accounted for 27% of total impaired driving fatalities.



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

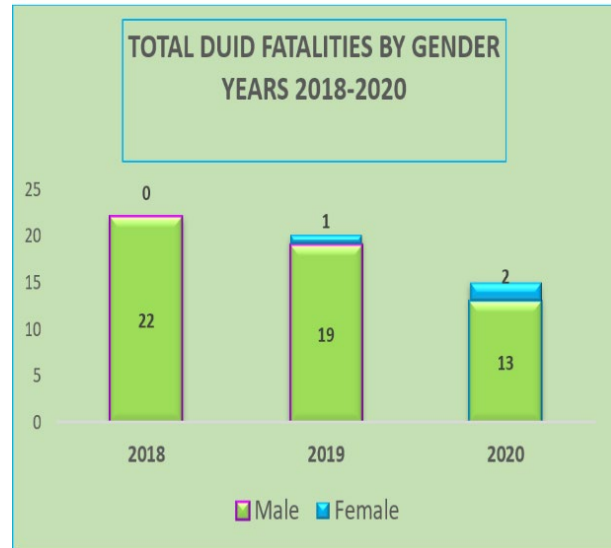
- ★ 71% were drivers and 29% motorcyclists.
- ★ 91% had a BAC of .08%+.
- ★ 71% of impaired drivers killed were unrestrained.
- ★ 86% of impaired motorcycle riders killed were un-helmeted.
- ★ 54% alcohol impaired driving fatalities also presented a speeding factor.

DRIVING UNDER THE INFLUENCE OF DRUGS

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.

- ★ Of these 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.
- ★ Most frequent drugs found in the tox tests were Cocaine, Opioids, Cannabinoids, THC and, HD.
- ★ Ninety six percent of DUID fatalities were men.
- ★ Group age 25-49 reported 56% of total drug impaired driving fatalities. The youngest driver under the influence of drugs was 14 years old and the oldest 84 years old.
- ★ Saturday reported most drug impaired fatalities with 30%.
- ★ March reported 14% of total drug impaired driving fatalities followed by July with 12% and September and December with 11% each.
- ★ Eighty percent of drug impaired drivers were unrestrained at the time of the crash.
- ★ Seventy three percent of drug impaired motorcyclists were unhelmeted.
- ★ A total of 56% reported speeding as a contributor factor to the crash.
- ★ Sixty percent of drug impaired driving fatalities occurred at nighttime.
- ★ Forty six percent of drug impaired driving fatalities occurred on primary roads.



Preliminary FARS data shows that 28 people who died in Puerto Rico's roadways had drug concentration in their systems at the time of the crash. Of these 28 people, 13 were drivers who also were alcohol impaired. Two of the drivers had 2 or more types of drugs in their system.

PERFORMANCE MEASURES

- ★ **C-5) An increase of 0.13% in alcohol-impaired driving fatalities is expected, from 100.4 (2015-2019 rolling average) to 100.5 (2018 – 2022 rolling average) by 2022.** – *The number of alcohol-impaired driving fatalities in 2021 was 88, an increase from 77 in 2020. As of December 20, 2022, the number of confirmed alcohol impaired driving fatalities was 66. Puerto Rico is expecting to see similar levels of impaired driving in 2022. The performance measure is expected to be met (forecasted 2018-2022 average is 100.5).*
- ★ **C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2020 to 100 by 2022.** – *For FFY 2022 this target was not achieved. However, the PRTSC continues its efforts to establish a Drug-Toxicology Laboratory.*

PLANNED ACTIVITY

22-01-72

PUERTO RICO DEPARTMENT OF HEALTH – ALCOHOL TOXICOLOGY LAB

For fiscal year 2022, Project completed all administrative tasks including the contracting and hiring of staff and legal consultant.

Project activities such as preparing chemical solutions and determining performance in all measuring instruments, proficiency samples, monthly calibration of intoxilyzers were conducted, blood samples analyzed, chemists attended courts as key witnesses on alcohol impaired driving cases. Project was able to achieve objectives.

QUANTITATIVE PERFORMANCE FY 2022	
ALCOHOL TOXICOLOGY LABORATORY PROJECT-PRDOH	
Blood Samples Analyzed	433
District and Superior Courts Apperarances	571
Intoxylizers 9000 Verification and Calibration	649
Alcohol/BAC Testing Instrument Operator	235

22-01-77

DRUG IMPAIRED DRIVING SCREENING LAB

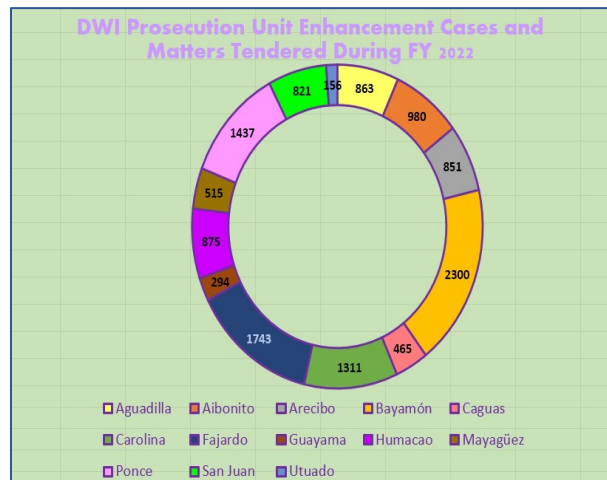
Since 2019 a common effort with the Institute of Forensic Sciences to develop a drug screening laboratory for drivers suspected under the influence of drugs has been in the working. Impediments such as budget constraints, administrative concerns and a non-competitive wage scale for chemists/toxicologists had hinder the evolution of the drug screening lab.

The only achievement of FY 2022 was the hiring of an administrative assistant which served as point of contact with the PRTSC and maintained certain order among the many responsibilities of a subgrantee. Sadly, it wasn't possible to establish a concrete work plan to move forward and the FSI management seem to have several other priorities. As a result, the PRTSC decided to terminate all efforts and coordination with the FSI and evaluate other actions in order to establish a drug screening lab for drivers suspected under the influence of drugs.

22-01-06

PUERTO RICO DEPARTMENT OF JUSTICE-IMPAIRED DRIVING PROSECUTION UNIT

During FY 2022, there were 14 positions of DWI special prosecutors who worked 12,611 cases and matters directly related to cases such as: consultations with the police officers who intervene with the accused, crash scene investigations, authorizations for the filing of criminal charges, preparation of discovery of evidence, answers to motions for discovery of evidence, suppression of evidence, witnesses interviews, and any other motion, preliminary hearings, hearings to suppress evidence, trials and readings of sentences. In addition, six auxiliaries conducted 17,303 tasks regarding DWI case management such as preparation of files, filing of documents to the court, creating digital files in the Integrated Criminal Record, file of motions, orders and sentences, preparation of documents as part of Rule 95, search, and file of records for the Courtrooms.



TSRP/Project Director provided 13 trainings for prosecutors, police officers and FIESTA Projects, attended 45 meetings, 10 professional collaborations with other agencies kept up to date all administrative tasks and requirements.

22-01-13

IMPAIRED DRIVING COORDINATOR – PRISC

PRISC Impaired Driving Program Coordinators administer the Program during FY 2022. Projects within PRPD, Municipal Police, FIESTA Projects and other agencies. Coordinators continued to participate in the SHSP committee and the impaired driving emphasis area.

Meetings were held, Impaired Driving Mobilizations for Thanksgiving, Winter Holidays, Easter, Summer and Labor Day were coordinated, and the performance evaluated, Annual Report 2021, HSP 2022 and 405d grants prepared.

Several meetings with PRPD and Municipal Police were conducted through the year; 24 performance reports were prepared for mobilization worked. Overtime time sheets of municipal agents were revised with the Law Enforcement Liaisons (LEL). Twenty-eight Project proposals for FY 2023 were revised, rejected or recommended and 23 meetings conducted or attended by coordinators; 72 quarterly performance reports, 8 (internal media projects) biannual performance reports and 4 biannual reports were evaluated or prepared by ID coordinators, and 22 annual reports and over 47 detailed plan changes. In addition, approximately 350 technical assistances were provided in person, by email or phone and near 30 site visits and 50 desk reviews.



The coordinators worked closely with LEL and FP Manager to identify issues and decision making. Meetings and discussions were conducted with PRTSC Communications and Public Relations staff to aid in events coordination and impaired driving creative media design.

ID coordinator Rivera attended the *2022 Lifesavers Conference*. Project FIESTA XII from the Puerto Rico Pontifical Catholic University- Ponce Campus was selected to present and be a speaker during the Younger Drivers Workshop. In conjunction with Project FIESTA II, all coordinators prepared the presentation and all content shared at the conference. An overview of these projects was presented highlighting strategies to engage with young college adults to prevent drunk driving. These projects use outreach, education and strategies as prevention among younger driver population in order to minimize risky behavior and traffic crashes related to alcohol or drugs consumption.

During the conference, Project FIESTA IX from the University of Puerto Rico-Ponce Campus received the 2022 NHTSA Public Service Award for its 21 years working with the prevention of youth alcohol impaired driving at the south of the island.

ID Program coordinated in conjunction with the TSRP a two-day training for 23 Municipal Police. It covered all aspects since the first traffic stop, the alcohol impaired driving testing and intervention until the court appearances. Last part of the training was a moot court where some officers get to practice a detailed testimony.



IMPAIRED DRIVING MEDIA 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 Summer 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), to work been the most frequent driving activity 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 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.

22-01-71

SFST PROGRAM COORDINATOR

The Standardized Field Sobriety Test, SFST Project, had an hibernation year. PRPD Commissioner and Traffic Bureau Director have an administrative criterion not in consonance with the development of the SFST Project. Mainly, these decisions are based on a diminished police force for the last 10 years. Human resources are scarce and preliminary breath tests continue to be the test of choice for its short period of performance.

Several meetings were held by the Project Manager and some agencies like DOH, DOJ, PRPD and Forensic Science Institute.

22-01-01

IMPAIRED DRIVING OVERTIME ENFORCEMENT

For FY 2022, five short term high visibility alcohol impaired driving mobilizations (overtime hours) were funded. In addition of a percentage of the salary of a Police Officer who serves as Project Facilitator and was in charge of maintaining all coordination with PRTSC.

- ★ **Thanksgiving alcohol impaired driving mobilization- started on November 18th – 29th, 2021.**

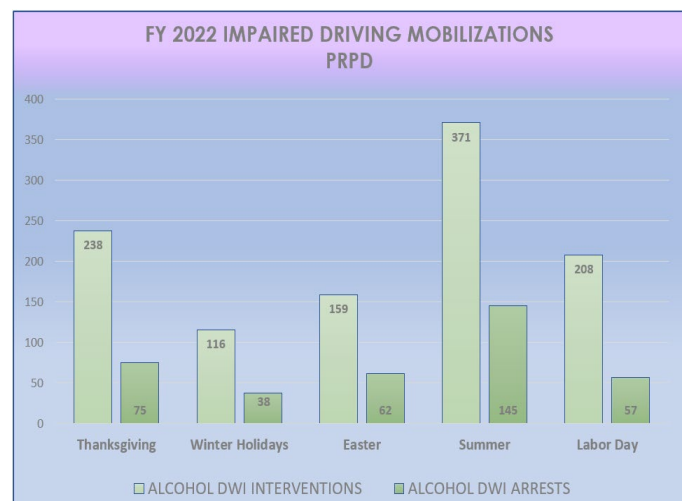
Ten units of PRPD-Traffic Police worked 11 nights for a total of 367.39 overtime hours gave 487 tickets and 75 alcohol DWI arrests.

- ★ **Winter Holidays/Christmas - started on December 17th, 2021 to January 1st, 2022.**

Nine units of PRPD-Traffic Police worked 14 nights for a total of 185.92 overtime hours gave 286 tickets and 38 alcohol DWI arrests. This campaign was brutally affected by the number of officers on sick leave by Omicron, the variant of COVID-19 that began affecting worldwide on the winter of 2021. Several Traffic Police Headquarters remained closed because all their officers were on sick leave.

- ★ **Easter Alcohol Impaired Driving Mobilization 2022 - started on April 12th – 18th, 2022.**

Ten units of PRPD-Traffic Police worked 6 nights for a total of 362.11 overtime hours gave 258 tickets and 62 DWI arrests.



- ★ **Summer Alcohol Impaired Driving Mobilization 2022 - a two parts overtime campaign consisted in 18 nights: July 1st -10th and July 22nd -31st, 2022.**

Eleven units of PRPD-Traffic Police worked 18 nights for a total of 433.99 overtime hours gave 1,482 tickets and 145 alcohol DWI arrests.

★ **Labor Day Alcohol Impaired Driving Mobilization 2022 - started on August 26th to September 5th, 2022.**

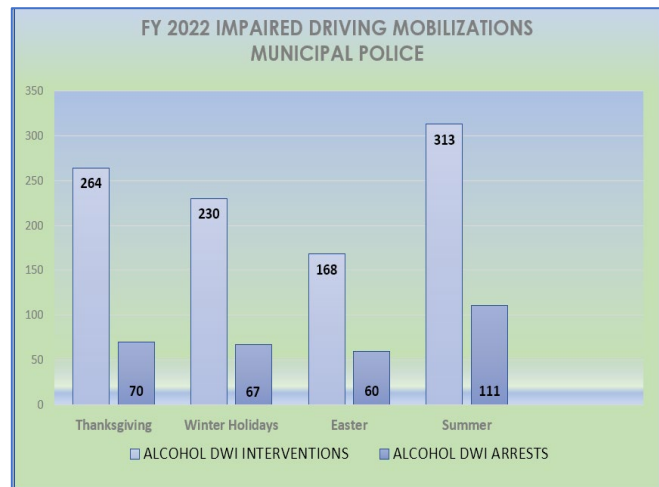
Twelve units of PRPD-Traffic Police worked 10 nights for a total of 453.71 overtime hours gave 438 tickets and 57 alcohol DWI arrests.

22-01-XX

IMPAIRED DRIVING OVERTIME ENFORCEMENT

A total of 19 Municipal Police's participated in four (4) alcohol impaired driving overtime mobilizations. A total of 840 impaired driving arrests were made.

Municipalities in general have been struggling with a precarious finance situation and budget cuts, limiting their enforcement hours, in addition to a diminished police force.



22-01-67

VICTIMS IMPACT PANEL FOR DWI OFFENDERS

During FY 2022, Project continued to provide panel sessions to all referrals received by the Puerto Rico Courts Administration.

In addition, Project conducted two demonstrative impact panels for DWI specialized prosecutors and at a Ceiba Civic Program reaching 41 people. Thirteen meetings with judges were performed to explain the project and referrals management. Through an email of the Courts Electronic System a brochure containing all pertinent information about the impact panel was shared.

For FY 2022 13 professionals were active in the project and six panelists. To aid in the P&E of

VICTIMS IMPACT PANELS FOR ALCOHOL DWI OFFENDERS CONDUCTED DURING FY 2022		
Region	Panels	Attendees
Arecibo	4	22
Mayaguez	7	36
Moca	4	19
Ponce	9	94
San Juan	7	42
TOTAL	31	213



drunk driving recidivism, project contracted a production agency, and three new testimonials were filmed, 42,900 brochures and 15,000 informative sheets were designed and printed for distribution among judges, the media. A press conference was held on February 2022 with details about the services.

For 2022, Project under the Mental Health and Anti Addiction Administration operated by Cost Incurred Method.

22-01-82

DUI OFFENDERS EVIDENCE-BASED TREATMENT PROGRAM FOR DUI OFFENDERS

Fiscal Year 2022 was the first year for this project. All screening tools and consent forms were developed including but not limited to ASI, AUDIT, CAGE, DAST, GAD-7, PHQ-9, CRAFFT, SBIRT (some translation into Spanish were required) guides, Courts Reports, procedures, referrals, etc.

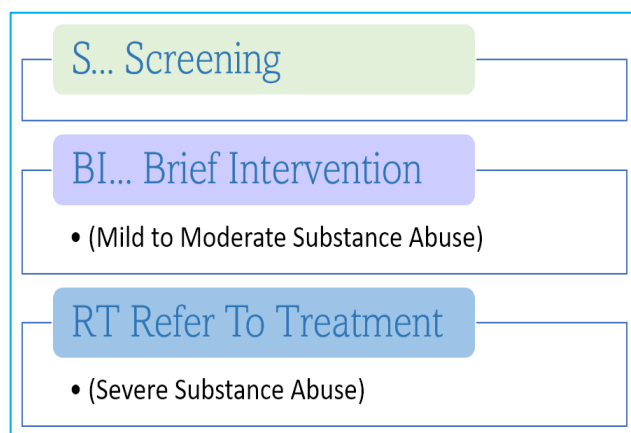
A staff of 12 professionals treated 244 Referrals/Attendees distributed as follows:

San Juan Region

- ★ 92 male and 12 female
 - Age groups
 - ↗ 18-24 = 1
 - ↗ 25-34 = 13
 - ↗ 35-44 = 21
 - ↗ 45-64 = 61
 - ↗ 65+ = 8

Ponce Region

- ★ 132 male and 8 female
 - Age groups
 - ↗ 18-24 = 5
 - ↗ 25-34 = 13
 - ↗ 35-44 = 26
 - ↗ 45-64 = 77
 - ↗ 65+ = 19



A total of 87 health conditions were identified and referred for additional services and a survey to measure prevalence of alcohol dependency symptoms and service satisfaction was conducted. Project provided follow ups to participants, orientations to eleven judges and workshops presenting the project to 20 prosecutors.

In the other hand, Project provided services to 39 children and teenagers using the CRAFFT screening tool is validated substance use risk instrument for adolescents aged 12-21. These youngsters are the children of the alcohol DWI offenders receiving services. Thirteen of these children were from the San Juan Region and twenty-six from the Ponce Region.

22-01-79

PROMOTING ALCOHOL RETAILING PRACTICES

Fiscal Year 2022 was the first year for this project attached to the Division of Continuing Education and Professional Studies. It was a year full of setbacks due to the slow project implementation and development; Project was approved, and contract signed on November 2021, but it began to establish some kind of procedures by the end of January 2022. PRTSC provided follow ups with little success. Although these difficult beginnings, by Spring 2022 a set of RBS manuals and brochures were developed for both virtual and in person trainings. Impaired driving Coordinator González had to review and edit all teaching materials to ensure proper law information was cited.

Project coordinator and sub coordinator conducted a training for the rest of the staff. A total of 138 bars, pubs and alcohol retailers were visit and oriented about the benefits of RBS training and an informative brochure was distributed in five municipalities.

From May through September nine (four in person & five virtually via Zoom), RBS trainings were conducted reaching 60 people in total for the five municipalities. All the other objectives and performance measures weren't completed, and Project did not claim any federal reimbursement.

Project was not recommended for FY 2023.

22-01-83

MADD- PUERTO RICO SAFE AND AWARE

Fiscal Year 2022 was the first year for this project. During this year, Project implement its two ways approach to alcohol consumption prevention among children and teenagers: Power of You(th) and Power of Parents & Communities.

Project contracted and trained 3 Programs Specialists and a Police and Community Liaison. Specialists conducted 28 workshops for non-schools' organizations, 42 workshops in schools, published 120 posts on social media, attended and oriented at least 10,000 people in ten community mass events, two formal program presentations for law enforcements corps to form alliances against drunk driving, gather traffic safety stakeholders in 8 different meetings and evaluate all presentations directed at children and teenagers. In total, P&E activities reached 13,366 people directly and approximately 39,000 indirectly.



Project commenced to operate by Spring 2022 through an amendment to HSP 2022.

PRTSC DWI PREVENTION ACTIVITIES

Prevention and education alcohol impaired driving activities were conducted through mass and social media. Mainly, the PRTSC Communications Division is in charge of these activities. For FY 2022 the mass activities that stand out were:



- ★ PRTSC 50th Anniversary- ***Fifty Years for Your Safety***
- ★ San Juan's 500 Anniversary Regatta
- ★ Facebook and Instagram social engagements through the whole year

*Detailed activities in module 12- Communications & Media.

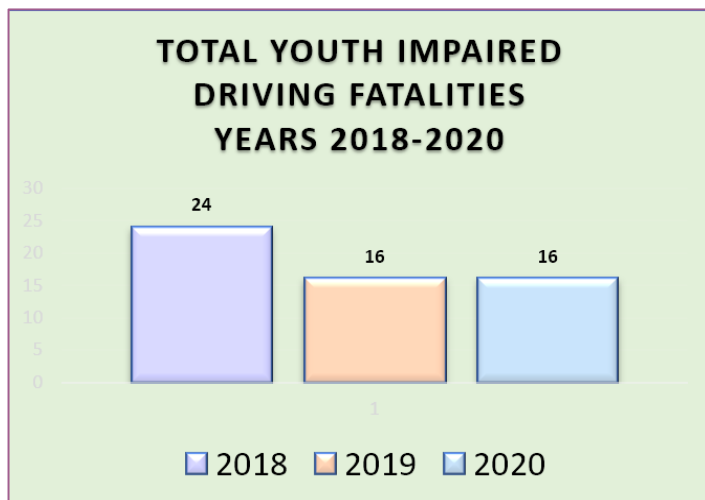
FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-01-01	DWI Patrol Unit - 0101	Pol de PR - 10	618,647.00	73,327.15	545,319.85
22-01-06	DWI Prosecutor Unit - 0106	Dep Justicia - 16	923,031.86	661,002.85	262,029.01
22-01-13	ID Coordinator - 0113	CST - 00	145,736.00	93,607.11	52,128.89
22-01-25	ID Survey - 0125	CST - 00	13,500.00	13,500.00	-
22-01-28	TE ID Bayamon - 0128	Bayamon - 011	23,554.28	19,165.84	4,388.44
22-01-36	TE ID Guaynabo - 0136	Guaynabo - 305	32,808.24	25,734.15	7,074.09
22-01-43	TE ID Ponce - 0143	Ponce - 74	18,449.36	16,527.99	1,921.37
22-01-45	TE ID Hatillo - 0145	Hatillo - 115	7,166.00	7,166.00	-
22-01-47	TE ID San Juan - 0147	San Juan - 098	45,138.24	33,979.49	11,158.75
22-01-53	TE ID Yauco - 0153	Yauco - 105	34,391.04	23,397.55	10,993.49
22-01-67	Panel de Impacto a Victimias - 0167	ASSMCA - 122	103,414.00	91,716.09	11,697.91
22-01-71	SFST - 0171	CST - 00	75,000.00	7,100.00	67,900.00
22-01-72	Alcohol Toxicology Lab - 0172	Depto Salud - 18	444,413.40	391,124.59	53,288.81
22-01-77	Drug ID Screening Lab - 0177	ICF - 36	244,303.16	29,707.11	214,596.05
22-01-79	Promoting Alcohol Retailing - 0179	UPR Rio Piedras - 24	103,588.00	-	103,588.00
22-01-82	Evidence Based - 0182	ASSMCA - 122	498,435.00	342,733.22	155,701.78
22-01-83	PR Safe and Aware - 0183	MADD - 233	149,748.50	71,208.55	78,539.95
Total 01 - Impaired Driving			\$ 3,481,324.08	\$ 1,900,997.69	\$ 1,580,326.39

PROGRAM AREA: YOUTH IMPAIRED DRIVING

PROBLEM STATEMENT

Alcohol abuse and driving under the influence of alcoholic beverages is one of the leading causes of death among young people in our country. This is a major public health problem, due to the fact that psychoactive substances, particularly alcohol, are consumed largely by young people. Studies confirm that schools and college campuses continue to experience significant problems related to student alcohol and other drug abuse. Many studies keep reporting that alcohol remains the clear drug of choice and the one that contributes to a wide range of problems including impaired driving.



For the three-year period from 2018-2020, Youth Impaired Driving Fatalities profile shows:

- ★ Gender period shows an average of 87% of male fatalities and 13% female fatalities. data analysis for youth impaired driving fatalities for the three-year
- ★ Analysis by age group for the three-year period shows that 59% of youth impaired driving fatalities were in age group 21-24 and 41% age group 16-20. Zero impaired driving fatalities were reported among 15 years old drivers.
- ★ For the three-year period, 79% of youth impaired driving fatalities occurred at nighttime from 6:00PM to 6:00AM. Nighttime continues to be a dangerous period for drunk drivers and other road users.
- ★ Alcohol impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 46%, followed by Friday and Saturday with 19% each.
- ★ Youth impaired driving fatalities by month, for this three-year period, some peaks are noticed: December 13%, June, September, October, and November with 11% each. Summer months, June, July and August, accounted for 25% of total youth impaired driving fatalities.

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

- ★ 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.

PERFORMANCE MEASURES

- ★ **C-12) Reduce youth alcohol impaired driving fatalities by 4.0 percent from 20.2 (2015-2019 rolling average) to 19.4 (2018-2022 rolling average) by 2022. Youth defined as 16-24 years. Alcohol impairment defined as: under 18 years BAC > 0.00%/18-20 years BAC \geq 0.02%/21-24 years BAC \geq 0.08%.** – As of December 20, 2022, the number of confirmed youth alcohol-impaired driving fatalities was 8. The performance measure is expected to be met (forecasted 2018-2022 average is 19.4).
- ★ **C-5) An increase of 0.13% in alcohol-impaired driving fatalities is expected, from 100.4 (2015-2019 rolling average) to 100.5 (2018 – 2022 rolling average) by 2022.** – The number of alcohol-impaired driving fatalities in 2021 was 88, an increase from 77 in 2020. As of December 20, 2022, the number of confirmed alcohol impaired driving fatalities was 66. Puerto Rico is expecting to see similar levels of impaired driving in 2022. The performance measure is expected to be met (forecasted 2018-2022 average is 100.5).

PROJECTS

PRTSC YOUTH DWI PREVENTION ACTIVITIES

1. Las Fiestas de la Calle San Sebastián (SANSE) 2022 canceled all in person parades and shows due to the high numbers of Omicron variant among population. Instead, it limited the activities to puertorrican artisans displaying their art and a controlled stream of visitors. PRTSC keep its alcohol impaired driving prevention messages through social media.
2. FY 2022 Justas Interuniversitarias LAI, the biggest college sports competition took place on May 6 and 7, 2022 Ponce, Puerto Rico. PRTSC maintained some interactive exhibits and alcohol consumption and DWI prevention brochures were distributed among gatherings and the Obelisk Plaza. Some 10,000 college students were reached during this event.
3. Social media was key in spreading alcohol impaired driving prevention messages yearlong.



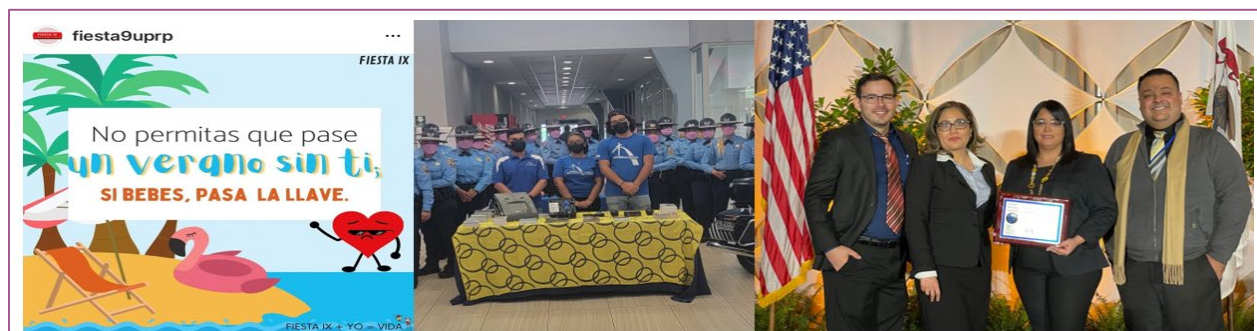
PLANNED ACTIVITY

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

Fiscal year 2022, was some kind of rollercoaster for colleges. It combined several periods of time working and studying remotely due to the Omicron variant and the power outage in the aftermath of Hurricane Fiona.

During 2022, PRTSC had 8 FIESTA College Projects; reaching college campuses and youngsters Island wide to prevent and educate about alcohol consumption and DWI among teenagers and college students. Also, there is one FIESTA Project that serves an alcohol and drug rehabilitation Program and its communities, in addition to a new chapter of MADD in Puerto Rico.

FIESTA projects use a peer-to-peer approach, develop alcohol and DWI awareness campaigns, distribute educational materials, provide orientations, conduct workshops, research and surveys. Also, conduct educational booths at Safety Fairs, Sports events and maintain an intense prevention and education presence on social media.



22-02-02

FIESTA – UNIVERSITY OF PUERTO RICO- RÍO PIEDRAS CAMPUS

For FY 2022, this project directly reached approximately 24,000 young adults, mostly college students fluctuating between the ages of 17-25 years, through creative impaired driving awareness campaigns, educational materials, newsletters, and exhibits. Also, a total of 71 educational activities such as: workshops, trainings, focal groups, small research, surveys, evaluations a magazine, campus web page, and massive events like college sports rallies, freshman open house, and impaired driving inspired art exhibits through the Río Piedras Campus. FIESTA-Río Piedras indirectly reached close to 50,000 people. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 645 activities targeting people 16-24 years old.

22-02-05

FIESTA- UNIVERSITY OF PUERTO RICO-MAYAGÜEZ CAMPUS

It was not developed during FY 2022. The university didn't provide the additional information and corrections asked to be completed and approved.

22-02-10

FIESTA- UNIVERSITY OF PUERTO RICO-CAYEY CAMPUS

For FY 2022, this project directly reached approximately 18,000 people. During FY 2022 project conducted approximately 93. Project meetings, forums and workshops were offered using several platforms such as Facebook, Twitter, Instagram, Zoom, Google Meet, Team, You Tube. On these platforms, the project carried out approximately 495 activities targeting people 17-24 years old. The Project impacted approximately 30,000 people indirectly. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 495 posts targeting people 16-24 years old.

Although Project had three coordinators during the year and the Director Dr. Bayron, after 16 years working Project FIESTA, retired, Cayey completed most of all activities proposed and 3 of peer educators designed and developed an interactive web page, *Be the Hanging Out Heroe, Be a Designated Driver!* It contains games, Act 22-2000, trivia and other fun activities to engage young people and present real crash scenarios due to drunk driving. For this great tool the 3 students were recognized by the PRTSC, PRPD and the University of Puerto Rico.



22-02-14

FIESTA- UNIVERSITY OF PUERTO RICO-PONCE CAMPUS

For FY 2022, this project directly reached approximately 17,000 people. During FY 2022 project conducted approximately 207 activities targeting people 16-24 years old. Project meetings, informative tables, workshops, pancake and juice stands, trainings were conducted. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 133 posts targeting people 16-24 years old. Project reached indirectly close to 30,000 people

22-02-15

FIESTA-CREATIVO

Hogar CREA, Inc. is a non-governmental organization founded in 1968. It provides providing alcohol and drugs rehabilitation services for people referred by the courts system or who voluntarily seek treatment since 1968. Head Promoters and Promoters are participants in the program and the peers in charge of educating about alcohol consumption and DWI to fellow partners of six of the participant homes. They are supervised and trained by a project coordinator to carry out alcohol and drunk driving awareness campaigns and educational workshops for CREA members, families, visitors, and neighboring communities in 6 districts of the island.

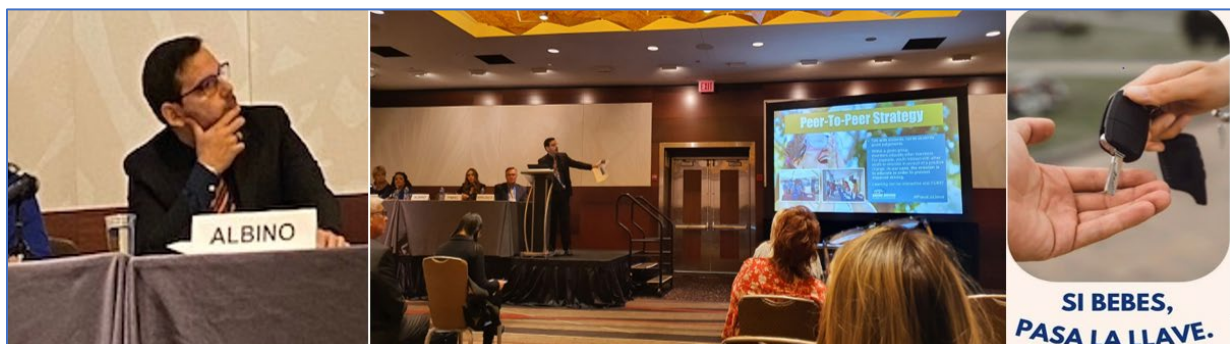
During FFY 2022 the project developed 1,338 educational activities related to alcohol and impaired driving prevention directly reaching 9,500 and indirectly to 28,677. Many activities were carried out in person, small groups, open spaces and physically distant, and several using the technology

22-02-16

FIESTA-PONTIFICAL CATHOLIC UNIVERSITY OF PUERTO RICO

For FY 2022, this project directly reached approximately 21,000 people. During FY 2022 project conducted approximately 293 activities targeting people 16-24 years old. Project meetings, informative tables, workshops, pancake and juice stands, trainings were conducted. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 286 posts targeting people 16-24 years old.

Project FIESTA XII from the Puerto Rico Pontifical Catholic University- Ponce Campus was selected to present and be a speaker during the Younger Drivers Workshop. In conjunction with Project FIESTA II, all coordinators prepared the presentation an all content shared at the conference.



22-02-17**FIESTA- UNIVERSITY OF PUERTO RICO-UTUADO CAMPUS**

For FY 2022, this project directly reached approximately 17,000 people. During FY 2022 project conducted approximately 160 activities targeting people 16-24 years old. Project meetings, informative tables, workshops, stands, distribution of brochures, trainings were conducted. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 189 posts targeting people 16-24 years old. Project reached indirectly close to 28,000 people

22-02-21**FIESTA- UNIVERSITY OF PUERTO RICO- AGUADILLA CAMPUS**

For FY 2022, this project directly reached approximately 18,000 people. Project conducted approximately 298 activities targeting people 16-24 years old. Project meetings, informative tables, workshops, stands, distribution of brochures, trainings were conducted. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, Zoom TEAMS the project carried out approximately 217 posts and meetings targeting people 16-24 years old. Project reached indirectly close to 32,000 people.

22-02-25**FIESTA-PISTA – ANA G. MÉNDEZ UNIVERSITY-CUPEY CAMPUS**

Fiscal Year 2022 brought many changes among Ana G. Méndez College mainly in management and the restructuration of Projects. This provoked that Project FIESTA-PISTA began its activities way into FY 2022.

Project conducted approximately 60 activities targeting people 16-24 years old and reached approximately 2,000 people. Project engage in social media education posting nearly 200 educational messages.

22-02-32**POLI-FIESTA- POLYTECHNIC UNIVERSITY**

POLI-FIESTA is technical college specialized in engineering sciences. It is located at the metropolitan area of San Juan. During FY 2022, the project conducted approximately 71 DWI prevention and education activities. Social media has become the most useful tool to spread fast and shorts educational DWI prevention messages. On these platforms, the project carried out approximately 212 posts targeting people 16-24 years old. The Project impacted directly approximately 4,500 young people and indirectly 12,000.

22-02-03

FIESTA LAP – MUNICIPALITY OF SAN JUAN

It was not developed during FY 2022. The municipality didn't provide the additional information and corrections asked to be completed and approved.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-02-02	fiesta UPR Rio Piedras - 0202	UPR Rio Piedras - 24	149,370.00	122,608.14	26,761.86
22-02-10	FIESTA UPR Cayey - 0210	UPR Cayey - 120	71,618.00	56,804.38	14,813.62
22-02-14	FIESTA upr ponce - 0214	UPR Ponce - 114	76,451.00	74,661.91	1,789.09
22-02-15	fiesta crea - 0215	hog. Crea - 129	77,635.00	75,375.68	2,259.32
22-02-16	Catolica Ponce - 0216	católica ponce - 33	112,439.00	81,735.18	30,703.82
22-02-17	UPR utuado - 0217	UPR Utuado - 23	69,202.00	55,635.50	13,566.50
22-02-21	fiesta upr aguadilla - 0221	UPR Aguadilla - 29	100,323.39	93,207.55	7,115.84
22-02-25	PISTA - 0225	UMET - 225	52,631.60	11,585.22	41,046.38
22-02-32	Fiesta Univ Politecnica - 0232	Univ Politecnica - 232	41,463.00	22,177.02	19,285.98
Total 02 - Youth Impaired Driving			\$ 751,132.99	\$ 593,790.58	\$ 157,342.41

PROGRAM AREA: POLICE TRAFFIC SERVICES

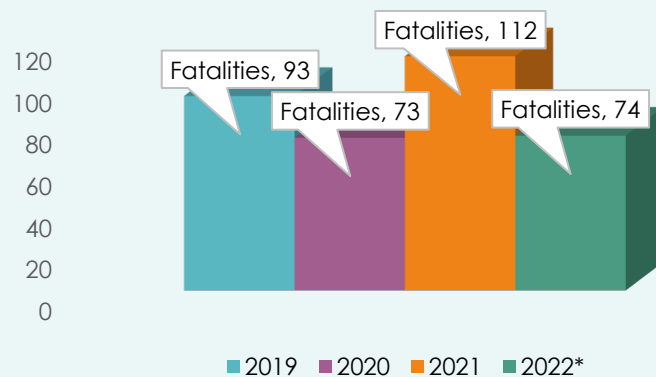
PROBLEM STATEMENT

PRTSC, together with the Puerto Rico Police and Municipal Police Corps across the island, seek to reduce traffic crash related injuries and fatalities through the enforcement of Law 22 of 2000, known as the "Vehicle and Traffic Law of Puerto Rico".

According to NHTSA Fatality Analysis Reporting System, FARS in 2021, one hundred and twelve (112) speeding-related fatalities occurred. This indicates an increase of 53.42% compared to the year 2020.

Speeding and aggressive driving continue to be a main traffic safety concern. In 2021, speeding-related was a major factor with 112 fatalities; equivalent to 33% of total fatalities reported. However, during the year 2022 there have been 74 speed-related fatalities, this is a preliminary data.

**Speeding-Related Fatalities
Years 2019-2022***



Data shows:

- ★ Gender data analysis for speeding-related fatalities shows an 82% of male fatalities and 17% female fatalities.
- ★ Analysis by age group that 53.5% of speeding-related fatalities were in age group 25-49, 25% in age group 16-24 and 50+ reported 19.64% of total speeding-related fatalities.
- ★ 73% of speeding-related fatalities occurred at nighttime from 6:00PM to 6:00 AM.
- ★ When analyzing data of speeding-related fatalities, by day of the week, it shows that Sunday reported the highest of fatalities for the with 21%, followed by Saturday with 20.5% and Friday with 18%.
- ★ Speeding-related fatalities by month: October registered the highest deaths with 11.6%, August, November and December reported 10.71% each of total speeding-related fatalities.
- ★ 58% were drivers and 24% motorcyclists.
- ★ 39% had a BAC of .08%+.
- ★ 46% alcohol impaired driving fatalities also presented a speeding factor.

PRTSC's has the vicarious responsibility of implementing strategic plans with the premise of reducing traffic fatalities in Puerto Rico. These efforts are a multi- agency task, which includes agencies such as the Puerto Rico Police Department (PRPD), Municipal Police, Automobile Accident Compensation Administration (PRAACA), Puerto Rico Department of Transportation and Public Works (PRDTP), Puerto Rico Highway and Transportation Authority (PRHTA) and PRTSC, among others.

As part of these plans, during FYY 2022, PRTSC's Police Traffic Services Program granted funds to 30 Municipal Police Corps and the Puerto Rico Police Department (PRPD) with 19 transit units to work in high visibility enforcement and overtime patrol with the purpose of intervening with drivers in violation of Law 22, emphasizing on speeding, alcohol impaired driving, occupant protection and non-motorized enforcements. The payment of overtime hours has been an additional incentive for police officers committed to the application of law and safety maintenance on our roads.

Also, trainings conducted by PRPD, 71 trainings for 1,006 police officers, more trainings couldn't be provided this year for state police officers and municipal officers because of the situation of COVID-19 pandemic. Those trainings included patrol techniques, alcohol, and radar and photometer equipment, among others, they will be calendarize for the next year. In addition, PRTSC LEL's and staff conduct a Municipal Police Commissioners summit on December 14, 2021, with the participation of 30 municipalities, regarding overtime mobilizations, hours, citations, and funds to be paid with federal funds for municipal police agents.

PRPD Law Enforcement Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2018	113,163	6,854	5,876	124,134	2,388	63,941	250,474
2019	63,129	3,354	2,877	61,929	1,424	33,543	352,848
2020	58,664	1,221	1,019	34,084	546	18,831	150,002
2021	87,128	2,218	1,910	78,406	1,209	33,041	288,020
2022*	210,029	3,625	2,668	212,918	1,759	91,317	287,088

*data preliminary

Municipal Police Efforts							
YEAR	SPEEDING CITATIONS	DWI INTERVENTIONS	DWI ARRESTS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	CELL PHONE CITATIONS	OTHER MOVING CITATIONS
2018	9,187	3,578	1,176	16,344	152	10,964	30,106
2019	21,393	3,394	840	11,942	98	10,093	45,942
2020	12,844	1,139	308	12,732	125	19,699	24,640
2021	16,862	228	190	8,112	98	7,297	33,247
2022*	26,746	1,265	432	8,269	128	8,269	53,565

*data preliminary

PERFORMANCE MEASURE

C-6) Reduce speeding-related fatalities by 10.5% percent from 93.4 (2015-2019 rolling average) to 83.6 (2018 – 2022 rolling average) by 2022. – The number of speed related fatalities in 2021 increased to 112 from the previous year's total of 73. As of December 20, 2022, there were a confirmed total of 74 speed related fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 83.6).

PLANNED ACTIVITY

22-03-78

TRAFFIC ENFORCEMENT COORDINATOR

Traffic Enforcement Coordinator and the PRTSC concentrate the efforts in coordination with PRPD and Municipal Police and expertise of the Law Enforcement Liaison (LEL), to reduce speed and aggressive driving around the island. With the support through safety education and informational materials, are also being provided in conjunction with enforcement. The PRTSC will continue to support enforcement projects designed to increase compliance with speed limits on all types of roadways. Various speed enforcement strategies are being used, including dedicated roving patrols and saturation enforcement details within Municipalities and regions at risk. Enforcement in high crash areas, must be courage, routine day to day enforcement was used for public perception on the risk of apprehension.

The primary target of the Speed and Aggressive driving coordinator is to make sure the efficient use of all the resources to obtain better strategies to be implanting to get a reduction in fatalities for Speed and Aggressive driving behavior. LEL's has been supervising and coordinating all the mini grants for the mobilizations and purchase of equipment for Puerto Rico Police Department and Municipality Police.



Before the Speed Enforcement Mobilization, the Program Coordinator held internal meetings with the Law Enforcement Liaisons (LEL's) to discuss all documents and reports to be submitted. Visits before mobilization to the municipal police forces who have doubts in how to submit paperwork do to a change in the municipality police Commissioners, LELs and the coordinator give them an orientation in how things work with mobilizations.

The PTS Coordinator prepared the operational plan for the Speed Enforcement Mobilization that the PRTSC worked on with the PRPD and Municipal Polices. Also, compiled and saved all records and statistics of the speed mobilization. It made follow-up visits to the various agencies, which worked on the mobilization.

Coordinated and worked with the Communications Area of the PRTSC to produce the educational material needed to convey the safety message and continue the education and enforcement of speeding and aggressive driving. Participated in meetings, webinars and trainings as required. In addition, he worked with the Police Traffic Services and Motorcycle Safety module for problem identification, HSP FFY 2023 and Annual Report FFY 2021.



Municipal Police Summit

22-03-03

LAW ENFORCEMENT LIAISON

To improve the development and implementation of all PRTSC 's enforcement initiatives related to traffic safety, two Law Enforcement Liaisons were commissioned. Tasks they include:

- ★ Participated in monthly meetings with PRTSC personnel to discuss work plans related to State and Municipal Police, verify applications, and offer advice regarding law and order, and problem areas.
- ★ Actively participated in meetings to improve forms and data gathering.
- ★ LEL's visited Municipal Police to offer advice related to mobilization paperwork, enforcement techniques, and requirements. Also, time sheets were intervened and evaluated.
- ★ Assist the PRTSC staff in the evaluation of all equipment acquired for State and Municipal Police.
- ★ Conducted approximately 561 field visits to different State and Municipal Police.



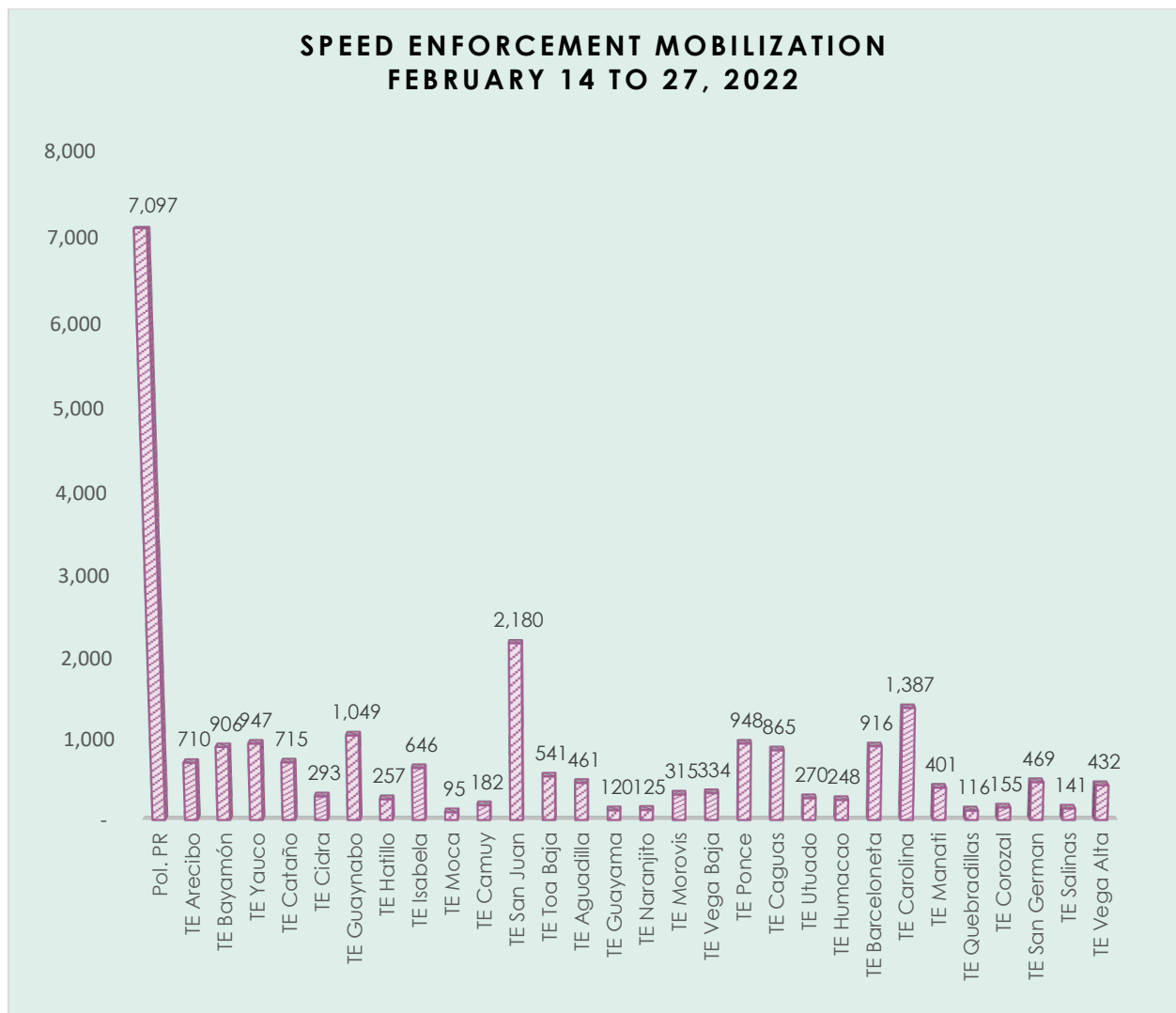
Municipal Police Summit

- ★ Participated in webinars offered by NHTSA and some other organizations including courses and webinars.

22-03-XX

SPEED ENFORCEMENT MOBILIZATION STATE AND MUNICIPAL POLICE

Despite the great challenges we have faced due to the COVID-19 pandemic that still going on and hurricane Fiona, we managed to carry out the Speed Enforcement Mobilization. This was carried out from February 14th to 27th, 2022. With a total of 29 Municipal Police participating, and the Traffic Bureau Police Department of Puerto Rico with the 19 transit units. In addition, for the second year they used the handheld moving radars and fixed patrol unit radars that were purchased with federal funds last year. During the mobilization, a total of **23,321** speeding tickets were issued, exceeding the number of tickets issued last year by 2,847.



22-03-00

SPEED AND AGGRESSIVE DRIVING MEDIA SURVEY

During FY 2022 the aptitude survey to measure the speed and aggressive driving was not carried out, since the media campaign was conducted during the period from August 9 to 14, 2022, in accordance with the regulation parameters for the Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group 2009 the survey must be carry out 4 to 6 weeks after the end of the period, so the conduct of the survey and the report of results would not be completed on or before September 30, 2022, completion date of this project.

22-03-05

MOTOR VEHICLE CRASH INVESTIGATION

It was not developed during FY 2022. The PRPD didn't provide the additional information and corrections asked to be completed and approved.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-03-00	Speed, Aggressive and DD Survey - 0300	CST - 00	13,500.00		13,500.00
22-03-03	LEL - 0303	CST - 00	135,800.00	125,637.20	10,162.80
22-03-04	TE Speed - 0304	San Juan - 098	15,209.22	14,625.73	583.49
22-03-05	TE Speed - 0305	Guaynabo - 305	21,938.83	17,188.41	4,750.42
22-03-06	TE Speed - 0306	Toa Baja - 154	8,160.64	8,160.63	0.01
22-03-08	TE Speed - 0308	Cidra - 135	4,684.18	4,483.73	200.45
22-03-09	TE Speed - 0309	Bayamon - 011	11,649.55	9,986.88	1,662.67
22-03-10	TE Speed - 0310	Caguas - 66	7,885.54	7,794.31	91.23
22-03-11	TE Speed - 0311	Vega Alta - 54	4,017.09	3,309.44	707.65
22-03-12	TE Speed - 0312	Isabela - 84	9,307.68	9,307.50	0.18
22-03-13	TE Speed - 0313	Morovis - 313	4,020.56	3,716.37	304.19
22-03-15	TE Speed - 0315	Aguadilla - 157	5,992.09	3,565.35	2,426.74
22-03-17	TE Speed - 0317	Vega Baja - 88	4,019.62	4,004.66	14.96
22-03-19	TE Speed - 0319	Policia - 10	129,998.00	95,713.30	34,284.70
22-03-26	TE Speed - 0326	Carolina - 94	18,946.42	14,028.73	4,917.69
22-03-31	TE Speed - 0331	Moca - 112	2,615.60	1,091.78	1,523.82
22-03-33	TE Speed - 0333	Cataño - 145	8,000.75	6,169.17	1,831.58
22-03-39	TE Speed - 0339	Quebradillas - 104	1,772.10	1,681.40	90.70
22-03-40	TE Speed - 0340	Yauco - 105	7,424.83	7,215.25	209.58
22-03-42	TE Speed - 0342	San German - 628	5,258.10	3,148.28	2,109.82
22-03-48	TE Speed - 0348	Hatillo - 115	4,618.00	4,457.49	160.51
22-03-55	TE Speed - 0355	Manati - 103	5,623.43	5,275.76	347.67
22-03-60	TE Speed - 0360	Ponce - 74	10,791.37	10,094.73	696.64
22-03-61	TE Speed - 0361	Utua - 101	4,911.54	3,617.57	1,293.97
22-03-66	TE Speed - 0366	Naranjo - 629	2,489.67	1,757.02	732.65
22-03-71	TE Speed - 0371	Humacao - 125	1,962.70	1,920.48	42.22
22-03-74	TE Speed - 0374	Barceloneta - 126	10,134.92	7,645.56	2,489.36
22-03-78	TE Coordinator - 0378	CST - 00	40,918.00	37,233.39	3,684.61
22-03-80	TE Speed - 0380	Arecibo - 116	8,225.00	7,936.33	288.67
22-03-84	TE Speed - 0384	Salinas - 158	2,186.53	2,007.30	179.23
22-03-88	TE Speed - 0388	Camuy - 388	4,122.68	3,115.75	1,006.93
22-03-94	TE Speed - 0394	Corozal - 167	3,018.28	2,766.07	252.21
22-03-95	TE Speed - 0395	Guayama - 70	2,615.59	2,387.87	227.72
Total 03 - Police Traffic Services			\$ 521,818.51	\$ 431,043.44	\$ 90,775.07

PROGRAM AREA: PLANNING AND ADMINISTRATION

PROBLEM STATEMENT

Since 1972, the State Office of Highway Safety has been the Puerto Rico Traffic Safety Commission (PRTSC). For the last 50 years, the Commission had developed prevention & education initiatives and coordination with the State Police Department to adopt countermeasures to aid in the reduction of traffic crashes, injuries and fatalities.



Through the years, both, NHTSA and Puerto Rico have grown in their partnership and have seen several traffic laws aiming to keep our nation's roadways safer. Sadly, our fellow citizens, friends, neighbors and families are still getting killed or seriously injured on traffic crashes.

Planning and administering a SHSO is not an easy task. The programmatic and financial components have to adhere to federal, state and local regulations. The law enforcement "culture" is different from community or civic organizations and the PRTSC has to navigate from one to the other, constantly.

In addition, the PRTSC is responsible for planning and executing the Highway Safety Plan, report performances annually, manage and supervise the day-to-day operations, keep the human resources, to coordinate, to evaluate, and to monitor the activities of the subgrantees and ours as an executive agency. PRTSC establishes objectives and allocates resources. These internal and external funds must be used in accordance with the laws, regulations and established norms, to ensure a healthy administration. Subgrantees are called to action by publishing the availability of funds in Puerto Rico's general circulation newspapers and PRTSC webpage, and we also include a brief description of the purpose of the subsidy to be granted.

During the year all refurbishing of the PRTSC facilities were remodeled to take all necessary measures to protect the health of our employees and visitors. Our new office furniture has proven vital in promoting a healthy physical environment with a prudent distance among staff. This new furniture was acquired with the funds allocated from the "Coronavirus Relief Funds" (CRF)

This year, the Planning Area received 68 proposals. These were evaluated according to the established parameters and criteria. Of those proposals received, 64 road safety programs were approved, 11 mobilizations with a total of 126 mini grants, which were identified and included in the 2022 HSP.

PERFORMANCE MEASURE

During FFY 2022 continued implementation and policies and procedures through internal controls that provide effective and efficient financial operation, and evaluation of the road safety program and projects. Continuity and compliance with the Policies and Procedures Manual was provided.

LEGISLATIVE TARGETS

We actively participate in the Puerto Rico legislative process by providing recommendations, presentations, and reports required by the Puerto Rico Legislature. Every day the laws become more severe against the irresponsible driver. Our office will continue to collaborate with the Puerto Rico 's Governor, Puerto Rico's Senate, and House of Representatives, in an effort to impose more severe penalties especially for drivers who use the phone while driving (texting and talking), unauthorized drivers, and parents or guardians who do not use the child seat or used in bad way.

PLANNED ACTIVITY

22-04-03 & 22-04-09

ADMINISTER PROGRAM

Federal funds received were used efficiently and prudently. Our government is one that is highly regulated by the Comptroller's office, the Office of Government Ethics, and the Office of the Inspector General. The federal funds received under the P&A Module were used for the rental of equipment, purchase of office supplies, advisory services, and for the hiring of external auditors. In addition, federal funds were used to pay for the accounting system and for the hiring of budget advisers. Any other expense is rigorously vetted before being approved.

Employee training during FFY2022:

Training	Month	Employees
Labor Laws in Human Resources	November of 2021	1
Training for employees on disability services	January of 2022	18
Training on the laws that protect people with disabilities in the workplace.	March of 2022	2
Government Contracting	March of 2022	16
Psychological and Legal Aspects of Domestic Violence	June of 2022	12
Training on services offered by MAAD (Mothers Against Drunk Driving)	June of 2022	18
Training Plan 106 (Retirement Savings Plan)	November of 2021	1



★ **Travel Out-Side with federal funds:**

- Visit to the National Headquarters, Mothers Against Drunk Driving (MADD), Irving, TC - January 23rd to 27th, 2022
- Lifesavers National Conference on Highway Safety Priorities, Chicago, IL – March 12th to 16th, 2022
- GHSA Annual Conference 2022, Louisville, KY – September 17th – 21st, 2022.



Executive Director visit to the National Headquarters, MADD

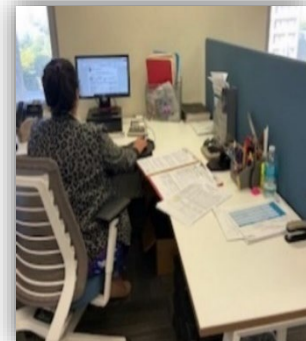


NHTSA Public Service Awards, Lifesavers National Conference

22-04-02, 22-04-07 & 22-04-12

EVALUATE HSP TASKS

Four Project Monitors were funded to follow up on the operational and fiscal activities of projects, on a daily basis. They also provided technical assistance, promoted timely vouchering, site visits, and monitoring reports. Two of these monitors works exclusively on the Impaired Driving programs. Salaries, local and stateside training, travel expenses, and purchase of materials and equipment were funded.



Summary of Operational and Fiscal Activities FFY 2022	22-04-02	22-04-07	22-04-12
Worked Fund Petitions	356	656	475
Records Monitored	18	23	538
Field Visits	14	26	10
Worked Quarterly Reports	50	152	63
Reviewed Proposals	20	26	24



22-04-13 & 22-04-14ID

FEDERAL PROGRAM MANAGER

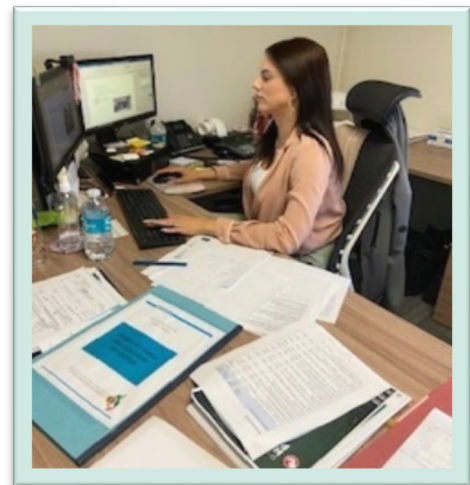
Federal Program Manager continued at the front of the Planning Office. Her main goal was to maintain her dominion on federal and state regulations and guide PRTSC management and office staff in order to achieve targets in compliance with procedures and regulations. FFY 2022 brought its own set of challenges; both personal and professional. Omicron variant hit hard on the staff for several months and Hurricane Fiona on mid-September, delayed works for almost two weeks in several parts of Puerto Rico due to lack in power.

Traffic Safety Planning Office works in cycles that frequently overlaps one and another. This means that FPM has to start closing fiscal year, opening another fiscal year and managing the day-to-day regular tasks... sometimes it feels like balancing ten balls with only two hands. Skills like organizing, prioritizing, and supervising are essential, but a space to manage unforeseen events are a frequent event. The activities and strategies of monitors, LEL, coordinators and working with financial staff, administrator, executives, and communications take a lot of daily time. In addition, FPM kept track of traffic patterns, trends, and emerging issues that affected traffic safety and maintaining strong communication ties with partners and stakeholders to implement countermeasures to address traffic problems.

FPM faced traffic safety challenges launching educational campaigns for alcohol impaired driving, youth alcohol impaired driving and speeding and aggressive driving. All scripts and depiction of police agents had to be approved by FPM and many changes were required to ensure proper educational traffic safety messages. These P&E efforts in conjunction with 11 overtime enforcement campaigns had allow PRTSC to maintain its proactive approach towards traffic safety.

The Federal Program Manager promoted the activities and strategies of Police Traffic Services, Occupant Protection, Non-Motorized, Impaired Driving, Traffic Records, Motorcycle Safety, State and Municipal Polices training necessities, Community Programs and FIESTA Projects. She engaged in several visits to new elected government officials to provide orientation about traffic safety countermeasure that can improve the quality of life in their municipalities.

Federal Program Manager had an active role among the committee working in the Strategic Highway Safety Plan, TR Assessment meetings during 2022 and workplans, and Impaired Driving Task Force.



We can proudly express that the Highway Safety Plan FY 2023 and the 405 grants were completed and submitted on time and the Annual Report 2021.

The Federal Program Manager reviewed quarterly reports, changes to the detailed plan, more than 70 project proposals for FY 2023, and provided technical assistance to projects and PRTSC management. Also, conducted meetings and discussions were conducted with PRTSC Communications and Public Relations staff.

HOW THE PLANNED ACTIVITY CONTRIBUTED TO MEETING THE TARGET:

PRTSC developed a comprehensive 2023 Highway Safety Plan and submitted it on July 1, 2022. HSP was approved by NHTSA on August 15, 2022. It complied with the requirements of 23 CFR Part 1300. This Plan included strategies and countermeasures that will help in our journey to achieve the projected traffic safety goals.

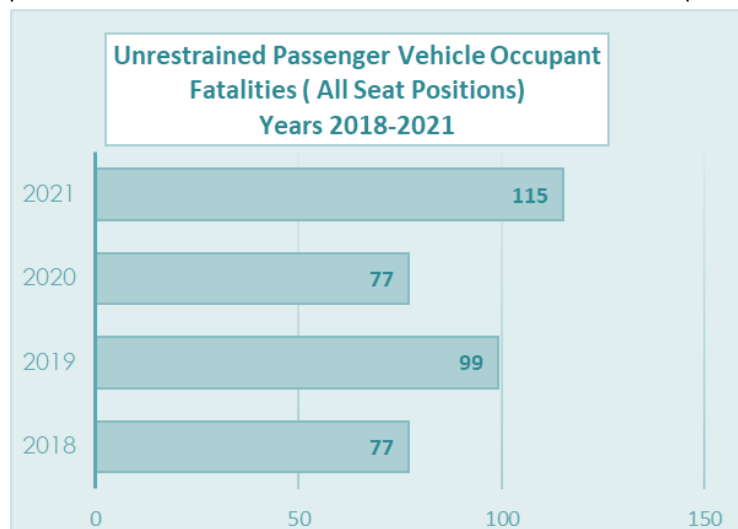
FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-04-02	Evaluate HSP task - 0402 Omayra	CST - 00	23,040.00	22,338.48	701.52
22-04-02	Evaluate HSP task - 0402 Omayra	CST - 00	23,038.00	22,047.10	990.90
22-04-03	Administer Program - 0403	CST - 00	73,305.80	59,842.50	13,463.30
22-04-03	Administer Program - 0403	CST - 00	57,040.52	25,603.63	31,436.89
22-04-07	Evaluate HSP - 0407	CST - 00	92,061.00	86,305.93	5,755.07
22-04-09	Administer - 0409	CST - 00	117,856.47	77,097.42	40,759.05
22-04-12	Evaluate HSP task - 0412 Luz Marrero	CST - 00	30,036.00	27,188.87	2,847.13
22-04-12	Evaluate HSP task - 0412 Luz Marrero	CST - 00	30,039.00	26,590.03	3,448.97
22-04-13	Federal Program Manager - 0413	CST - 00	33,256.00	16,935.32	16,320.68
22-04-13	Federal Program Manager - 0413	CST - 00	32,316.00	14,992.83	17,323.17
22-04-14	Federal Program Manager - 0414	CST - 00	73,205.00	34,589.24	38,615.76
Total 04 - Planning & Administration			\$ 585,193.79	\$ 413,531.35	\$ 171,662.44

PROGRAM AREA: OCCUPANT PROTECTION

PROBLEM STATEMENT

The Occupant Protection Program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint use, coupled with law enforcement efforts to enforce the occupant protection laws in Puerto Rico. In 2021, there were 115 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2021 increased compared to the FY 2020. However, during the year 2022 we have had a significant decrease in road fatalities due to unrestrained passenger vehicle occupant fatalities (all seat positions) with less than 66 fatalities, in September 2022.



During the FY 2022, the PRTSC contracted a specialized firm to conduct an observational seat belt survey to determine usage rates for drivers and passengers of all seat position, using the new methodology approved by NHTSA on May 30, 2017, which includes local, primary, and secondary roads to be observed. Also, as part of the new methodology, the rural roads of the municipalities of the center of the island that were included in the sample of the study, are those not patrolled by the police because they concentrate their efforts on the high-crash roads, and these are not. It is likely that all these factors played a role in the recent numbers of the observational rate of 91.77%.

Seat Belt & Child Safety Seat Usage Rates Years 2018-2022					
	2018	2019	2020	2021	2022
Seat Belt	85.0%	88.3%	84.75%	88.24%	91.77%
Child Safety Seat	81.7%	93.5%	95.1%	90.2%	90.5%

Child restraint seat usage reached 90.5% in 2022. These seats, when used properly, can reduce fatal injury to infants (less than 1 year old) by 71% and to toddlers (1-4 years old) by 54%, in the event of a traffic crash. Since improper use is a significant problem, measures to increase proper use must be continued to complement the enforcement and educational campaigns.

Our efforts were directed to continue opening fitting stations, training technicians, creating public awareness of the location of these stations, and increasing enforcement. These events became media worthy and were covered by the press; this helped maintain the proper use of child restraint seat issues in the public eye. In 2022, PRTSC conducted one (1) National CPST Certification Training Course. However, for FFY 2023 we will resume the course again.

PERFORMANCE MEASURES

- ★ **C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, 0.12 percent from 84.6 (2015-2019 rolling average) to 84.5 (2018 – 2022 rolling average) by 2022.** – The number of unrestrained passenger vehicle occupant fatalities in 2021 increased to 115 from the previous year's total of 77. As of December 20, 2022, there were a confirmed total of 66 unrestrained passenger vehicle occupant fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 84.6).
- ★ **B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.00 percentage points from 84.75 percent in 2020 to 85.75 percent by 2022.** – The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2022 is 91.77%, PRTSC met the target for the year 2022.

PLANNED ACTIVITY

22-05-43

PR FIRE DEPARTMENT FITTING STATIONS – FITTING STATIONS

According to data provided from the inspection's centers in the Puerto Rico Fire Department 9 of 10 child restraint inspected by the personnel are improperly installed. Also, studies made by federal agencies whose priority is to ensure safety on the roads state that 3 to 4 child restraints are not installed correctly.



FFY2022

- ★ Orientations/Inspections in Fire Stations – **8,031**
- ★ Educational activities – **61**
- ★ Conferences - **25**
- ★ Interviews TV/Radio programs - **6**
- ★ Coordination and operation of checkup events - **7**
- ★ Participated in checkup events held by PRTSC - **15**

22-05-27

INCREASE CHILD PROTECTION & EDUCATION

During FFY 2022, PRTSC conducted seventeen (17) massive Child Safety Seat Checkpoints. The result, a total of 205 safety seats were inspected and certified by Child Safety Seat Technicians. One of these massive Child Safety Seat Checkpoint was in August in Barceloneta, PR. A total of 20 safety seats were inspected and certified by certified technicians from the Fire Department and Community Programs.



The National Seat Check Scheduled for September 24, it could not take place. Since on September 18 Puerto Rico was affected by Hurricane Fiona. Due to this atmospheric damage, Puerto Rico was without electricity and water service for several days. To this effect, all activities and events were cancelled. However, on Friday, September 30, a checkup event was held in the municipalities of Salinas and Guayama. These municipalities were seriously affected by the hurricane.

For the FY 2022, 244 child safety seats were acquired to the loan program “Préstame un asiento” for low-income families. For this fiscal year, PRTSC conducted one (1) certification training courses for certified new technicians, ten (10) new technician was certified in child restraint. Nine (9) from the different Community Programs and one (1) from the Puerto Rico Fire Department. This training was offered by the two certified instructors from Puerto Rico, the OP Coordinator, and the Community Program Coordinator.



22-05-03

OCCUPANT RESTRAINT COORDINATOR

The OP coordinator managed projects and tasks that had to do with occupant protection and distracted driving. As well, participated in mass activities taking along the message of prevention, use of seat belts and child restraint seats, and to avoid distracted driving. In addition, the coordinator had an active participation in the planning of the two (2) seat belt mobilizations and the Combined Mobilization. The OP Coordinator is a Certified Instructor and recertify and renew the licenses for tech's who expired for FY 2022. Also, during fiscal year 2022, she participated in the Occupant Protection emphasis area meeting of the Strategic Highway Safety Plan and received continuing education through different annual conferences; Lifesavers Conference 2022 in Chicago, Illinois, in the National Child Passenger Safety Conference Kidz in Motion, in Madison Wisconsin and in the Governor Highway Safety Association (GHSA) in Louisville, Kentucky.



22-05-29

OCCUPANT PROTECTION OBSERVATIONAL SURVEYS

During the FFY 2022, PRTSC commissioned an independent agency to conduct an observational study related to safety belt use and the effects of educational campaigns. For this study, pre- and post- campaign observations were organized. The number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,611 occupants (6,800 drivers and 1,811 front passengers). This study concluded the overall seat belt use measure, combining drivers and passengers (once weights were applied as described in the sample design), to be an **91.77%**, with a standard error of 0.74%.

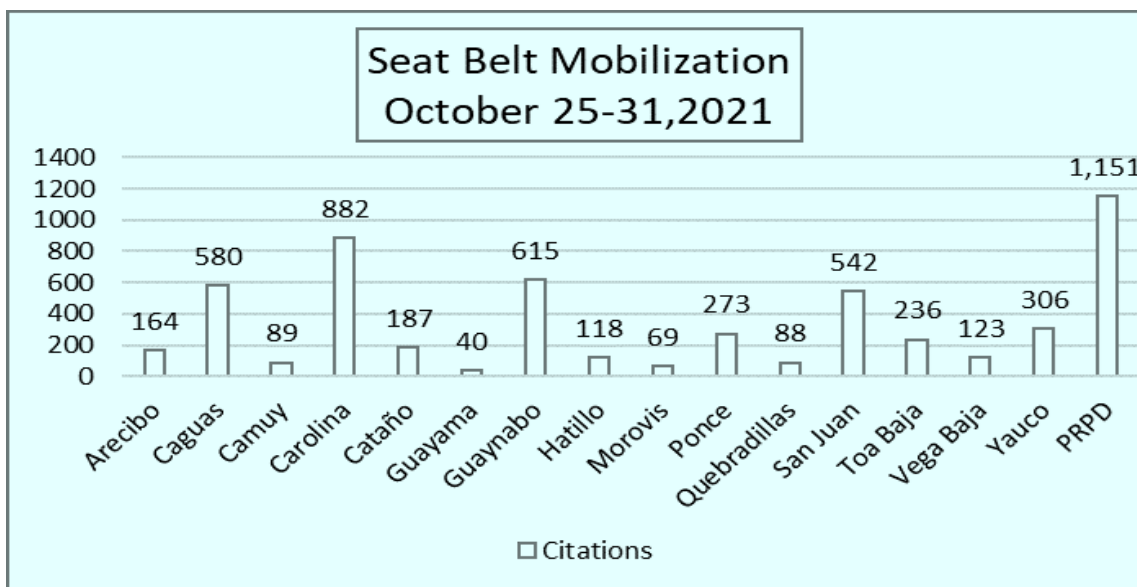
The study conducted in FFY 2022 was Observational Survey of Car Seat. In this study seventeen (17) counties were visited, for a total of 6,800 vehicle observations in 68 segments, 80 occupants of 0 to 8 years were observed in 38 segments (in 30 segments no occupants of 0 to 8 years were observed). All the procedures related with the estimated rate of car seat usage followed the sample design of the Puerto Rico Observational Survey Safety Belt Use, 2022. As established in that design, in the rate estimates of the car seat usage, weight was applied to each observation. For the weight criteria, the different sample units were used: counties (region to which it belongs), road segment (road type), time, road direction, total amount of lanes and vehicles (total amount of observed

vehicles in relation with passing vehicles). This study concluded, **90.5%** of car seat usage is estimated, with a standard error of 6.5%.

22-05-XX

SEAT BELT ENFORCEMENT – MOBILIZATION OVERTIME

The PRTSC, as in previous years, provided overtime funding to the PRPD and the Municipal Police Corps. This mobilization was held October 25-31, 2021, during the hours of 2:00 pm to 10:00 pm, as statistics show that fatalities due to non-use of seat belts occur during this period.



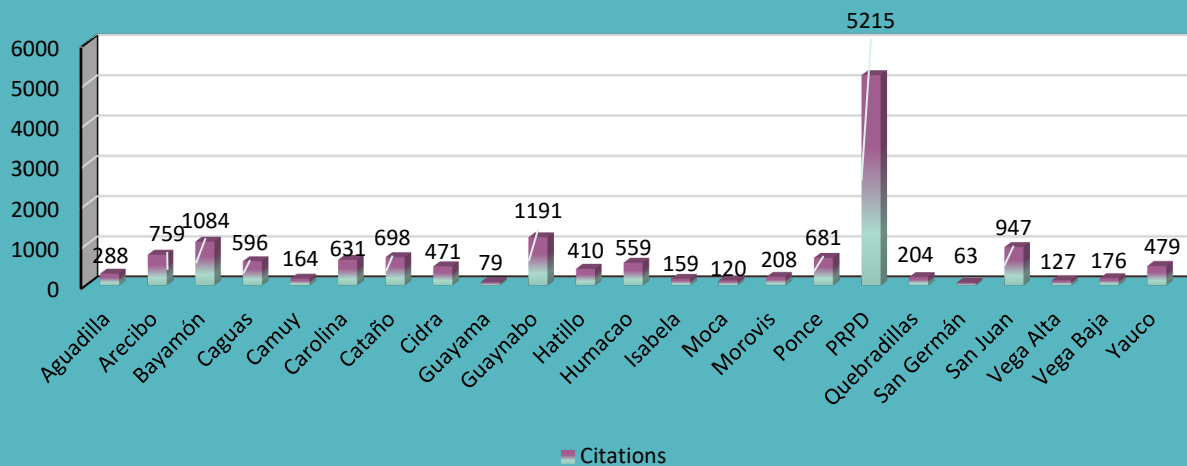
Participating Municipalities and PRPD = 16
Total citations (seat belt/child restraint) = **5,463**

22-05-XX

CIOT ENFORCEMENT – MOBILIZATION OVERTIME

From May 23 to June 5, 2022, Click It or Ticket (CIOT) National Campaign were held. PRTSC, as in previous years, granted funds for overtime hours to the PRPD and Municipal Police Corps. This mobilization took place during the hours of 2:00 pm - 10:00 pm, since statistics show that fatalities involving non-use of seat belt occur in this period.

CIOT Enforcement Mobilization May 23 to June 5, 2022



Participating Municipalities and PRPD = 22
Total citations (seat belt/child restraint) = **15,309**

22-05-80

COMBINED ENFORCEMENT – HIGH VISIBILITY ENFORCEMENT

From March 21-27, 2022, Combined Enforcement (Seat Belt and Speed Mobilization) were held. The PRTSC, conducted one (1) combined mobilization in coordination with PRPD, granted funds for overtime. This mobilization took place during the hours of 6:00 am - 6:00 pm. Based on analyses of restraint use in specific types of crashes, it was determined that occupants who are fatalities or injured are more likely to be unrestrained when speed is involved in the crash. The main purpose for this mobilization it was to intervene with drivers who were driving without a seat belt and/or traveling at excess speed. For this mobilization only the Puerto Rico Police Department (PRPD) participated, and the results indicated, **2,365 tickets** were issued for not use of seat belt and **1,561 for speeding**. The PRPD issued a ticket for not use a seatbelt or for speed every 24 minutes, according on the overtime hours worked and tickets issued.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-05-03	OP Coordinator - 0503	CST - 00	22,786.00	22,513.54	272.46
22-05-03	OP Coordinator - 0503	CST - 00	26,786.00	26,526.83	259.17
22-05-09	TE Seat Belt - 0509	Guaynabo - 305	9,391.77	9,391.77	-
22-05-09	TE Seat Belt - 0509	Guaynabo - 305	21,609.75	21,609.75	-
22-05-10	TE Seat Belt- 0510	Cidra - 135	5,817.49	5,616.86	200.63
22-05-12	TE Seat Belt - 0512	Vega Baja - 88	1,478.27	1,478.27	-
22-05-12	TE Seat Belt - 0512	Vega Baja - 88	4,061.74	2,893.87	1,167.87
22-05-13	TE Seat Belt - 0513	Vega Alta - 54	2,157.36	1,831.41	325.95
22-05-14	TE Seat Belt - 0514	Aguadilla - 157	7,050.68	5,534.94	1,515.74
22-05-15	TE Seat Belt - 0515	Ponce - 74	2,486.34	2,486.34	-
22-05-15	TE Seat Belt - 0515	Ponce - 74	5,329.11	4,989.18	339.93
22-05-16	TE Seat Belt - 0516	Maravís - 313	945.08	945.08	-
22-05-16	TE Seat Belt - 0516	Maravís - 313	2,058.92	1,890.16	168.76
22-05-17	TE Seat Belt - 0517	San Juan - 098	6,251.18	6,251.18	-
22-05-17	TE Seat Belt - 0517	San Juan - 098	12,343.47	10,049.09	2,294.38
22-05-18	TE Seat Belt - 0518	Bayamon - 011	18,151.52	13,264.08	4,887.44
22-05-19	TE Seat Belt - 0519	Toa Baja - 154	3,499.47	3,499.47	-
22-05-27	Increase Child Protection and education - 0527	CST - 00	9,895.00	2,686.20	7,208.80
22-05-27	Increase Child Protection and education - 0527	CST - 00	22,736.38	22,709.88	26.50
22-05-27	Increase Child Protection and education - 0527	CST - 00	1,486.48	1,486.48	-
22-05-29	TE Seat Belt - 0529	CST - 00	124,500.00	114,500.00	10,000.00
22-05-43	Fitting Station - 0543	Bomberos de PR - 35	16,013.00	3,370.44	12,642.56
22-05-45	TE Seat Belt- 0545	San German - 628	3,283.61	884.51	2,399.10
22-05-46	TE Moca - 0546	Moca - 112	1,876.60	1,302.33	574.27
22-05-47	TE Seat Belt - 0547	Yauco - 105	2,543.12	2,543.12	-
22-05-47	TE Seat Belt - 0547	Yauco - 105	6,875.21	4,915.92	1,959.29
22-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	142,207.07	83,378.73	58,828.34
22-05-50	TE SEAT BELT - 0550	Pol. De PR - 10	11,991.85	-	11,991.85
22-05-51	TE Seat Belt - 0551	Guayama - 70	852.82	852.82	-
22-05-51	TE Seat Belt - 0551	Guayama - 70	2,423.72	1,674.30	749.42
22-05-53	TE Seat Belt- 0553	Hatillo - 115	2,045.33	2,045.33	-
22-05-53	TE Seat Belt- 0553	Hatillo - 115	6,440.00	6,245.36	194.64
22-05-54	TE Seat Belt - 0554	Caguas - 66	4,573.33	4,573.33	-
22-05-54	TE Seat Belt - 0554	Caguas - 66	8,286.77	6,586.93	1,699.84
22-05-57	TE Seat Belt - 0557	Arecibo - 116	2,103.49	2,103.49	-
22-05-57	TE Seat Belt - 0557	Arecibo - 116	10,251.00	8,775.89	1,475.11
22-05-58	TE Seat Belt - 0558	Carolina - 94	7,208.34	7,208.34	-
22-05-58	TE Seat Belt - 0558	Carolina - 94	12,256.26	4,631.37	7,624.89
22-05-61	TE Seat Belt - 0561	Camuy - 388	1,286.02	1,286.02	-
22-05-61	TE Seat Belt - 0561	Camuy - 388	4,118.61	2,588.08	1,530.53
22-05-69	TE Seat Belt- 0569	Isabela - 84	6,754.55	3,016.08	3,738.47
22-05-73	TE Seat Belt- 0573	Quebradillas - 104	1,261.05	1,261.05	-
22-05-73	TE Seat Belt- 0573	Quebradillas - 104	3,707.69	3,037.68	670.01
22-05-78	TE Seat Belt - 0578	Cataño - 145	2,744.55	2,744.55	-
22-05-78	TE Seat Belt - 0578	Cataño - 145	6,667.29	6,007.76	659.53
22-05-79	TE Seat Belt - 0579	Humacao - 125	7,053.91	6,266.54	787.37
22-05-80	TE Seat Belt and Speed - 0580	Policia - 10	79,990.00	40,526.02	39,463.98
Total 05 - Occupant Protection			\$ 665,637.20	\$ 489,980.37	\$ 175,656.83



PROGRAM AREA: COMMUNITY TRAFFIC SAFETY PROGRAM

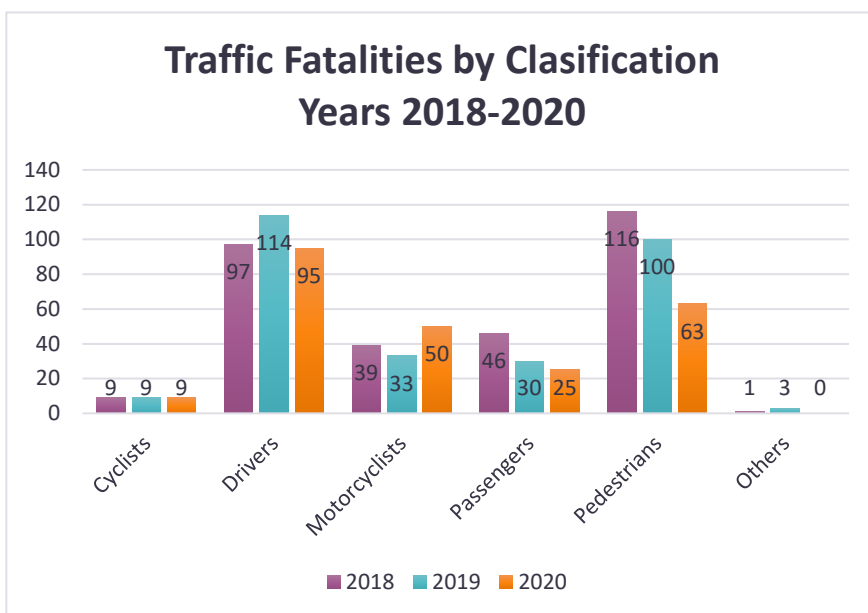
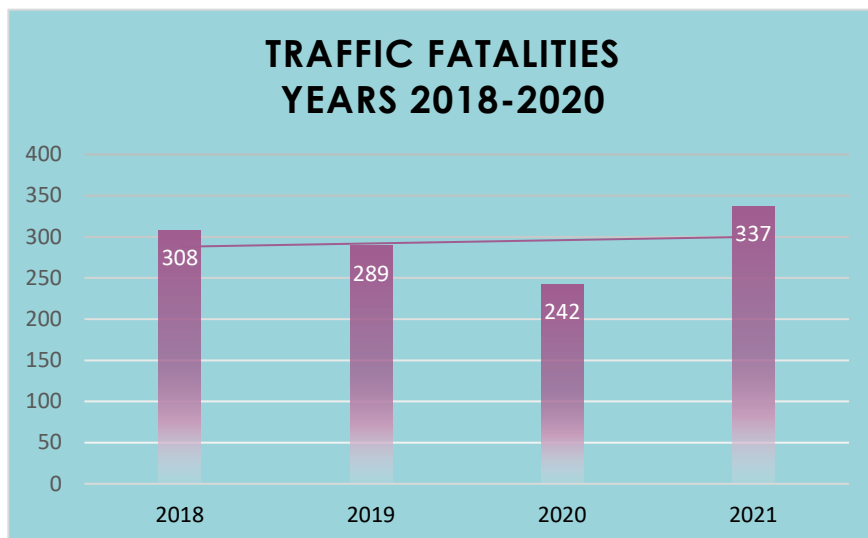
PROBLEM STATEMENT

As an effort to address traffic crash fatalities and injuries, the PRTSC seeks representation through the establishment of Community Traffic Safety Programs (CTSPs). CTSPs are established and managed at the municipal level with the sole purpose of targeting road users most at-risk of being injured or fatalities in a traffic crash. Programs carry out different strategies that target PRTSC's program areas of Impaired Driving, Youth Alcohol, Occupant Protection, Non-Motorized, Speed, Distracted Driving and Motorcyclist Safety.

Fatalities data provided by FARS (PRTSC) for the years 2018, 2019 and 2020 was 839 fatalities. During the previous years a decrease in fatalities was observed, in 2020 compared to 2018 showed a decrease of 66 fatalities, however in 2021 they decreased to 242 achieving a reduction of 7.9%, compared to 2018

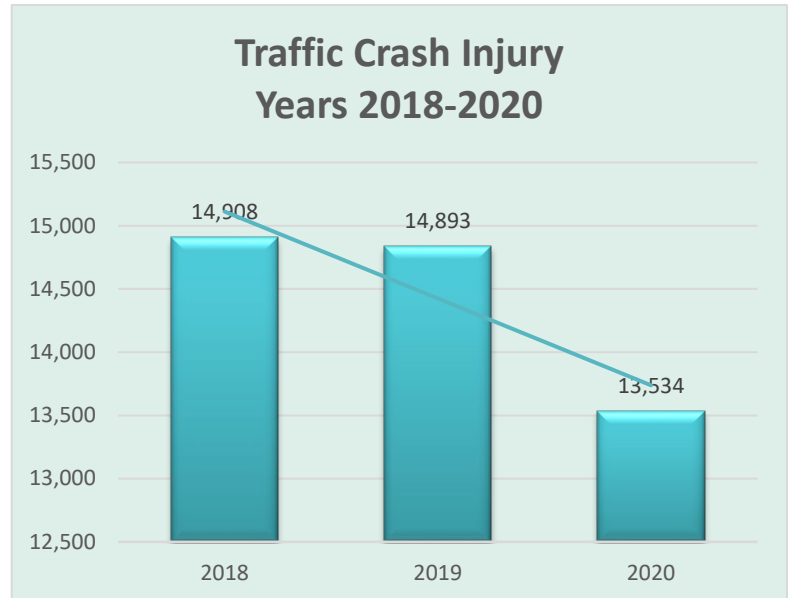
During 2018 to 2020, 306 driver fatalities were registered, which is the classification with the highest number of fatalities, followed closely by pedestrians who have the second position for the highest fatalities with 279 fatalities during this period. Continuing with motorcyclist with 122 fatalities, passengers with 101 fatalities, cyclists with 27 and 3 more fatalities related to traffic crashes that are not classified.

- ★ Pedestrian fatalities are alarming, as they have 33.3% of total fatalities during 2018 to 2020 with 279 fatalities registered.



- ★ During the period 2018 to 2020, passengers reflected 12% of the total fatalities.
- ★ During this three-year period, it is reflected that 30% of all fatalities are involved in the speeding-related.

Crash data for injuries provided by Observatorio Vial and Safety System for the years 2018, 2019 and 2020. This graph shows the crashes for injuries reported in 2018, 2019 and 2020, and this last report was a total of 13,534 injured. Compared to the 2018 results, it reported a 9% reduction.



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

As in other states, Community Programs coordinate law enforcement efforts, enlist community leaders, offer traffic safety conferences in schools, industry, community,

civic groups and others. Prepare and distribute educational materials and actively participate in activities organized by the PRTSC. CTSP's have demonstrated they play a key role when the time comes to mobilize police and other resources to participate in national "campaigns" and "crackdowns".

The CTSPs collaborate very closely with PRTSC, we meet quarterly as a group to discuss, analyze and receive feedback from PRTSC on upcoming campaigns, activities and plans and report on progress. CTSP directors also coordinate municipal police training, child restraint inspections and other activities involving PRTSC and other CTSPs. All activities will be established and coordinated by identifying problem areas by each individual program through analysis of fatal and injury crash data.

Historically, the PRTSC has established CTSP in over sixty-two (62) municipalities throughout the island, with eight (8) community program. during fiscal year 2022 a new program was created in the municipality of Ceiba, which covers 8 additional municipalities. The projection for fiscal year 2023 is to continue collaboration with eight (9) community programs that directly serving 72 municipalities, which altogether comprise 93.9% of island's population.

PERFORMANCE MEASURES

- ★ **C-1) Reduce total fatalities to 284.8 (2018 - 2022 rolling average) by 2022.** – The number of traffic fatalities in 2021 increased to 337 from 242 in 2020. As of December 20, 2022, there were a total of 258 fatalities or a 26.35 percent of decrease from the previous year by the same date. However, the performance measure will not be met (forecasted 2018-2022 average is 286.4).
- ★ **C-2) An increase of 4,883.4 serious injuries (2018 – 2022 rolling average) is expected by 2022.** – Based on the latest serious traffic injury data from the ACAA database for the 5-year rolling average 2017-2021, the target was achieved by reporting 4,015.8 injuries. However, data for serious traffic injuries in 2018-2022 are not yet available. Nevertheless, the PRTSC will focus its efforts on law enforcement and road safety education to decrease serious traffic injuries.
- ★ **C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, 0.12 percent from 84.6 (2015-2019 rolling average) to 84.5 (2018 – 2022 rolling average) by 2022.** – The number of unrestrained passenger vehicle occupant fatalities in 2021 increased to 115 from the previous year's total of 77. As of December 20, 2022, there were a confirmed total of 66 unrestrained passenger vehicle occupant fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 84.6).
- ★ **C-5) An increase of 0.13% in alcohol-impaired driving fatalities is expected, from 100.4 (2015-2019 rolling average) to 100.5 (2018 – 2022 rolling average) by 2022.** – The number of alcohol-impaired driving fatalities in 2021 was 88, an increase from 77 in 2020. As of December 20, 2022, the number of confirmed alcohol impaired driving fatalities was 66. Puerto Rico is expecting to see similar levels of impaired driving in 2022. The performance measure is expected to be met (forecasted 2018-2022 average is 100.5).
- ★ **C-6) Reduce speeding-related fatalities by 10.5% percent from 93.4 (2015-2019 rolling average) to 83.6 (2018 – 2022 rolling average) by 2022.** – The number of speed related fatalities in 2021 increased to 112 from the previous year's total of 73. As of December 20, 2022, there were a confirmed total of 74 speed related fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 83.6).
- ★ **C-7) Reduce motorcyclist fatalities by 0.9% percent from 43.6 (2015-2019 rolling average) to 43.2 (2018 – 2022 rolling average) by 2022.** – There was a total of 68 motorcycle fatalities in 2021, which represents an increase compared to 2020 which was 50 motorcycle fatalities. As of December 20, 2022, there were a total of 50 motorcycle fatalities. There is an anticipated reduction in total fatalities in 2022, however PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 43.2).

- ★ **C-8) An increase of 15% in unhelmeted motorcyclist fatalities is expected, from 26.0 (2015-2019 rolling average) to 30.0 (2018 – 2022 rolling average) by 2022.** – There was a total of 40 unhelmeted motorcyclist fatalities in 2021, which represents an increase compared to 2020 which was 23 unhelmeted motorcycle fatalities. As of December 20, 2022, there were a confirmed total of 20 unhelmeted motorcycle fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 30).
- ★ **C-10) An increase of 0.5% in pedestrian fatalities is expected, from 100.8 (2015-2019 rolling average) to 101.3 (2018 – 2022 rolling average) by 2022.** – The number of pedestrian fatalities in 2021 increased to 92 from 63 in 2020. As of December 20, 2022, there were a total of 64 pedestrian fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 101.3).
- ★ **C-11) Reduce bicyclist fatalities 5.3 percent from 9.6 (2015-2019 rolling average) to 9.1 (2018 – 2022 rolling average) by 2022.** – The number of bicyclist fatalities in 2021 increased to 12 from 9 in 2020. As of December 20, 2022, there were a total of 9 bicyclist fatalities. The performance measure is not expected to be met (forecasted 2018-2022 average is 9.1).
- ★ **C-12) Reduce youth alcohol impaired driving fatalities by 4.0 percent from 20.2 (2015-2019 rolling average) to 19.4 (2018-2022 rolling average) by 2022. Youth defined as 16-24 years. Alcohol impairment defined as: under 18 years BAC > 0.00%/18-20 years BAC ≥ 0.02%/21-24 years BAC ≥ 0.08%.** – As of December 20, 2022, the number of confirmed youth alcohol-impaired driving fatalities was 8. The performance measure is expected to be met (forecasted 2018-2022 average is 19.4).
- ★ **C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2020 to 100 by 2022.** – For FFY 2022 this target was not achieved. However, the PRISC continues its efforts to establish a Drug-Toxicology Laboratory.
- ★ **B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.00 percentage points from 84.75 percent in 2020 to 85.75 percent by 2022.** – The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2022 is 91.77%, PRISC met the target for the year 2022.
- ★ **B-2) Reduce of people that reported making cell phone calls while driving by 1.00 percentage points from 67.00 percent in 2020 to 66.50 percent by 2022.** – During the FFY 2022, the Distracted Driving Attitude Survey indicated, 38.9% of people reported use the cell phone while driving. The PRISC meet the target for the year 2022.

PLANNED ACTIVITY

22-06-XX

COMMUNITY TRAFFIC SAFETY PROGRAMS

The Community Traffic Safety Programs (CTSP) during this year continued with efforts to educate the population to create awareness about safety on the roads, where crashes often occur causing injuries and in other cases fatalities. Each year there are an average of 279 fatalities on our public roads and more than 14,445 injuries. The CTSP works with projects managed by municipalities. The CTSPs detect safety problems on the roads in their municipalities, in order to attack the problem by educating citizens about road safety through PRTSC programs.

These programs carry out different activities aimed at safety on our public roads, including: the consequences of drunk driving, alcohol in young people, the importance of using seat belts and protective seats for minors, distracted driving, speeding, pedestrian safety, the charter of cyclist's rights and driver's obligations, motorcyclist and drunk motorcyclist safety, among other road safety topics.

In addition, CTSPs reach segments of our population that were previously unavailable. Community participation at the municipal level has been very important. Committed to road safety education, the community programs continue to support and work simultaneously to create new strategies that can generate new attitudes in the population.

The nine community programs and the PESET (Traffic Safety Education Park) are an integral part of our efforts to educate the population and provide technical advice on all topics related to PRTSC safety programs. These programs are:

Barceloneta, Cataño, Ceiba, Guaynabo, Guayama, Isabela, Naranjito, Sabana Grande, San Germán and the PESET. In addition, all of these programs serve as Child Safety Seat Inspection Centers, with 14 certified child safety seat technicians who provided service during FFY 2022. Also, PESET staff and community programs provided support in road safety activities such as: Child Seat Checkpoints, Safety Fairs, Crash Drills, Educational Impacts, Trainings and Educational Talks. CTSPs have been instrumental in contributing to the ongoing educational effort to reduce traffic crashes, fatalities, injuries and property damage.



22-06-15

BARCELONETA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
14	17	14	14	P- 15 C- 14	14	14
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
62	7	15	48	1	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
13,064	10,746	11,866	18,564	P- 10,026 C- 11,626	9,171	9,828

Total of people impacted

Directly: **31,777**

Indirectly: **74,298**

Post Facebook: **260** publications (**416,744** view on social networks)

22-06-46

CATAÑO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
20	20	20	20	91	20	20
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
282	3	44	20	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
15,766	16,703	15,966	20,896	29,688	16,066	15,316

Total of people impacted

Directly: **36,328**

Indirectly: **114,006**

Post Facebook: **126** publications (**62,833** view on social networks)

22-06-47

CEIBA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4	4	7	7	21	4	4
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
0	6	23	15	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
4,604	3,223	3,719	4,212	12,407	5,998	3,394

Total of people impacted

Directly: **37,557**

Indirectly: **112,671**

Post Facebook: **104** publications (**3,100** view on social networks)

22-06-11

GUAYAMA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
8	6	10	10	P: 13 C: 5	3	10
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
31	2	13	5	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,494	1,633	5,658	5,658	P: 1,330 C: 2,607	1,188	5,658

Total of people impacted

Directly: 19,521

Indirectly: 58,397

22-06-52

GUAYNABO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
15	3	2	3	P12 / C1	1	2
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
119	4	32	35	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
7,182	4,757	6,270	7,030	P 9,555 C 4,395	4,266	5,895

Total of people impacted

Directly: **31,043**

Indirectly: **93,129**

22-06-21

ISABELA COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
28	28	19	19	22	19	28
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
71	1	1	12	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
6,880	6,577	6,303	11,162	7,232	6,532	6,683

Total of people impacted

Directly: **61,251**

Indirectly: **183,753**

Post Facebook: **59** publications (**37,205** view on social networks)

22-06-29

NARANJITO COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
14	14	14	13	19	9	13
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
183	6	0	32	0	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
5,749	2,555	5,999	5,236	P - 8,446 C -2,986	7,000	5,546

Total of people impacted

Directly: **77,226**

Indirectly: **231,678**

Post Facebook: **28** publications (**13,991** view on social networks)

22-06-22

SABANA GRANDE COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
13	16	11	17	P= 8 C= 7	6	7
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
97	3	14	26	7	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
14,392	10,578	13,281	26,571	P= 13,804 C= 10,320	10,731	9,500

Total of people impacted

Directly: **85,489**

Indirectly: **256,467**

Post Facebook: **96** publications (**57,647** view on social networks)

22-06-28

SAN GERMÁN COMMUNITY PROGRAM

Presentations or Virtual Presentations						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
72	74	52	64	P54 C63	41	51
Other Activities						
Child Seat Inspections in Office	Child Seat Checkpoints	Child Seat Inspections in Checkpoints	Educational Fairs	Radio Programs	Press Conference	
81	4	55	20	6	0	
Distribution of Educational Material						
Seat Belt	Child Seat	Speed	Alcohol	Non-Motorized	Motorcycle Safety	Distracted Driving
2,102	350	3,506	17,365	11,929	323	483

Total of people impacted

Directly: **36,058**

Indirectly: **163,359**

(Indirectly Include) Radio Programs "audience" **30,000**

22-06-50

TRAFFIC SAFETY EDUCATION PARK

The Traffic Safety Education Park (PESET) located in the municipality of Arecibo, continues with its educational approach on all topics related to road safety. In a controlled environment, participants are educated in the phase of drivers, pedestrians and cyclists.

PESET also offers an alcohol education program and provides awareness workshops on the consequences of driving a vehicle while intoxicated (now mandatory for all new drivers). The park educates children between the ages of 3 and 12 using a replica of a typical Puerto Rican city and roads. In addition, the alcohol awareness program is offered to high school students and young adults ages 13 to 18.

In the aftermath of the pandemic, this project continues to present major challenges due to low school participation in meeting goals, objectives and strategies, which is reflected in the number of visits to the park. However, during FY2022. The project continued to work on modifying its strategies to reach broader groups of students and citizens in order to convey the message of road safety education.



	FFY 2020	FFY 2021	FFY 2022
Visitors	4,876	2,746	3,948

Child Seat Inspections	FFY 2020	FFY 2021	FFY 2022
	6	22	28

	FFY 2021	FFY 2022
Highway Safety Educational Talks offered at PESET	87	168
Highway Safety Educational Talks Outside of the Park	38	48

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

CESCO workshop	FFY 2022
	90

Law 22, Art. 3.06 (h) "The use and abuse of controlled substances, alcoholism and its effects on driving".

Since July 2019 this course is compulsory for all candidates who wish to take their license for the first time, all persons who wish to change their driver's license category and all persons who wish to make a "Reciprocity" (Exchange U.S. license for P.R. license).

Since the Government of Puerto Rico put into effect on an island-wide basis in all CESCO to offer this course to all the above-mentioned candidates. In PESET it has been offered in conjunction with the regional CESCO of Arecibo, since the authorization to offer this course is of the CESCO and Peset through a collaborative agreement offers it in the facilities in a face-to-face manner.

22-06-31

COMMUNITY TRAFFIC SAFETY PROGRAMS COORDINATOR

During FFY 2022 the Community Programs Coordinator conducted project visits, visits in different activities such as: protective seating inspections, educational talks, educational impacts and safety fairs, to monitor programmatic compliance through ongoing operational and administrative oversight of the 9-community program, 2 media projects and the PESET park.

Among the tasks performed during fiscal year 2022:

The CTSPs were required to conduct both Belt and Distractions observation surveys at 2 intersections with the highest vehicular flow in each of the municipalities in which they work, in order to meet with municipal police and let them know the most problematic locations to meet with the municipal police and let them know the most problematic locations so they can execute the enforcement effort to minimize crashes, injuries and deaths in their municipalities.

- ★ 17 formal meetings were held
- ★ 7 virtual ones to help keep project performance at the highest level.
- ★ Delivered 2 road safety courses
- ★ 1 road safety and social networking training courses were offered to community programs.
- ★ 15 monitoring and follow-up visits were conducted.
- ★ 10 changes were made to the approved proposals.
- ★ 44 quarterly reports, 2 semiannual and 11 annual reports were evaluated.
- ★ 15 proposals were evaluated.

The CTSP Coordinator was accredited as a protective child seat trainer in April 2018. For FFY 2022 in the month of February, training was conducted for new protective seat technicians. We participated in 17 child seat checkpoint activities along with some of the community programs during FFY 2022 for a total of 205 inspections conducted at those checkpoints. The Community Program Coordinator conducted 17 formal meetings with the Community Programs, including PESET. Participated in various road safety education activities.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-06-11	CP Guayama - 0611	mun guayama - 70	62,324.16	55,352.56	6,971.60
22-06-15	CP Barceloneta - 0615	mun barceloneta - 126	65,746.00	65,110.94	635.06
22-06-21	CP Isabela - 0621	mun isabela - 84	55,946.20	42,332.55	13,613.65
22-06-22	CP Sabana Grande - 0622	mun s grande - 131	63,543.00	59,640.80	3,902.20
22-06-28	CP San German - 0628	San German - 628	65,085.00	63,393.39	1,691.61
22-06-29	CP Naranjito - 0629	Naranjito - 629	61,430.93	57,734.36	3,696.57
22-06-31	CP Coordinator - 0631	CST - 00	36,248.85	31,885.57	4,363.28
22-06-46	CP Cataño - 0646	Cataño - 145	66,198.60	60,663.21	5,535.39
22-06-47	CP Ceiba - 0647	Ceiba - 109	63,392.00	56,153.54	7,238.46
22-06-50	PESET - 0650	CST - 00	210,748.82	180,344.07	30,404.75
22-06-52	CP Guaynabo - 0652	Guaynabo - 305	57,651.00	55,916.76	1,734.24
Total 06 - Community Traffic Safety Programs			\$ 808,314.56	\$ 728,527.75	\$ 79,786.81



PROGRAM AREA: TRAFFIC RECORDS

PROBLEM STATEMENT

Traffic Crash Data is the focal point and an essential tool used in the identification of highway safety problems. Timely, accuracy, accessibility and analysis are very important to develop, implement and evaluate the countermeasures that will reduce roadway injuries and fatalities. There are many uses for this data, for example: law enforcement uses data for strategic deployment of enforcement units; engineers use data to identify roadway hazards; judges use data as an aid in sentencing; prosecutors use data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances.

According to the Fatality Analysis Reporting System, FARS, Puerto Rico reported 839 traffic fatalities from years 2018 to 2020 and approximately 377,656 traffic crashes according to databases PR SAFETY and Observatorio Vial. In some categories such as alcohol impaired driving fatalities and pedestrian fatalities our jurisdiction is a high range one. These data present the magnitude of the traffic safety problem similar to other states:

Historically, the problems with traffic records in Puerto Rico is the timely availability of data and the lack of data sharing system within the agencies. Although progress has been

TOTAL TRAFFIC CRASHES AND FATALITIES YEARS 2018-2020				
Year	2018	2019	2020	Total 3-Years
Crashes	116,623	135,167	125,866	377,656
Fatalities	308	289	242	839

made in the past 9 years regarding accessibility and timeliness of the traffic crashes data though the SAFETY/CARE (Critical Analysis Reporting Environment) data analysis tool, still we face

many challenges. That tool is not compliant with our new Digital Crash Report. For that reason, we develop a new tool, PUERTO RICO ROAD OBSERVATORY, to contains the Puerto Rico crash database.

As in the nation, data and its quality have been a challenging process. Although technology have been advancing very fast for the last 20 years, people and agencies haven't been as fast. In Puerto Rico one of the biggest challenges for the traffic records program has been accessing crash data, current and accurate.

Before year 2012, Puerto Rico collected crash data and stored it in a database within the DOT all in paper... little to no access to crash data was available for highway safety data analysis with a backlog of almost five years in the data entry process. Changes in federal authorizations brought us MAP-21 and all of its requirements of data driven traffic safety

assessment and “encouraging” new technologies to stay current. Putting all things into action, a partnership with the University of Puerto Rico and the Center for Advanced Public Safety (CAPS) of the University of Alabama the CARE database was developed. For 6 years the CARE system allowed easy access to the crash data gather and entered by a DOT funded project. The 2007-2018 crash data was loaded into CARE desktop and CARE web versions. The system then was redesigned and renamed to Safety. Still, crash data was received in paper and entered one by one by the federal funded staff of the Accident Analysis Project within the DOT.

The management approach of highway safety program development embraces the concept of countermeasures implementation directed at specific problems identified through analytical processes. Currently, all PRTRCC members agreed that the Crash System is the most important system among the six basic traffic system records.

In compliance with the recommendations made during the 2016 Traffic Registry Evaluation, the PRTRCC has achieved the approval of a digital Crash Report to be used by the Puerto Rico Police Bureau. Currently, only 74% of the agents assigned to the Highway Patrol Bureau have been trained in the use of the new digital report.

During this year another TR Assessment was carried out. Compared to the assessment carried out in 2016, this year a great improvement was reflected, due to the implementations carried out during these years. However, we still have a lot of work to do.

Below are all (14) recommendations from Puerto Rico's most recent NHTSA-led Traffic Records Assessment conducted in FY2022 with a report date of June 10, 2022.



Crash Recommendations

- ✎ Improve the description and contents of the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

- ✎ Improve the applicable guidelines for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

- ✎ Improve the applicable guidelines for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Roadway Recommendations

- ✎ Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation and Adjudication Recommendations

- ✎ Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Core System: Injury Surveillance

- ✎ Improve the applicable guidelines for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the data dictionary for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- ✎ Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Strategies Goal: *(Based in coordination with Puerto Rico's Strategic Highway Safety Plan – Emphasis Area #2 - Create a data warehouse integrating traffic records systems and improve the accessibility, timeliness and uniformity of the crash system).*

Traffic Records Program has adopted SHSP goals; however, in order to be specific as HSP requires, program goals are more detailed than the SHSP's.

STRATEGIES

Maximize the scope of the six (6) traffic data system (integration, interface, and storage).

- ★ Support the implementation of PPR-621.4.
- ★ Improve the processes to obtain notification of the results of the Blood. Alcohol Content (BAC).

- ★ Improve the capacities and processes to identify repeat drivers for cases of alcohol.
- ★ Improve the capacities and processes to identify repeat drivers due to negligence.
- ★ Promote the collection of traffic data (ADDT).
- ★ Support activities to achieve the MIRE Action Plan.
- ★ Improve communication among the agencies that make up the TRCC committee.
- ★ Implement de TR assessment recommendations.

PERFORMANCE MEASURES

- ✦ **B-3) Increase of crash records with no missing critical data elements (Crash, Fatal and Non-Motorist) in the CARE database by 0.5 percentage points from 90.00 percent in 2020 to 90.5 percent by 2022.** – PRTSC met the 2021 target, we collected 90.5% of the digital data from the Police Crash Report for calendar year 2022.
- ✦ **B-4) Increase of Validation criminal records of impaired driver in the PR-CJIS/RCI database by 2.00 percentage points from 47.00 percent in 2020 to 49.00 percent by 2022.** – PRTSC met the 2022 target, we validated 49% of criminal record of impaired driver in the PR-CJIS/RCI database.

PLANNED ACTIVITY

Funds will be used to implement projects under Section 405 (c) "Traffic Safety Information System Improvement Grant Program" which were evaluated and approved by the TR members.

22-07-01

TRAFFIC RECORDS COORDINATOR

FY 2022 brought a new Traffic Records Program Coordinator. Although a challenging scenario, all TR assessments requirements were met working as a team with the IT consultant rest of the TRCC members and complete an action plan to conduct the Traffic Records Assessment Recommendations.

Funds were provided to continue representing the interests of the PRTSC in modernizing traffic data gathering and sharing. Agencies and stakeholders within the traffic safety community came together to discuss their data and answer assessments questions. Meetings were held with the TRCC, the Directors of the different projects approved under the PRTRCC and the different subcommittees that make up the PRTRCC. Data was

collected to update the Strategic Plan and prepare the Traffic Records module for the HSP 2023 and 405c grants.

Program Coordinator, Federal Program Manager and FARS Analyst participated in the 48th Annual Traffic Records Forum, from August 7th to 11th, 2022, in Denver, Colorado. As always, the forum represents a learning experience of other states that have implemented validation rules in the digital Crash Report.



48th Annual Traffic Records Forum

Completed Tasks:

- ★ Complete de Traffic Records Assessment 2022.
- ★ A total of 4 meetings were held with members of the PRTRCC to review and evaluate new technologies to keep the highway safety data. In addition, to evaluate and approve new proposals.
- ★ A total of 12 meeting with PRTRCC subcommittees.
- ★ A total of 14 meeting with IT Consultant.
- ★ A total of 28 meetings with the Project's Coordinators to supervise the projected tasks.
- ★ Strategic Plan, Charter and Membership were updated.
- ★ A Progress Report to qualify for the 405(c) Grant Fund was prepared and submitted.
- ★ Evaluation of 10 project proposals.
- ★ Approximately 5 changes to Project's Detailed Plans.
- ★ Twenty-two project reimbursement claims.
- ★ Eight project visits.
- ★ Approximately 185 technical assistances provided (email and phone).

22-07-13

SAFETY/CARE SYSTEM TO PUERTO RICO CRASH DATA 9

Funds were provided, through a project, to re- design and develop a new crash database tool, **Puerto Rico Road Observatory**, that is compatible with the new PRPD crash report. Among project's achievements were Design and deployment of single Police Crash Report search tool; Design and implementation procedures to import daily Police Crash Report data; review and codify it; and integrate it to the Police Crash Report dataset; design and initial deployment of interactive dashboards.

Completed Tasks:

- ★ It was Implemented 100% of a weekly quality report that identifies critical missing and invalid data and is distributed among Police units.
- ★ Directly Collaborate with the Police Transit Division to achieved at least 30% accurate data om glocalization and alcohol test.
- ★ Correct at least 10% the linework.
- ★ Resolve at least 90% of problems encountered in the use of the PCR geolocation tool.
- ★ Deploy and provide 100% access to data entry tool to Toxicology Laboratory of the PRDOH.
- ★ Integrated 70% of four new datasets.
- ★ Modify the data dashboard to satisfy at least 60% of the modification requested submitted by registered users.
- ★ Integration of 90% of FARS data to data base.
- ★ At least six workshops and Trainings in the use of the portal.
- ★ Deploy and provide 100% access to PCRs.
- ★ Develop a prototype tool to identify high crash locations on 80%.
- ★ The Road Safety Observatory Tool was presented at the Traffic Records Forum in Denver, Colorado last August 2022.



22-07-10

ANALYSIS AND COLLECTION OF TRAFFIC CRASHES 2019

For FY 2022, Project contracted 6 employees to work decoding and entering crash data. Project operates within the Accident Analyses Office of the Department of Transportation and Public Works.

Project received all Crash Reports (PPR-93 now PPR-621.4) from PRPD and used have had to use maps of small areas in municipalities for years, limiting the geolocation of crashes to those small areas. This has caused the geolocation of crashes to be limited to state roads. Therefore, when you see a map of crashes in Puerto Rico you can clearly see the route of the State Roads. Currently, we have little data on local roads to make important decisions about them. In June 2019, the Puerto Rico Police Department (PRPD) fully implemented the Digital Crash Report. However, after its implementation we have faced problems to geolocate the crashes automatically. This is because in some crash reports the address provided is incorrect and we must read the narrative to locate the crash. In addition, the PRPD has not implemented a process to provide the latitude and longitude of the crash. This is not a task that can currently be done through a computer program. Therefore, the 6 contracted resources are necessary.

Completed Tasks:

- ★ Develop and implement 100% of a protocol to geolocate of crashes and provide the coordinates.
- ★ Train 100% of the employees
- ★ Geolocate at least 18,000 crashes in local streets per month. From October 1, 2021, to September 30, 2022, they geolocated 187,312 crashes.

22-07-16

TRAFFIC RECORDS IT CONSULTANT

FY 2022, the consultant provided expert support and technical advisory before, during and after the TR Assessment of 2022. In addition, assisted the TR Coordinator in the following tasks:

- ★ 3 visits to the CIO of Justice or Project Coordinator
- ★ 4 meetings to the CIO of Justice or Project Coordinator
- ★ 4 visits to the CARE/Safety Director Project
- ★ 4 meetings to the CARE/Safety Director Project
- ★ 3 meetings to the Vehicle System Office
- ★ 3 meetings to the Driver System Office
- ★ 4 meetings to the Roadway System Office
- ★ 14 meeting with TR Coordinator
- ★ Attending 3 TRCC meetings
- ★ Assist the TR Coordinator in the preparation of the Strategic Plan of Traffic Records and Traffic Record Grant in the HSP

22-07-17

STRENGTHENING THE PROSECUTOR'S CASE MANAGEMENT SYSTEM

For FY 2022, project "Strengthening the Prosecutor's Case Management System" aimed to strengthen the handling and management of driving under the influence (DUI) cases, the RCI system of the Department of Justice of Puerto Rico and the Criminal Justice Information System (SIJC-PR). Both are connected through the intranet to share data related to people's criminal records. To control the quality of these records, Project proposed for FY 2022, to update and validate 7,000 criminal records, prioritizing the cases of the Impaired Driving Prosecution Unit and all alcohol and traffic related cases. From October 1st, 2021, to September 30th, 2022, they have managed to update a total of 7,641 records, surpassing their goal.

FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-07-01	Traffic Records Coordinator - 0701	CST - 00	32,176.00	24,212.22	7,963.78
22-07-01	Traffic Records Coordinator - 0701	CST - 00	31,475.04	27,139.04	4,336.00
22-07-10	Analysis and Data Collection - 0710	DTOP - 12	132,323.51	131,222.37	1,101.14
22-07-13	System to PR Crash Data Tool - 0713	UPR Rio Piedras - 24	456,772.00	447,924.52	8,847.48
22-07-16	TR IT Consultant - 0716	CST - 00	30,000.00	17,875.00	12,125.00
22-07-17	Strengthening Prosecutors Case Management System - 0717	Depto Justicia - 16	66,975.00	61,826.22	5,148.78
Total 07 - Traffic Records			\$ 749,721.55	\$ 710,199.37	\$ 39,522.18



PROGRAM AREA: NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)

PROBLEM STATEMENT

Non-motorized fatalities rank first in total traffic fatalities. Between the years 2018 to 2020, non-motorized fatalities amounted to 306, accounting for 36.5% of the total of 839 fatalities. Of these, 279 were pedestrians which accounted for 33.3% and 27 were cyclist fatalities, representing 3.2%.

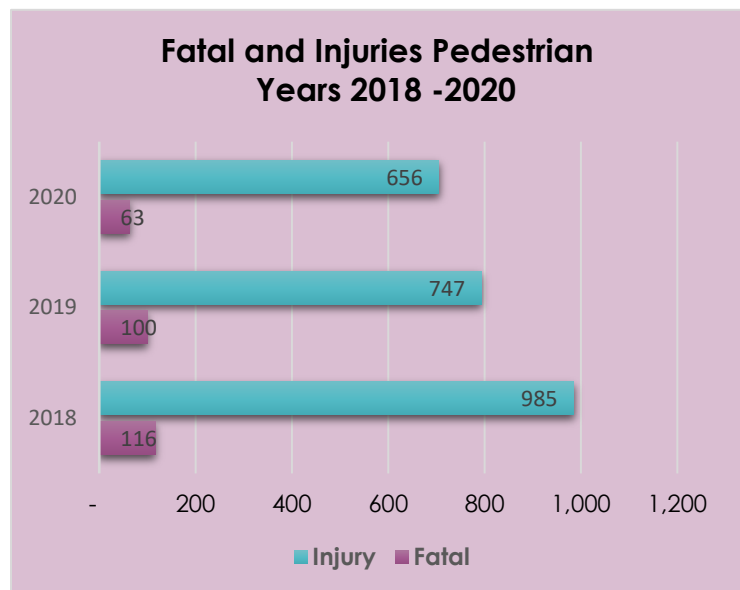
During the period from 2018 to 2020, Puerto Rico reported 839 traffic fatalities. These alarming figures show us that 279 or 33.2% were pedestrians who lost their lives on our roads. An analysis of the profile of pedestrian deaths for this same period (2018-2020) indicates that:

- ★ 60% of all pedestrian fatalities were among the age group of more than 50+.
- ★ 81.7% of pedestrian fatalities were men and the 18.3% were women.
- ★ -46.9% of pedestrian fatalities occurred between 6:00 pm and 11:59 pm.
- ★ Weekend days: Friday, Saturday and Sunday represent the majority of Pedestrian fatalities comprising a total of 51.6%.

Other analyses we found that 2,388 pedestrians suffered injuries in the past three years.

The analysis crashes involving pedestrians who were injured for 2018-2020 by age classification:

- ★ The age group of most of the injured pedestrian is 50+, this represents the 49%.
- ★ The age group from 37 to 49 years old represents the 17%.
- ★ On the other hand, most crashes with injured took place between the hours of 6:00 am to 5:59 pm, which represents 58%.
- ★ Also, in the municipalities of San Juan, Bayamon, Mayagüez Ponce y Carolina reflects greater fatalities with 46%. Most of these crashes occurred in roads classified as primary and secondary.



Bicyclists Fatalities & Injury Crashes

When analyzing cyclist fatalities profile characteristics for the three-year average, 2018-2020, we found that:

- ★ 27 bicyclist deaths accounted for this time represent 3.2% of all traffic fatalities.

- ★ 99% of bicyclist fatalities were men.
- ★ 66.6% of all bicyclist fatalities represent 50+ age group, making them the population with the highest risk factor.
- ★ The 37 – 49 age group represented 18.5% of all bicyclist fatalities.
- ★ 22.2% Thursday with 6 cyclist fatalities is the day of more incidence.
- ★ 10 bicyclist fatalities or 37% of bicyclist fatalities occurred between the hours of 6:00pm and 11:59pm.
- ★ 8 bicyclist fatalities or 29.6% of bicyclist fatalities occurred between the hours of 6:00am to 11:59am.

Distribution of Non-Motorized Fatalities by Type and Year							
Year	Total Fatalities	Total Fatalities Non-Motorized		Non-Motorized by Category			
		Fatal	Percent	Pedestrians		Bicyclist	
				Fatal	Percent	Fatal	Percent
2018	308	125	40.6%	116	37.7%	9	2.9%
2019	289	109	37.7%	100	34.6%	9	3.1%
2020	242	72	29.8%	63	26.0%	9	3.7%
Total	839	306	36.5%	279	33.3%	27	3.2%

- ★ Non-Motorized fatalities comprised 36.5% of total traffic fatalities for the three-year period 2018-2020.
- ★ Pedestrian's fatalities comprised 33.3% of total traffic fatalities for the three-year period 2018-2020.
- ★ Bicyclist fatalities comprised 3.2% of total traffic fatalities for the three-year period 2018-2020.

PERFORMANCE TARGETS

- ★ **C-10) An increase of 0.5% in pedestrian fatalities is expected, from 100.8 (2015-2019 rolling average) to 101.3 (2018 – 2022 rolling average) by 2022.** – The number of pedestrian fatalities in 2021 increased to 92 from 63 in 2020. As of December 20, 2022, there were a total of 64 pedestrian fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 101.3).
- ★ **C-11) Reduce bicyclist fatalities 5.3 percent from 9.6 (2015-2019 rolling average) to 9.1 (2018 – 2022 rolling average) by 2022.** – The number of bicyclist fatalities in 2021 increased to 12 from 9 in 2020. As of December 20, 2022, there were a total of 9 bicyclist fatalities. The performance measure is not expected to be met (forecasted 2018-2022 average is 9.1).

22-08-01

NON-MOTORIZED PROGRAM COORDINATOR

The PRTSC Non-Motorized Coordinator continues to promote educational programs to raise awareness of pedestrian and bicyclist safety among Community Programs, State Police, Municipal Police and PESET. The main tasks consisted of supervising the continuous programmatic and administrative compliance of all the projects in which it works.

Among the tasks performed during FY 2022:

Worked with the SHSP committee, in their areas of emphasis. In conjunction with Metric Engineering, the Highway Authority, Federal Highway, the Municipality of San Juan and the PRTSC, formal and informal meetings, in addition to 2 audits to identify hazards in areas in the municipality and the identification of funds to correct deficiencies in pedestrian and bicyclist safety. We held 8 meetings with personnel from the municipalities of Caguas, Canovanas and Camuy to work on new educational projects for the Non-Motorized (Safety Zone) program in those municipalities; from these meetings, we received 3 proposals to educate vulnerable users. We were in constant contact and follow-up when working on the proposal. We held meetings with 3 mayors to discuss new initiatives, create new Non Motorized program projects and to maintain the performance of the projects at the highest level, 4 meetings to coordinate the logistics of massive road safety events and 3 meetings with the PRTSC Communications Director, to work on strategies for educational campaigns. Two semi-annual reports and one annual report were evaluated. 12 project proposals and one communication (media) proposal for the PRTSC's non-motorized program were evaluated. An Operational Plan was prepared for a police mobilization, which took place from March 7 to 12. From the first mobilization, the performance reports of the PPR transit units and the municipal police units that also participated were evaluated, audits of the fine issued were conducted to ensure compliance with the mobilization.

22-08-09

PEDESTRIAN & BICYCLE SAFETY NETWORK

It was not developed during FY 2022.

22-08-XX

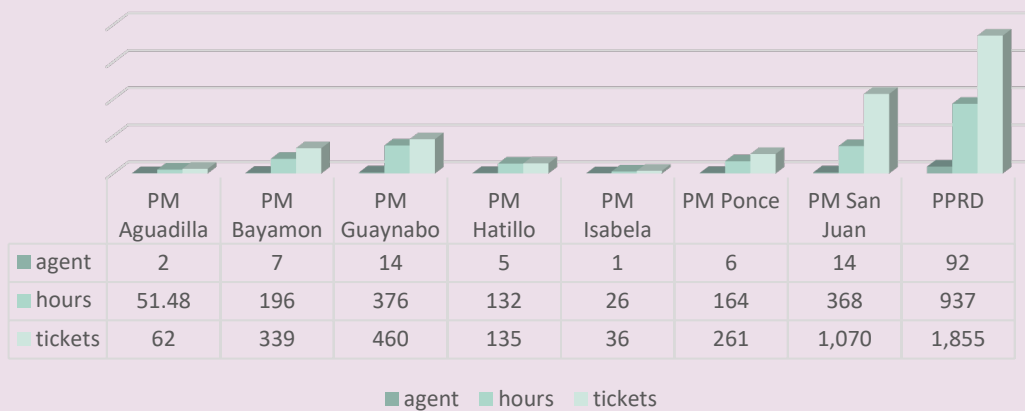
NON-MOTORIZED HIGH VISIBILITY ENFORCEMENT

From March 7-13, 2022, it conducted a campaign on the rights and responsibilities of non-motorized road users. The campaigns combined policing efforts targeting motor vehicle drivers blocking crosswalks and an educational component aimed at raising awareness of pedestrian rights and how the actions of drivers can affect the most vulnerable. PRTSC used the slogan "Responsible Pedestrian," the message intended to get drivers and pedestrians to recognize the rights, responsibilities, and traffic laws of others to take informed actions. P&E efforts were conducted through social media, television, radio and newspapers. In addition, PRTSC community programs conducted educational activities at intersections, shopping malls, public plazas, and general interest activities.



The enforcement effort included 17 PPRD transit units and 7 municipal police units. These efforts were conducted in March. The units worked overtime from 6 a.m. until 6 p.m. Through their efforts, a total of 4,218 tickets were issued during the mobilization, March 7-13, 2022. The public reception was overwhelming, including the media. A consensus was reached on the need to continue educating drivers on respecting the rights of pedestrians, as well as on different media outlets, such as TV news, radio programs and social networks.

Non-Motorized High Visibility Enforcement March 7 to 13, 2022



FISCAL REVIEW

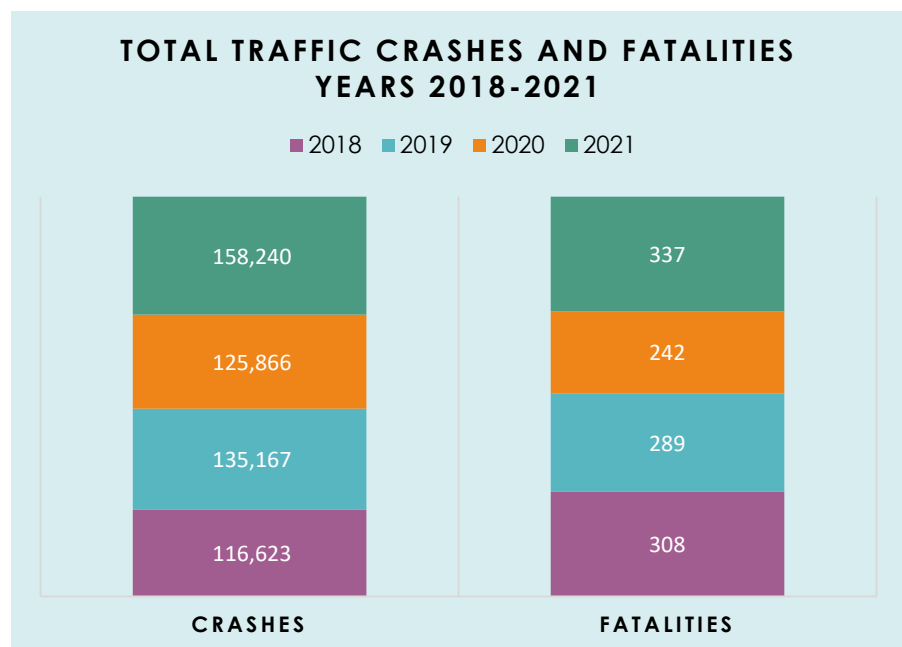
Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-08-01	Non-occupant Protection - 0801	CST - 00	8,314.20	5,843.64	2,470.56
22-08-01	Non-occupant Protection - 0801	CST - 00	8,221.00	5,889.60	2,331.40
22-08-19	TE PS - 0819	Pol. De PR - 10	69,996.00	31,912.23	38,083.77
22-08-20	TE PS - 0820	San Juan - 098	10,374.81	9,574.14	800.67
22-08-22	TE PS - 0822	Bayamon - 011	5,473.33	4,355.84	1,117.49
22-08-23	TE PS - 0823	Guaynabo - 305	14,775.73	8,983.77	5,791.96
22-08-24	TE PS - 0824	Hatillo - 115	1,891.00	1,847.17	43.83
22-08-25	TE PS - 0825	Aguadilla - 157	1,775.88	1,166.29	609.59
22-08-26	TE PS - 0826	Isabela - 84	1,883.58	504.29	1,379.29
22-08-28	TE PS - 0828	Ponce - 74	4,329.88	3,729.89	599.99
Total 08 - Non-Motorized			\$ 127,035.41	\$ 73,806.86	\$ 53,228.55

PROGRAM AREA: MEDIA

PROBLEM STATEMENT

Puerto Rico is an island located at the Caribbean region with a population of 3,285 million. The largest city is its capital, San Juan with approximately 342,259 inhabitants, followed by the municipality of Bayamón with 185,187 people, both components of the Metropolitan Area. One third of Puerto Rico's population (1.13 million) is situated in the metropolitan area of San Juan, 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.

The financial instability, ongoing for more than 18 years, but seemingly improving little by little, and the slowly flow of FEMA federal recovery funds has made the island's recovery from past Hurricanes and Earthquakes, in terms of roads and structures, a never commencing project. BIL roads Infrastructure funds should improve these conditions, but such improvements will take 2 or 3 years. Added to this is the fact that since the COVID-19 pandemic, there has been a shortage of labor, including construction and human resources, subsequently streets and roadways do not have proper illumination and road signs. This reality in combination with bad choices or behavior while driving which includes alcohol, drug or other substances impaired driving, speeding, aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions ages 8+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due to weight requirements and drivers not sharing the road with pedestrians, bicyclists and motorcyclists, lead to most crashes, injuries and fatalities. Many drivers are knowingly stepping into their vehicles and doing as they pleased, maybe because their perception of impunity, an apparent lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations, senseless behavior or lack of civism.



PERFORMANCE MEASURES

- ★ **C-1) Reduce total fatalities to 284.8 (2018 - 2022 rolling average) by 2022.** – The number of traffic fatalities in 2021 increased to 337 from 242 in 2020. As of December 20, 2022, there were a total of 258 fatalities or a 26.35 percent of decrease from the previous year by the same date. However, the performance measure will not be met (forecasted 2018-2022 average is 286.4).
- ★ **C-2) An increase of 4,883.4 serious injuries (2018 – 2022 rolling average) is expected by 2022.** – Based on the latest serious traffic injury data from the ACAA database for the 5-year rolling average 2017-2021, the target was achieved by reporting 4,015.8 injuries. However, data for serious traffic injuries in 2018-2022 are not yet available. Nevertheless, the PRTSC will focus its efforts on law enforcement and road safety education to decrease serious traffic injuries.
- ★ **C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, 0.12 percent from 84.6 (2015-2019 rolling average) to 84.5 (2018 – 2022 rolling average) by 2022.** – The number of unrestrained passenger vehicle occupant fatalities in 2021 increased to 115 from the previous year's total of 77. As of December 20, 2022, there were a confirmed total of 66 unrestrained passenger vehicle occupant fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 84.6).
- ★ **C-5) An increase of 0.13% in alcohol-impaired driving fatalities is expected, from 100.4 (2015-2019 rolling average) to 100.5 (2018 – 2022 rolling average) by 2022.** – The number of alcohol-impaired driving fatalities in 2021 was 88, an increase from 77 in 2020. As of December 20, 2022, the number of confirmed alcohol impaired driving fatalities was 66. Puerto Rico is expecting to see similar levels of impaired driving in 2022. The performance measure is expected to be met (forecasted 2018-2022 average is 100.5).
- ★ **C-6) Reduce speeding-related fatalities by 10.5% percent from 93.4 (2015-2019 rolling average) to 83.6 (2018 – 2022 rolling average) by 2022.** – The number of speed related fatalities in 2021 increased to 112 from the previous year's total of 73. As of December 20, 2022, there were a confirmed total of 74 speed related fatalities. PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 83.6).
- ★ **C-7) Reduce motorcyclist fatalities by 0.9% percent from 43.6 (2015-2019 rolling average) to 43.2 (2018 – 2022 rolling average) by 2022.** – There was a total of 68 motorcycle fatalities in 2021, which represents an increase compared to 2020 which was 50 motorcycle fatalities. As of December 20, 2022, there were a total of 50 motorcycle fatalities. There is an anticipated reduction in total fatalities in 2022, however PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 43.2).

- ★ **C-8) An increase of 15% in unhelmeted motorcyclist fatalities is expected, from 26.0 (2015-2019 rolling average) to 30.0 (2018 – 2022 rolling average) by 2022.** – There was a total of 40 unhelmeted motorcyclist fatalities in 2021, which represents an increase compared to 2020 which was 23 unhelmeted motorcycle fatalities. As of December 20, 2022, there were a confirmed total of 20 unhelmeted motorcycle fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 30).
- ★ **C-10) An increase of 0.5% in pedestrian fatalities is expected, from 100.8 (2015-2019 rolling average) to 101.3 (2018 – 2022 rolling average) by 2022.** – The number of pedestrian fatalities in 2021 increased to 92 from 63 in 2020. As of December 20, 2022, there were a total of 64 pedestrian fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 101.3).
- ★ **C-11) Reduce bicyclist fatalities 5.3 percent from 9.6 (2015-2019 rolling average) to 9.1 (2018 – 2022 rolling average) by 2022.** – The number of bicyclist fatalities in 2021 increased to 12 from 9 in 2020. As of December 20, 2022, there were a total of 9 bicyclist fatalities. The performance measure is not expected to be met (forecasted 2018-2022 average is 9.1).
- ★ **C-12) Reduce youth alcohol impaired driving fatalities by 4.0 percent from 20.2 (2015-2019 rolling average) to 19.4 (2018-2022 rolling average) by 2022. Youth defined as 16-24 years. Alcohol impairment defined as: under 18 years BAC > 0.00%/18-20 years BAC ≥ 0.02%/21-24 years BAC ≥ 0.08%.** – As of December 20, 2022, the number of confirmed youth alcohol-impaired driving fatalities was 8. The performance measure is expected to be met (forecasted 2018-2022 average is 19.4).
- ★ **C-13) Increase drug-impaired driving test conducted 100.00 percent from 0 in 2020 to 100 by 2022.** – For FFY 2022 this target was not achieved. However, the PRTSC continues its efforts to establish a Drug-Toxicology Laboratory.
- ★ **B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.00 percentage points from 84.75 percent in 2020 to 85.75 percent by 2022.** – The Statewide Seat Belt Use Survey report for Puerto Rico for calendar year 2022 is 91.77%, PRTSC met the target for the year 2022.
- ★ **B-2) Reduce of people that reported making cell phone calls while driving by 1.00 percentage points from 67.00 percent in 2020 to 66.50 percent by 2022.** – During the FFY 2022, the Distracted Driving Attitude Survey indicated, 38.9% of people reported use the cell phone while driving. The PRTSC meet the target for the year 2022.

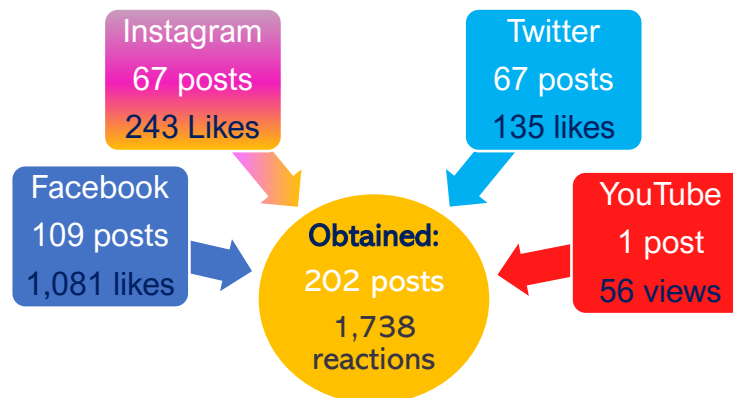
PLANNED ACTIVITY

22-12-01

ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN

Every strategy of the Alcohol Impaired Driving Media Campaign project was methodically chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the drunk driving prevention message to engage target market through owned media platforms and publish at least 200 posts by the end of fiscal year. **A total of 202 posts were obtained through this activity**, which indicates that by promoting owed media platforms to engage target market to impact and create solid and lasting impressions and generating at least 200 publications (posts) by the end of the federal fiscal year 2022, the strategy was accomplished:



- 2- **To Distribute Educational Pieces**- to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the drunk driving prevention message by the end of fiscal year. **A total of 46,250 brochures which contains the drunk driving prevention message and PR ACT 22-2000 law and regulations on traffic safety were distributed.** These were distributed to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others, which indicates that strategy was reached and surpass by 46%.

3- **To Produce, Reproduce and/or Edit Educational Pieces**

a. Flyers- A total of 60,000 flyers were reproduced in three (3) print runs. This educational piece was refreshed and edited in August. To the right the latest version reproduced.



b. Traditional Media- the 30 seconds video, 30 seconds audio and the two (2) versions for full color vertical half (½) page art for press (print) material was reproduced during the Thanksgiving, Christmas, 50th Anniversary Safety Road Effort, Pre-Summer, Summer and Labor Day Campaigns. The educational video was reproduced in theaters during the Thanksgiving period, for a total of nine (9) pieces reproduced during these efforts.

c. For digital and social media reproduction during the Thanksgiving, Christmas, Pre-Summer, Summer and Labor Day Campaigns, a total of forty-seven (47) digital media displays, which included standard banners in different sizes, native, push, sticky and floating ads, pre-roll, *interscrollers*, interstitials, video and audio banners.

d. In May the PRTSC celebrated 50 years established to serving the country and implementing its mission of saving lives on the island's roads. During this 50th Anniversary Safety Road Effort various educational pieces were produced: 30 second audio and two (2) videos were created, the audio and first 30 seconds video were created to publish in PR's media platforms where PRTSC's Executive Director reports the achievements of the PRTSC over the last 50 years and includes a section with Laura Pérez a young woman who while traveling with her sister a drunk driver hit her and because of the collapse she lost her left leg.

For this effort Laura was chosen as spokesperson which her message urges to follow road safety rules. The second video is Laura and her sister Marla's testimonial that voices what happened to Laura during the crash through their point of view to educate drivers not to drive drunk and reckless. A total of three (3) pieces were produced for this effort.

In summary, a total of **62 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was successfully achieved broadcasting the drunk driving prevention content to target market, men 25-36 by the end of FY 2022.

4- **To Publish Paid Media in PR's Media Platforms**- the strategy consisted of publishing six (6) DUI P&E Prevention Media Campaigns according to media buy plan and target audience. Below was done per campaign:

Thanksgiving Paid Media November 24 to 30, 2021			
Media	Spots	Budget	Percent
TV	386	21,528.00	18%
Radio	630	37,544.63	31%
Print	6	10,098.93	8%
Digital*	13	25,431.23	21%
OOH - Cinema	90	26,392.50	22%
* spots run 24 hours daily / 7 days weekly during period			
Total	1,125	\$ 120,995.29	100%
Impressions		2,709,421	

Winter Holidays Paid Media December 19 to 31, 2021			
Media	Spots	Budget	Percent
TV	324	120,171.55	49%
Radio	671	62,511.13	26%
Print	4	6,291.94	3%
Digital*	8	56,024.30	23%
* spots run 24 hours daily / 7 days weekly during period			
Total	1,007	\$ 244,998.92	100%
Impressions		4,820,348	

50 th Anniversary For Your Safety May 11 to 15, 2022			
Media	Spots	Budget	Percent
TV	21	14,268.26	51%
Radio	208	13,459.80	49%
Total	229	\$ 27,728.06	100%
Impressions		185,027	

Pre-Summer Paid Media August 3 to September 5, 2022			
Media	Spots	Budget	Percent
TV	364	74,306.39	50%
Radio	455	33,528.14	23%
Print	1	2,398.44	2%
Digital*	7	29,639.20	20%
OOH*	4	9,027.50	6%
* spots run 24 hours daily / 7 days weekly during period			
Total	831	\$ 148,899.67	100%
Impressions		2,563,430	

Summer Paid Media July 1 to 10 and July 21 to 25, 2022			
Media	Spots	Budget	Percent
TV	467	206,342.98	52%
Radio	1,339	102,699.11	26%
Print	10	11,607.70	3%
Digital*	12	60,902.68	15%
OOH*	2	17,825.00	4%
* spots run 24 hours daily / 7 days weekly during period			
Total	1,830	\$ 399,377.47	100%
Impressions		7,686,992	

A total of six (6) campaigns/effort were published which represents that the strategy was completed satisfactorily.

- 5- To discuss and approve Media Buy Results- with this strategy we aimed to analyze the post media buy report for each DUI campaign period to achieve 9.5 million impressions by the end of the year. Following is the summary of Media Buy efforts during the year:

Alcohol Impaired Driving Media Campaigns			
Paid Media Efforts Summary- Oct. 2021 to Sep. 2022			
Media	Spots	Budget	Percent
TV	1,997	\$ 526,348.23	47%
Radio	4,007	296,032.50	27%
Print	24	35,827.83	3%
Digital*	47	204,140.83	18%
OOH*	96	53,245.00	5%
* spots run 24 hours daily / 7 days weekly during period			
Total	6,171	\$ 1,115,594.39	100%
Impressions		22,102,804	

After analyzing each post media buy report for DUI campaign period, it is eagerly reported that **a total of 22,102,804 million impressions were achieved, 57% above the projected mark.**

- 6- **To Obtain Earned Media through Public Relations-** to broadcast the awareness, prevention and educational message through Public Relations. The strategy was to expose the DWI Prevention message thru Public Relations and obtain at least three (3) interviews and/or media coverage during the campaign period.

A total of **93 interviews/coverage were obtained with a Return-on-Investment total of \$666,741.28.**

**ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	8	\$ 66,630.00
December	13	\$ 30,356.12
January	1	\$ 600.00
February	8	\$ 79,982.00
March	9	\$ 24,263.00
April	12	\$ 92,236.00
May	10	\$ 137,305.00
June	10	\$ 26,382.00
July	7	\$ 69,050.00
August	15	\$ 139,937.16
September	0	\$ -
	93	\$ 666,741.28

- 7- **To Participate and/or Develop Massive Impact Event(s)-** the strategy was to participate and/or develop at least four (4) Mass Impact Activities to spread awareness among attendees about DWI Prevention message. In Thirty-eight (38) activities the alcohol impaired driving message was transmitted directly. Among these, the 50th Anniversary for your Safety stands out. An educational display was placed at Plaza Las Américas Mall during May 9 to 15, 2022.

This mall is the largest shopping center in the Caribbean with over 300 establishments. The educational display contained the brochure with the drink and driving preventive message, a screen that presented the two (2) educational videos recently produced from 9:00am to 9:00pm during this period. Also, the PRTSC Community Programs held talks in the central atrium with the road safety message and consequences of drunk driving that were also transmitted through Facebook Live. Project's coordinators were interviewed in which the Impaired Driving Coordinator talked about the consequences of drunk driving. These interviews were also transmitted through Facebook Live. An interactive area was also placed in the display with the Fatal Vision so visitors could experience with these simulators how vision changes when consuming alcohol. It is estimated to have impacted more than 15,000 people, specifically the target market for the alcohol project, men ages 25-36. **An estimate of 15,000 attendees were impacted with this projects message**, which clearly states that this this strategy was fulfilled.



- 8- **To gain Earned Media through all Media Platforms** – it was projected to obtain at least \$50,000 on earned media from promoting the drunk driving prevention content by the end the year and received bonuses from paid media. Following is the bonuses obtained during the year:

Alcohol Impaired Driving Media All Media Platforms Bonuses October 2021 to September 2022		
TV	439	\$ 156,475.00
Radio	653	51,599.00
Digital*	87	5,609.43
Total	1,179	\$ 213,683.43
Impressions	392,773	

* spots run 24 hours daily / 7 days weekly during period

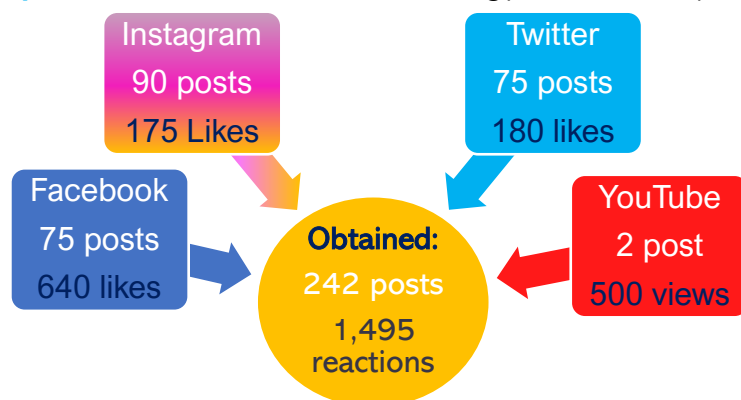
Amount obtained on **earned media** was 1,272 spots/coverage/interviews and which **sums the amount of \$880,424.71**, exceeding all predicted expectations for this strategy.

The objective for this project of Alcohol Impaired Driving Media was to reach at least 50% of target audience (men, group age 25-36) with the educational message of the consequences of drunk driving and its legal consequences as established on PR Act 22-2000 with a media frequency 2+ and obtain at least 9.5 million impressions by the end of year 2022, was massively achieved with a reach of over 70% of target audience, men group age 25-36 and total of 42,766,844 million impressions obtained during the year.

YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN

Youth Impaired Driving Media Campaign strategies were meticulously chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms-** to promote the drunk driving prevention message to engage target market through owned media platforms and publish at least 100 posts by the end of fiscal year. **A total of 242 posts were obtained through this activity**, which indicates that the strategy was accomplished:



- 2- **To Distribute Educational Pieces-** to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the drunk driving prevention message by the end of fiscal year. **A total of 55,500 brochures which contains the drunk driving prevention message and PR ACT 22-2000 law and regulations on traffic safety were distributed.** These were distributed to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others, which indicates that strategy was reached and surpass by 82%. Also, 911 alcohol sensors tests were distributed with the message take the alcohol test before the police do it with the logo of this project "Si vas a beber pasa la llave".
- 3- **To Produce, Reproduce and/or Edit Educational Pieces-** to reproduce/edit at least three (3) educational pieces with the drunk driving prevention content by the end of fiscal year was the strategy for this section. Following are the tasks performed:
 - a. Flyers- A total of 45,000 flyers were reproduced in two (2) print runs.
 - b. Traditional Media- the 30 seconds video and 30 seconds audio was reproduced during the Intercollege Sports Competitions, 50th Anniversary For Your Safety and the *Festival Capital Regata San Juan 500* Efforts, for a total of six (6) pieces reproduced for these efforts.

- c. For digital and social media reproduction during the Intercollege Sports Competitions and Festival Capital Regata San Juan 500, a total of fourteen (14) digital media displays, which included standard banners in different sizes and video banners. To the right a created version.

**Si vas a beber,
#PasaLaLlave**



- d. In May the PRTSC celebrated 50 years established to serving the country and implementing its mission of saving lives on the island's roads. During this 50th Anniversary Safety Road Effort various educational pieces were produced: 30 second audio and two (2) videos were created, the audio and first 30 seconds video were created to publish in PR's media platforms where PRTSC's Executive Director reports the achievements of the PRTSC over the last 50 years and includes a section with Laura Pérez a young woman who while traveling with her sister a drunk driver hit her and because of the collapse she lost her left leg.

For this effort Laura was chosen as spokesperson which her message urges to follow road safety rules. The second video is Laura and her sister Marla's testimonial that voices what happened to Laura during the crash through their point of view to educate drivers not to drive drunk and reckless. A total of three (3) pieces were produced for this effort.

In summary, a total of **23 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was successfully achieved broadcasting the drunk driving prevention content to target market, men 16-24 by the end of fiscal year 2022.

- 4- **To Publish Paid Media in PR's Media Platforms**- to review and publish Media Buy Plans- the strategy consisted of publishing three (3) DUI P&E Prevention Media Campaigns according to media buy plan and target audience. Below was done per campaign:

Intercollege Sports Competitions May 3 to 7, 2022			
Media	Spots	Budget	Percent
TV	6	1,955.00	8%
Radio	62	11,988.75	48%
Digital*	6	11,053.80	44%
* spots run 24 hours daily / 7 days weekly during period			
Total	74	\$ 24,997.55	100%
Impressions		2,709,421	

50 th Anniversary For Your Safety May 11 to 15, 2022			
Media	Spots	Budget	Percent
TV	21	2,237.39	51%
Radio	208	2,110.61	49%
Total	229	\$ 4,348.00	100%
Impressions		185,027	

Festival Capital Regata San Juan 500			
July 20 to 25, 2022			
Media	Spots	Budget	Percent
TV	12	4,398.75	45%
Radio			0%
Digital*	8	5,376.25	55%
* spots run 24 hours daily / 7 days weekly during period			
Total	20	\$ 9,775.00	100%
Impressions		150,154	

A total of three (3) campaigns/effort were published which represents that the strategy was completed.

- 5- To discuss and approve Media Buy Results- with this strategy we expected to analyze the post media buy report for each DUI campaign period to achieve 1.6 million impressions by the end of the year. Following is the summary of Media Buy efforts during the year:

Youth Impaired Driving Media Campaigns			
Paid Media Efforts Summary- Oct. 21 to Sep. 22			
Media	Spots	Budget	Percent
TV	39	\$ 8,591.14	22%
Radio	270	\$ 14,099.36	36%
Digital*	14	\$ 16,430.05	42%
* spots run 24 hours daily / 7 days weekly during period			
Total	323	\$ 39,120.55	100%
Impressions		3,044,602	

After analyzing each post media buy report for DUI campaign period, it is eagerly reported that a total of 3,044,602 million impressions were achieved, 47% above expectations.

- 6- To Obtain Earned Media through Public Relations- it was intended to broadcast the awareness, prevention and educational message through Public Relations- the strategy was to expose the DWI Prevention message thru Public Relations and obtain ten (10) interviews and/or media coverage by the end of year. The on the left results for this strategy.

A total of **57 interviews/coverage were obtained with a Return-on-Investment total of \$388,410.12.**

**YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	2	\$ 10,615.00
December	6	\$ 10,824.12
January	1	\$ 600.00
February	9	\$ 83,182.00
March	9	\$ 24,263.00
April	12	\$ 92,776.00
May	11	\$ 147,855.00
June	4	\$ 13,195.00
July	2	\$ 1,200.00
August	1	\$ 3,900.00
September	0	\$ -
	57	\$ 388,410.12

- 7- **To Participate and/or Develop Massive Impact Event(s)**- the strategy was to participate and/or develop at least two (2) Mass Impact Activities to spread awareness among attendees about DWI Prevention message. In forty-two (42) activities the youth impaired driving message was transmitted directly. Among these, Intercollege Sports Competitions celebrated May 6 to 7, 2022 in Ponce, PR was the most outstanding.

A tridimensional digital display with the educational video was transmitted between 9:00am and 6:00pm in the facilities of the Francisco "Paquito" Montaner Stadium. A flatbed was introduced with a crashed vehicle and signs that read "Si vas a beber pasa la llave" from 3:00pm to 9:00pm in the Obelisk of the Slavery Abolition in Hostos Avenue during this demonstration the program's brochure was distributed in the proximities. Through these celebrations, more than 10,000 young people between the ages of 16-24 were impacted. During these days and in this zone there were no injuries or deaths due to traffic crashes. This translates that through this effort the message "If you are going to drink, pass the car key" reached more than 10,000 people, especially target market, men, ages 16-24. In summary, strategy was achieved.



- 8- **To gain Earned Media through all Media Platforms** – although a specific quantity was not projected to obtain on earned media from promoting the drunk driving prevention content by the end the year and received bonuses from paid media.

Following is the bonuses were obtained during the year.

Youth Impaired Driving Media All Media Platforms Bonuses October 2021 to September 2022		
Radio	44	\$ 4,021.00
Digital*	61	\$ 112.18
Total	105	\$ 4,133.18
Impressions	195,541	

* spots run 24 hours daily / 7 days weekly during period

Final quantity obtained on **earned media** was 57 spots/coverage/interviews which **sums \$392,543.30**, beyond all predicted outcomes.

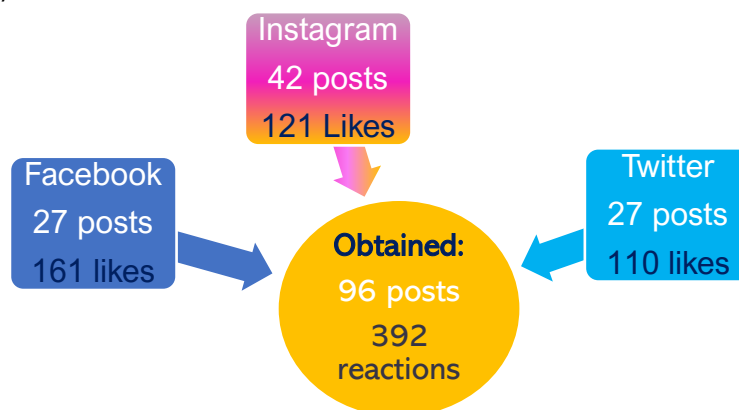
The objective for this project of Alcohol Impaired Driving Media was to reach at least 80% of target audience (men, group age 16-24) with the educational message of the consequences of youth alcohol impaired driving and its legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1.6 million impressions at the end of year 2022, was achieved with a reach of more than 90% of target audience and total of 23,511,410 million impressions obtained during the year.

22-12-03

SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN

Speed and Aggressive Driving Media Campaign strategies were tactically chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**– to promote the speed and aggressive awareness, educational and prevention message to engage target market through owned media platforms and publish at least 100 posts by the end of fiscal year. **A total of 96 posts were obtained through this activity**, which indicates that 96% of this tactic was reached during this year. Nevertheless, the objective for this project was successfully reached:



- 2- **To Distribute Educational Pieces**- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the speed and aggressive driving message by the end of fiscal year. This year three (3) educational pieces were distributed as follows:
 - a. 25,435 brochures were distributed which contains the speed driving prevention message and PR ACT 22-2000 provisions regarding speed regulations.
 - b. 4,250 flyers called "Fast Wheels" to educate of consequences of speed driving.
 - c. 3,000 door hangers with the phrase Obey Speed Limits and this projects logo "Obey the Sign Or Pay the Fine" were distributed.
 - d. **A total of 32,685 pieces were distributed**, which indicates that strategy was surpass by 38%. Pamphlets were circulated among PRTSC activities participation, PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.
- 3- **To Produce, Reproduce and/or Edit Educational Pieces**- to Produce, Reproduce and/or Edit Educational Pieces- the strategy was to reproduce/edit at least three (3) educational pieces with the speed and aggressive driving prevention content by the end of fiscal year.
 - a. During the month of May, the PRTSC celebrated 50 years established to serving the country and implementing its mission of saving lives on the island's roads. During this 50th Anniversary for Your Safety Effort various educational pieces were produced:
 - i. a 30 second audio
 - ii. a 30 second video

These pieces were created to publish in PR's media platforms. For this effort Laura Pérez, a young woman who while traveling with her sister a drunk driver hit her and because of the collapse she lost her left leg, was chosen as spokesperson which her message urges to follow road safety rules and do be a reckless driver, the second section of this video the PRTSC's Executive Director unites with Laura's call for road safety and to respect rules and regulations.
 - iii. a testimonial video were Laura and her sister Marla recount what happened to Laura during the crash through their point of view to o educate drivers not to speed or reckless drive.
 - b. During the month of August, the speed campaign "Respeta los límites de velocidad, si no obedeces, pagas" was reproduced. Following is a breakdown of reproduced pieces:
 - i. a 30 second audio

- ii. a 30 second video
- iii. one full color vertical half (½) page art for press (print)
- iv. eight (8) digital media that included standard banners in different sizes, floating ads, pre-roll, interstitials, and video banners

In summary, a total of **14 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was successfully achieved broadcasting the speed and aggressive driving prevention content to impact target market, men ages 25-36.

- 4- **To Publish Paid Media in PR's Media Platforms**- the strategy consisted of publishing two (2) Speed and Aggressive awareness, educational and prevention Media Campaigns according to media buy plan and target audience. **The two (2) campaigns/effort were published completing the projected strategy**. Following the table that reflects completed tasks:

50 th Anniversary For Your Safety			
May 11 to 15, 2022			
Media	Spots	Budget	Percent
TV	21	1,118.69	51%
Radio	208	1,055.30	49%
Total	229	\$ 2,174.00	100%
Impressions		185,027	

Speed Driving Campaign			
August 9 to 14, 2022			
Media	Spots	Budget	Percent
TV	49	51,621.78	52%
Radio	349	27,665.09	28%
Print	1	2,398.44	2%
Digital*	8	18,313.64	18%
* spots run 24 hours daily / 7 days weekly during period			
Total	407	\$ 99,998.95	100%
Impressions		616,132	

- 5- **To discuss and approve Media Buy Results**- with this strategy we expected to analyze the post media buy report for speed and aggressive campaign/effort period to achieve 1 million impressions by the end of the year. Following is the summary of Media Buy efforts during the year:

Speed & Aggressive Driving Media Campaigns			
Paid Media Summary- Oct. 21 to Sep. 22			
Media	Spots	Budget	Percent
TV	70	\$ 52,740.47	52%
Radio	557	\$ 28,720.39	28%
Print	1	\$ 2,398.44	2%
Digital*	8	\$ 18,313.64	18%
* spots run 24 hours daily / 7 days weekly during period			
Total	636	\$ 102,172.94	100%
Impressions		801,159	

After analyzing each post media buy report for DUI campaign period, it is eagerly reported that **a total of 801,159 million impressions were achieved**, which indicates that 80.1% of this tactic was reached during this year. Nevertheless, the objective for this project was reached.

6- **To Obtain Earned Media through Public Relations**

It was intended to broadcast the speed and aggressive driving awareness, prevention and educational message through Public Relations and obtain two (2) interviews and/or media coverage by the end of year. The task was surpassed expectancy. A total of **58 interviews/coverage were obtained with a Return-on-Investment total of \$397,220.83**. The table below reflects the results:

**SPEED & AGGRESSIVE DRIVING MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	6	\$ 45,379.00
December	4	\$ 16,386.00
January	1	\$ 600.00
February	6	\$ 26,420.00
March	7	\$ 9,980.00
April	4	\$ 5,570.00
May	7	\$ 134,725.00
June	6	\$ 6,361.67
July	6	\$ 42,350.00
August	10	\$ 108,537.16
September	1	\$ 912.00
	58	\$ 397,220.83

7- **To Participate**

and/or Develop

Massive Impact Event(s)- the strategy was to participate and/or develop at least two (2) Mass Impact Activities to spread awareness among attendees about DWI Prevention message. PRTSC participated in thirty-seven (37) activities were the preventive message "Obey The Sign Or Pay The Fine". Of all these, the most significant for this project was the 50th Anniversary For Your Safety.

An educational display was placed at Plaza Las Americas Mall during May 9 to 15, 2022. This mall is the largest shopping center in the Caribbean with an average of visitors of over 3,000,000 per trimester. The educational display contained the brochure with the speed driving preventive message, a screen from 9:00am to 9:00pm presented the two (2) educational videos produced during this period.



Also, the PRTSC Community Programs held talks in the central atrium with the road safety message and consequences of speed and aggressive driving that were also transmitted



through Facebook Live. Project's coordinators were interviewed in which the Police Traffic Coordinator talked about the consequences of speed driving. These interviews were also transmitted through Facebook Live. It is estimated that more than 15,000 people were impacted, especially the target market for this program, men ages 25-36. Message **was disseminated successfully among 15,000 attendees**, which means that this strategy was successfully performed.

- 8- **To gain Earned Media through all Media Platforms**- it was tasked to obtain at least \$20,000 on earned media from promoting the speed and aggressive driving prevention content by the end the year and received bonuses from paid media. The left table above shows the bonuses obtained during the year. Final quantity obtained on **earned media** was 225 spots/coverage/interviews which **sums \$405,502.25**, further all projections for this strategy.

Speed & Aggressive Driving Media All Media Platforms Bonuses October 2021 to September 2022			
Radio	102	\$	8,111.00
Digital*	65	\$	170.42
Total	167	\$	8,281.42
Impressions	193,838		

* spots run 24 hours daily / 7 days weekly during period

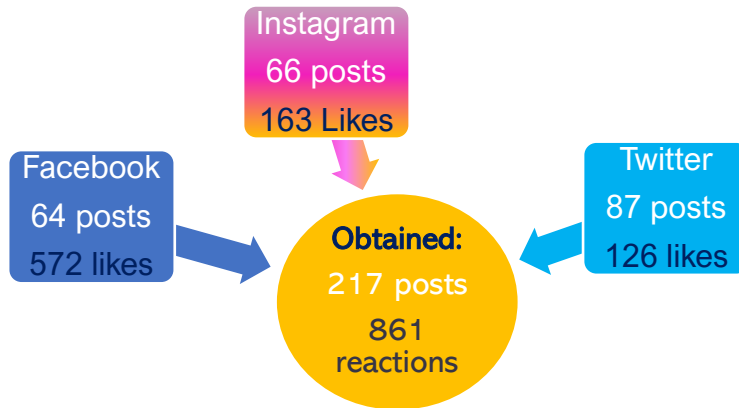
The objective for this project of Speed and Aggressive Driving Media was to reach at least 50% of target audience (men, group age 25-36) with the educational message of the consequences of speed and aggressive driving and its legal consequences as established on PR Act 22-2000 with a media frequency 2+ and obtain at least 500,000 impressions by the end of year 2022, was immensely completed with a reach of 60% of target audience, men group age 25-36 and total of 21,266,264 million impressions obtained during the year.

22-12-07

OCCUPANT PROTECTION MEDIA CAMPAIGN

Occupant Protection strategies were chosen carefully to contribute to the accomplishment of the goals and objective for this project. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the occupant protection awareness, educational and prevention message to engage target market through owned media platforms and publish at least 200 posts by the end of fiscal year. **A total of 217 posts were obtained through this activity**, which indicates that this tactic was reached during this year:



2- **To Distribute Educational Pieces-** to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the occupant protection awareness, educational and preventive message by the end of fiscal year. Pieces distributed is as follow:

- a. 27,400 brochures which contains the seat belt awareness, educational and prevention message along with PR ACT 22-2000 provisions and regulations.
- b. 20,360 flyers with the car seat usage message and PR ACT 22-2000 provisions and regulations.
- c. 3,000 door hangers with the phrase Use the Seat Belt and Every child 8 years or younger must use a child protective seat with this project's seat belt and car seat logos.

A total of 50,760 pieces were distributed, which indicates that strategy was exceed by 50%. Materials were circulated among PRTSC activities participation, PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

3- **To Produce, Reproduce and/or Edit Educational Pieces-** the strategy was to reproduce/edit at least four (4) educational pieces with occupant protection content by the end of fiscal year.

- a. During the month of May, the Click It Or Ticket Seat Belt campaign "De día o de noche si no te amarras, pagas" was reproduced. Following is a breakdown of reproduced pieces:
 1. a 30 second audio
 2. a 30 second video
 3. one full color vertical half (½) page art for press (print)
 4. eleven (11) digital media that included standard banners in different sizes, floating ads, pre-roll, interstitials, and video banners

- b. In September the child restraint campaign "Asiento Protector Úsalo Correctamente" was reproduced. Copyright of talents were renewed for this purpose. Following is a breakdown of reproduced pieces:
1. a 30 second audio
 2. a 30 second video
 3. seventeen (17) digital media that included standard banners in different sizes, floating ads, pre-roll, interstitials, and video banners

In summary, a total of **33 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was successfully completed.

- 4- **To Publish Paid Media in PR's Media Platforms**- the strategy consisted of publishing four (4) Occupant Protection awareness, educational and prevention Media Campaigns according to media buy plan and target audience. **Two (2) campaigns/effort were published completing by 50% the projected strategy.** However, this did not prevent the objective of this project from being met. Following the table that reflects performed tasks:

Click It Or Ticket Seat Belt Campaign			
May 23 to 31, 2022			
Media	Spots	Budget	Percent
TV	341	49,761.36	43%
Radio	470	33,157.61	29%
Print	3	5,430.82	5%
Digital*	11	26,643.11	23%
* spots run 24 hours daily / 7 days weekly during period			
Total	825	\$ 114,992.90	100%
Impressions		839,731	

Child Restraint Campaign			
September 21 to 24, 2022			
Media	Spots	Budget	Percent
TV	35	32,492.10	44%
Radio	304	21,742.11	30%
Print	0	-	0%
Digital*	17	18,939.93	26%
* spots run 24 hours daily / 7 days weekly during period			
Total	356	\$ 73,174.14	100%
Impressions		481,338	

- 5- **To discuss and approve Media Buy Results**- with this strategy it was proposed to analyze the post media buy report for all occupant protection campaign/effort period to achieve 4.5 million impressions by the end of the year. Following is the summary of Media Buy efforts during the year:

Occupant Protection Media Campaigns			
Paid Media Summary- Oct'21 to Sep'22			
Media	Spots	Budget	Percent
TV	376	\$ 82,253.46	45%
Radio	774	\$ 27,172.93	15%
Print	3	\$ 26,643.11	15%
Digital*	28	\$ 45,583.04	25%
* spots run 24 hours daily / 7 days weekly during period			
Total	1,181	\$ 181,652.54	100%
Impressions		1,321,069	

After analyzing each post media buy report for DUI campaign period, it is eagerly reported that **a total of 1,321,069 million impressions were obtained**, which indicates that 30% of this tactic was met. Regardless, the objective for this project was completed.

6- **To Obtain Earned Media through Public Relations**

It was projected to broadcast the occupant protection awareness, prevention and educational message through Public Relations and obtain ten (10) interviews and/or media coverage by the end of year. The task was surpassed expectancy. A total of **51 interviews/coverage were gained with a Return-on-Investment total of \$143,071.67**. The table below reflects the results:

**OCCUPANT PROTECTION MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	5	\$ 41,450.00
December	1	\$ 500.00
January	2	\$ 1,200.00
February	4	\$ 3,940.00
March	9	\$ 11,876.00
April	3	\$ 1,144.00
May	6	\$ 50,725.00
June	12	\$ 8,986.67
July	4	\$ 12,500.00
August	2	\$ 5,900.00
September	3	\$ 4,850.00
	51	\$ 143,071.67

7- **To Participate**



Massive Impact Event(s)- the strategy was to participate and/or develop at least two (2) Mass Impact Activities to spread the occupant protection awareness, educational and prevention message among attendees. In fifty (50) of the activities that the PRTSC attended the occupant protection message was proclaimed and on thirty-eight (38) of these activities the focus was child restraint awareness, including more than twelve (12) car seat checkpoint held. **In all 50 mass activities the occupant protection awareness, educational and prevention message was proclaimed among a total of 7,000 attendees**, which means that this this strategy was achieved.

and/or Develop

- 8- **To gain Earned Media through all Media Platforms**- it was anticipated to obtain at least \$35,000 on earned media from promoting the occupant protection content by the end the year and received bonuses from paid media. The table below shows the bonuses obtained during the year. Final quantity obtained on **earned media** was 197 spots/coverage/interviews which **sums \$154,076.19**, greater than all projections for this strategy.

Occupant Protection Media All Media Platforms Bonuses October 2021 to September 2022			
Radio	118	\$	9,498.00
Digital*	28	\$	1,506.52
Total	146	\$	11,004.52
Impressions	188,752		

* spots run 24 hours daily / 7 days weekly during period

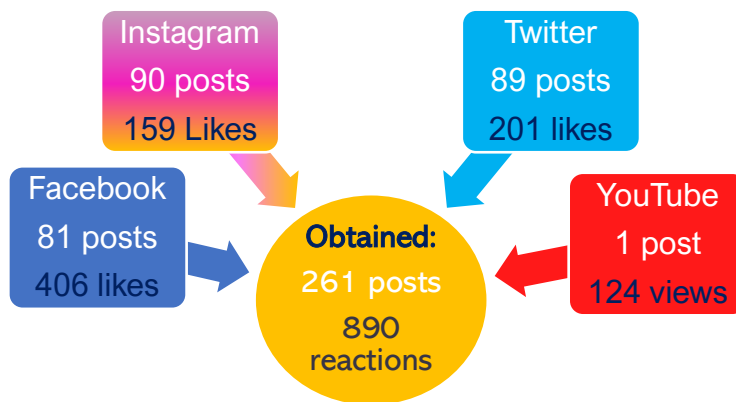
The objective for this project of Occupant Protection Media was to reach at least 50% of target audience with the educational message of consequences vehicle unrestrained driver and passengers in all seating positions and its legal consequences as established on PR Act 22-2000 with a media frequency 2+ and obtain at least 4.5 million impressions by the end of year 2022, was completed with a reach of 50% of target audience and total of 19,779,454 million impressions obtained during the year.

22-12-10

NON-MOTORIZED VEHICLE SAFETY MEDIA CAMPAIGN

Non-Motorized Vehicle Safety strategies were chosen cautiously to contribute to the fulfillment of the goals and objective for this project. It has been a necessity to decrease the number of injuries and fatalities by educating target audience and public knowing their rights and responsibilities towards traffic safety. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the non-motorized vehicle safety awareness, educational and prevention message to engage target market through owned media platforms and publish at least 200 posts by the end of fiscal year. **A total of 261 posts were obtained through this activity**, which indicates tactic was reached and surpass by 33% during this year:



2- **To Distribute Educational Pieces**- to distribute at least 35,000 pieces (brochures, flyers/posters, video and/or audio content) with the non-motorized vehicle safety awareness, educational and preventive message by the end of fiscal year. Pieces distributed is as follow:

- 15,330 brochures which contains the pedestrian safety awareness, educational and prevention message along with PR ACT 22-2000 provisions and regulations.
- 20,650 flyers with the pedestrian-driver message and PR ACT 22-2000 provisions and regulations and responsibilities of drivers towards non-motorized vehicle safety.
- 25,550 pamphlets with the bicyclist safety message and PR ACT 22-2000 provisions and regulations and responsibilities of drivers towards cyclists.
- 169 posters with pedestrian safety and regulations towards road traffic.
- 5,900 coloring books with the pedestrian safety and regulations towards road traffic for children.

A total of 67,599 pieces were distributed, which indicates that strategy was exceed by 52%. Materials were circulated among PR TSC activities participation, PR TSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

3- **To Produce, Reproduce and/or Edit Educational Pieces**- the strategy was to reproduce/edit at least four (4) educational pieces with non-motorized vehicle safety content by the end of fiscal year.

- During the month of May, bicyclist educational effort "Comparte la carretera" was reproduced. Following is a breakdown of reproduced pieces:
 - a 30 second video
 - four (4) digital media that included standard banners in different sizes

- b. In July a new pedestrian campaign with the phrase “Llega Seguro. Sé un Peatón Responsable” (arrive safely, be a responsible pedestrian) was created with this program's logo “Peatón Responsable”. To the right one of the produced pieces. Following is a breakdown of reproduced pieces:

1. a 30 second audio
2. a 30 second video
3. a 5"x7" flyer with a 15,000-print run
4. two (2) full color half (1/2) page art for press (print) vertical and horizontal sizes
5. an OOH full color vertical poster size
6. forty-eight (48) digital media displays, which included standard banners in different sizes, native, push, sticky and floating ads, pre-roll, *interscrollers*, interstitials, video banners and social media digital assists



In summary, a total of **59 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was completed.

- 4- **To Publish Paid Media in PR's Media Platforms**- the strategy consisted of publishing four (4) non-motorized vehicle safety awareness, educational and prevention Media Campaigns according to media buy plan and target audience. **Two (2) campaigns/effort were published completing by 50% the projected strategy.** However, this did not prevent the objective of this project to be completed. Following the table that reflects performed strategies:

Bicyclist Safety Effort			
May 9 to 22, 2022			
Media	Spots	Budget	Percent
TV	14	13,714.33	69%
Radio		-	0%
Print		-	0%
Digital*	4	6,283.23	31%
OOH*		-	0%
* spots run 24 hours daily / 7 days weekly during period			
Total	18	\$ 19,997.56	100%
Impressions		124,081	

Pedestrian Safety Effort			
December 19 to 31, 2021			
Media	Spots	Budget	Percent
TV	50	47,583.26	46%
Radio	192	16,468.46	16%
Print	9	9,076.78	9%
Digital*	7	13,041.00	13%
OOH*	60	17,365.00	17%
* spots run 24 hours daily / 7 days weekly during period			
Total	318	\$ 103,534.50	100%
Impressions		381,037	

- 5- **To discuss and approve Media Buy Results**- with this strategy it was projected to analyze the post media buy report for all non-motorized vehicle safety campaign/effort period to achieve 3.5 million impressions by the end of the year. Following is the summary of Media Buy efforts during the year:

Non-Motorized Vehicle Media Campaigns			
Paid Media Summary- Oct. 2021 to Sep. 2022			
Media	Spots	Budget	Percent
TV	64	\$ 61,297.59	50%
Radio	192	\$ 16,468.46	13%
Print	9	\$ 9,076.78	7%
Digital*	11	\$ 19,324.23	16%
OOH*	60	\$ 17,365.00	14%
* spots run 24 hours daily / 7 days weekly during period			
Total	336	\$ 123,532.06	100%
Impressions		505,118	

After analyzing each post media buy report for this campaign period, it is eagerly reported that **a total of 505,118 impressions were obtained**, which indicates that 15% was achieved. Besides, the objective for this project was completed with the combined efforts from other strategies.

6- **To Obtain Earned Media through Public Relations**

It was projected to broadcast the non-motorized vehicle safety awareness, prevention and educational message through Public Relations and obtain five (5) interviews and/or media coverage by the end of year. The task was achieved successfully. A total of **49 interviews/coverage were gained with a Return-on-Investment total of \$276,995.66**. The table below reflects the results:

**NON-MOTORIZED VEHICLE MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	0	
December	2	\$ 656.00
January	1	\$ 600.00
February	2	\$ 2,840.00
March	7	\$ 9,980.00
April	3	\$ 1,500.00
May	5	\$ 50,225.00
June	5	\$ 22,795.00
July	0	\$ -
August	22	\$ 184,049.66
September	2	\$ 4,350.00
	49	\$ 276,995.66

- 7- **To Participate and/or Develop Massive Impact Event(s)**- the strategy was to participate and/or develop at least two (2) Mass Impact Activities to spread the non-motorized vehicle safety awareness, educational and prevention message among attendees. From October 2021 to September 2022 the PRTSC participated in sixty (60) activities where the non-motorized vehicle safety was carried out. This project's educational message was spread as follows:

- In thirty-eight (38) the pedestrian safety message was developed and spread awareness towards target market.
- In thirty-eight (38) the pedestrian-driver message was spread to target market to conscience driver the importance to acknowledge non-motorized vehicle while driving.
- In forty-one (41) of these activities the bicyclists' safety prevention message was proclaimed to raise awareness among bicyclists and drivers of their rights and responsibilities towards road safety.



In all 41 mass activities the non-motorized vehicle safety awareness, educational and prevention message was announced among a total of 6,250 attendees, which means that this strategy was fulfilled.

- 8- **To gain Earned Media through all Media Platforms**- it was anticipated to obtain at least \$35,000 on earned media from promoting the non-motorized vehicle safety content by the end the year and received bonuses from paid media. The table below shows the bonuses obtained during the year. Final quantity obtained on **earned media** was 96 spots/coverage/interviews which **sums \$280,503.61**, greater than all projections for this strategy.

Non-Motorized Vehicle Media Campaigns			
All Media Platforms Bonuses			
October 2021 to September 2022			
TV	0	\$	-
Radio	38	\$	3,360.00
Digital*	9	\$	147.95
Total	47	\$	3,507.95
Impressions	10,103		

The objective for this project was to reach at least 50% of target audience (men group age 50+) with the Non-Motorized P&E and gain at least 2+ frequency in exposing the non-motorized vehicle safety message through published content and obtain at least 3.5 million impressions by the end of year 2022, was completed with a reach of 50% of target audience and total of 20,786,488 million impressions obtained during the year.

22-12-12

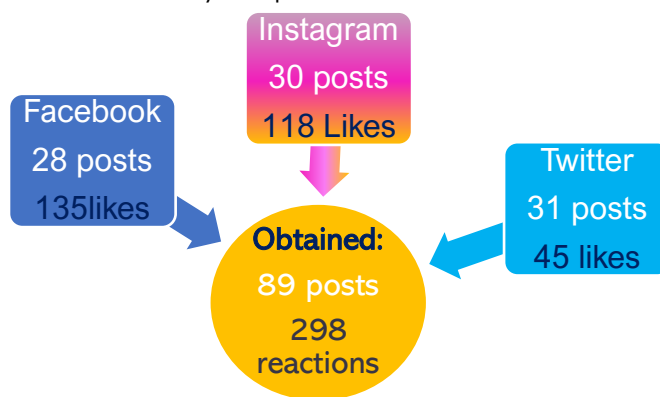
MOTORCYCLE AWARENESS MEDIA CAMPAIGN

(SHARE THE ROAD)

Motorcycle Awareness Media strategies were chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms-** to promote the motorcycle share the road message to engage target market through owned media platforms and publish at least 50 posts by the end of fiscal year.

a. Social Media Platforms year performance:



In summary, **a total of 89 posts were obtained through this activity**, which indicates that the strategy was accomplished and surpass by 57%.

- 2- **To Distribute Educational Pieces-** to distribute at least 5,000 pieces (brochures, flyers/posters, video and/or audio content) with the motorcycle share the road message by the end of fiscal year. **A total of 10,500 brochures which contains the prevention message and PR ACT 22-2000 law and regulations on traffic safety were distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others, which indicates that strategy was reached and surpass by 52%.
- 3- **To Produce, Reproduce and/or Edit Educational Pieces-** to reproduce/edit at least two (2) educational pieces with the motorcycle share the road content by the end of fiscal year was the strategy for this section. A total of Twenty-one **(21) digital media displays that included standard banners in different sizes were reproduced** during the month of August, which means that that the strategy was achieved.

- 4- **To Publish Paid Media in PR's Media Platforms**- to review and publish Media Buy Plans- the strategy consisted of publishing the Motorcyclist Awareness Media Effort according to media buy plan and target audience. The target was achieved. Below the results of the published effort:

Motorcycle Awareness Media Campaign Share The Road			
August 2 to 5, 2022			
Media	Spots	Budget	Percent
Digital*	5	\$ 17,999.66	100%
* spots run 24 hours daily / 7 days weekly during period			
Total	5	\$ 17,999.66	100%
Impressions		285,730	

- 5- **To discuss and approve Media Buy Results**- with this strategy we expected to analyze the post media buy report to achieve 300,000 impressions by the end of the year. **The task was completed with a 96% of success.**
- 6- **To Obtain Earned Media through Public Relations**- although this strategy was not projected, results were received from earned media for promoting the motorcycle share the road message as a result of the effort of the work carried out to complete the goal and objective of this project. A total of **29 interviews/coverage were obtained with a Return-on-Investment total of \$106,063.**

Motorcycle Awareness Media Campaign Share The Road All Media Platforms Bonuses October 2021 to September 2022			
Digital*	4	\$	1,141.91
Total	4	\$	1,141.91
Impressions		46,539	

* spots run 24 hours daily / 7 days weekly during period

MOTORCYCLE AWARENESS MEDIA CAMPAIGN RETURN ON INVESTMENT REPORT OCTOBER 2021 TO SEPTEMBER 2022		
MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	0	
December	1	\$ 500.00
January	1	\$ 600.00
February	2	\$ 2,840.00
March	6	\$ 9,380.00
April	2	\$ 1,000.00
May	5	\$ 50,225.00
June	3	\$ 1,595.00
July	0	\$ -
August	9	\$ 39,923.00
September	0	\$ -
	29	\$ 106,063.00

Final quantity obtained on **earned media** was 33 spots/coverage/interviews which **sums \$107,204.91**, beyond all predicted outcomes.

The objective for this project Motorcyclist Awareness Media was to reach at least 80% of target audience (men, ages 16-36) with the educational message of motorcycle safety and its legal consequences as established on PR Act 22-2000 and gain at least 2+ frequency in exposing this motorcycle safety message through published content and

obtain at least 300,000 impressions at the end of year 2022. This objective was fulfilled with a total of 20,603,536 million impressions obtained through this project's efforts.

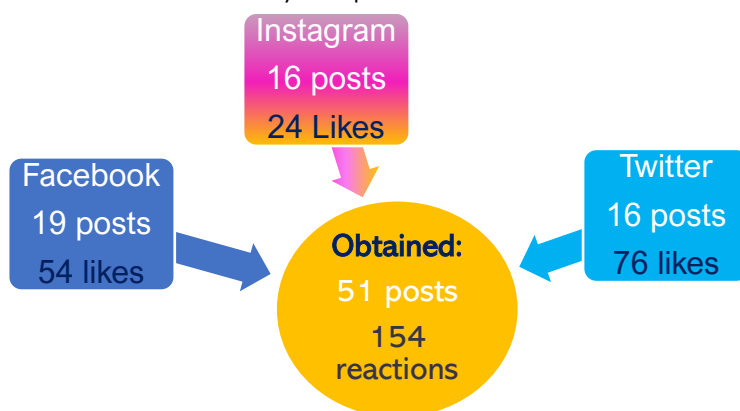
22-12-13

MOTORCYCLE SAFETY MEDIA CAMPAIGN

Motorcycle Safety Media Campaign strategies were tactically chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the motorcycle safety awareness, educational and prevention message to engage target market through owned media platforms and publish at least 50 posts by the end of fiscal year.

a. Social Media Platforms year performance:



In summary, **a total of 51 posts were obtained through this activity**, which indicates that tactic was reached during this year.

- 2- **To Distribute Educational Pieces**- to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the motorcycle safety message by the end of fiscal year. **A total of 14,800 brochures which contains the prevention message and PR ACT 22-2000 law and regulations on traffic safety were distributed** to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.
- 3- **To Produce, Reproduce and/or Edit Educational Pieces**- to reproduce/edit at least two (2) educational pieces with the motorcycle safety content by the end of fiscal year was the strategy for this section. The Motorcycle Safety Effort was reproduced during the month of May. Pieces reproduced as follows:

a. a 30 second video

- b. a 30 second audio
- c. a full color half (½) page vertical art for press (print)
- d. eleven (11) digital media displays that included standard banners in different sizes

In summary, a total of **14 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was completed.

- 4- **To Publish Paid Media in PR's Media Platforms**- to review and publish Media Buy Plans- the strategy consisted of publishing the Motorcyclist Safety Media Effort according to media buy plan and target audience. The target was achieved. Below the results of the published effort:

Motorcyclist Safety Media Campaign			
May 2 to 4, 2022			
Media	Spots	Budget	Percent
TV	117	\$ 32,173.55	43%
Radio	229	\$ 16,597.61	22%
Print	3	\$ 5,430.82	7%
Digital*	11	\$ 20,796.01	28%
* spots run 24 hours daily / 7 days weekly during period			
Total	360	\$ 74,997.99	100%
Impressions		266,984	

- 5- **To discuss and approve Media Buy Results**- with this strategy we expected to analyze the post media buy report to achieve 1 million impressions by the end of the year. **The task was completed with a 27% of success.** Despite this unfortunate performance, the objective for this project was successfully reached.
- 6- **To Obtain Earned Media through Public Relations**
It was intended to broadcast the motorcycle safety awareness, prevention and educational message through Public Relations and obtain two (2) interviews and/or media coverage by the end of year. The task was surpassed expectancy. A total of **30 interviews/coverage were obtained with a Return-on-Investment total of \$142,796.** The table below reflects the results:

**MOTORCYCLE SAFETY MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	1	\$ 9,333.00
December	1	\$ 500.00
January	2	\$ 28,600.00
February	2	\$ 2,840.00
March	6	\$ 9,380.00
April	2	\$ 1,000.00
May	5	\$ 50,225.00
June	2	\$ 995.00
July	0	\$ -
August	9	\$ 39,923.00
September	0	\$ -
	30	\$ 142,796.00

- 7- To Participate and/or Develop Massive Impact Event(s)- the strategy was to participate and/or develop at least two (2) Mass Impact Activities to disseminate among attendees the motorcycle safety message. From October 2021 to September 2022 the PRTSC participated in sixty (60) activities were of which thirty-nine (39) were transmitted directly with the preventive message of motorcycle safety.

Of all these, the most significant for this project was the Evinmotors Alliance, the #1 dealer in Puerto Rico for motorbike and all-terrain vehicle. This megastore is located in the metropolitan area (www.evinmotorspr.com). The alliance consisted of exposing the message throughout the store with educational pieces, educational video in the waiting room for vehicle purchase and delivery approval, training workshops for employees and customers towards motorcycle safety, among other things. A Means of Accordance was signed during the Press Conference held for these purposes. This mass media event was held on the month of August, impacting more than one hundred (100) of target market men, ages 16-36 who went to the event. This means that this this strategy was successfully performed.



- 8- **To gain Earned Media through all Media Platforms**- it was tasked to obtain at least \$20,000 on earned media from promoting the motorcycle safety content by the end the year and received bonuses from paid media. The following table shows the bonuses obtained during the year. Final quantity obtained on **earned media** was 84 spots/coverage/interviews which **sums \$146,909.02**, more than all forecasts for this strategy.

Motorcyclist Safety Media Campaign All Media Platforms Bonuses October 2021 to September 2022			
Radio	43	\$	3,877.00
Digital*	11	\$	236.02
Total	54	\$	4,113.02
Impressions	16,984		

* spots run 24 hours daily / 7 days weekly during period

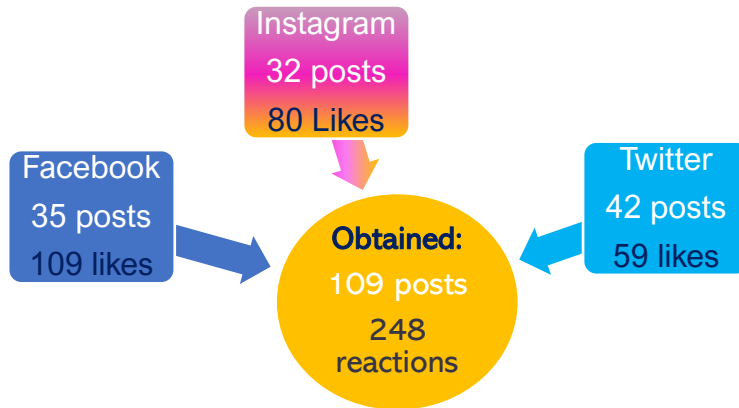
The objective for this project Motorcycle Safety Media was to reach at least 50% of target audience (men, ages 16-36) with the educational message of motorcycle safety and its legal consequences as established on PR Act 22-2000 and gain at least 2+ frequency in exposing this motorcycle safety message through published content and obtain at least 1 million impressions at the end of year 2022. This objective was completed with a total of 20,555,235 million impressions obtained during the year.

22-12-14

DISTRACTED DRIVING MEDIA CAMPAIGN

Distracted Driving Media Campaign strategies were methodically chosen to contribute to the accomplishment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the distracted driving awareness, educational and prevention message to engage target market through owned media platforms and publish at least 100 posts by the end of fiscal year. **A total of 109 posts were obtained through this activity**, which indicates that tactic was obtained during this year. Below yearly performance:



2- **To Distribute Educational Pieces**- to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the distracted driving message by the end of fiscal year. Strategy achieved. The distribution was as follows:

- a. 21,200 flyers with the don't text while driving message and PR ACT 22-2000 provisions and regulations.
- b. 3,000 door hangers with the phrase prevent distractions, don't text with this project's logo.

A total of 24,200 brochures were distributed to PRTSC Community Programs, PRPD, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others.

3- **To Produce, Reproduce and/or Edit Educational Pieces**- to reproduce/edit at least three (3) educational pieces with the distracted driving prevention content by the end of fiscal year was the strategy for this section. The campaign "U Text U Pay" was reproduced during the month of April. Pieces reproduced were:

- a. a 30 second video
- b. a 30 second audio
- c. twenty-three (23) media displays, which included standard banners in different sizes, native, push, sticky and floating ads, pre-roll, *interscrollers*, interstitials, video and audio banners and digital media assists.
- d. a full color half (½) page vertical art for press (print)

In summary, a total of **14 pieces were produced/reproduced/edited through this activity**, which indicates that the strategy was completed.

- 4- **To Publish Paid Media in PR's Media Platforms**- to review and publish Media Buy Plans- the strategy consisted of publishing the Distracted Driving Campaign according to media buy plan and target audience. The target was achieved. Below the results of the published effort:

Distracted Driving Media Campaign			
April 7 to 11, 2022			
Media	Spots	Budget	Percent
TV	378	\$ 34,331.25	46%
Radio	470	\$ 19,362.56	26%
Print	2	\$ 3,220.92	4%
Digital*	20	\$ 18,529.90	25%
* spots run 24 hours daily / 7 days weekly during period			
Total	870	\$ 75,444.63	100%
Impressions		3,118,622	

- 5- **To discuss and approve Media Buy Results**- with this strategy we expected to analyze the post media buy report to achieve 1 million impressions by the end of the year. **The task was completed successfully.**
- 6- **To Obtain Earned Media through Public Relations**
It was intended to broadcast the distracted driving awareness, prevention and educational message through Public Relations and obtain six (6) interviews and/or media coverage by the end of year. The task was surpassed expectancy. A total of **26 interviews/coverage were obtained with a Return-on-Investment total of \$78,040.** The table below reflects the results:

**DISTRACTED DRIVING MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	0	\$ -
December	1	\$ 500.00
January	2	\$ 1,100.00
February	2	\$ 2,840.00
March	7	\$ 9,980.00
April	2	\$ 1,000.00
May	6	\$ 50,725.00
June	2	\$ 995.00
July	2	\$ 6,500.00
August	1	\$ 3,900.00
September	1	\$ 500.00
	26	\$ 78,040.00

- 7- **To Participate and/or Develop Massive Impact Event(s)**- the strategy was to participate and/or develop at least one (1) Mass Impact Activities to spread the distracted driving prevention and awareness message among attendees. From October 2021 to September 2022, the PRTSC participated in sixty (60) activities and in of these, **37 mass activities carried out the distracted driving awareness, educational and prevention message was announced among more than 5,000 attendees**, which means that this this strategy was fulfilled.
- 8- **To gain Earned Media through all Media Platforms**- the strategy was to obtain at least \$15,000 on earned media from promoting the distracted driving prevention content by the end the year and received bonuses from paid media. The table shows the bonuses obtained during the year. Final quantity obtained on **earned media** was 127 spots/coverage/interviews which **sums \$85,603**, a complete success reaching this strategy.

Distracted Driving Media Campaign All Media Platforms Bonuses October 2021 to September 2022			
TV	6	\$	2,325.00
Radio	95	\$	5,238.00
Total	101	\$	7,563.00

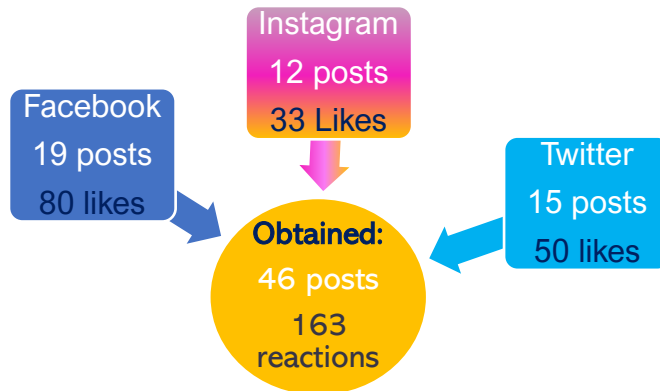
The objective for this project Motorcycle Safety Media was to reach at least 50% of target audience (men, group age 16-24) with the awareness, prevention and educational message of distracted driving and its legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1 million impressions at the end of year 2022. This objective was completed with a total of 23,389,889 million impressions obtained during the year.

22-12-15

PESET* EDUCATIONAL MEDIA CAMPAIGN (*PARQUE EDUCATIVO SEGURIDAD EN EL TRÁNSITO)

PESET Educational Media strategies were chosen to contribute to the fulfillment of the goal and objective of this program. The planned activities and the obtained results during this year are detailed as follow:

- 1- **To promote Owned Media Platforms**- to promote the PESET educational content to engage target market through owned media platforms and publish at least 50 posts by the end of fiscal year.
- a. Social Media Platforms year performance:



b. Website performance:

In summary, **a total of 46 posts were obtained through this activity**, which indicates that the strategy was 92% successful, Nevertheless, the objective for this project as achieved.

- 2- **To Distribute Educational Pieces**- to distribute at least 15,000 pieces (brochures, flyers/posters, video and/or audio content) with the PESET promotional message by the end of fiscal year. Strategy achieved. The distribution was as follows:
 - a. 18,000 flyers with PESET's Promotional Information.

b. 9,100 activity books with safety and regulations towards road traffic for children.

A total of 27,100 brochures were distributed to PRTSC Community Programs, PR Police Department, Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others, which means that the strategy exceed results by 56%.

- 3- **To Produce, Reproduce and/or Edit Educational Pieces**- to reproduce/edit at least three (3) educational pieces with the PESET promotional content by the end of fiscal year was the strategy for this section. A total of **Four (4) digital media displays that included standard banners in different sizes were reproduced** during the month of September completing the proposed strategy.

- 4- **To Publish Paid Media in PR's Media Platforms**- to review and publish Media Buy Plans- the strategy consisted of publishing the PESET promotional effort according to media

PESET Educational Media Campaign			
September 13 to 16, 2022			
Media	Spots	Budget	Percent
Radio	70	\$ 8,317.95	48%
Digital*	11	\$ 8,856.04	52%
* spots run 24 hours daily / 7 days weekly during period			
Total	81	\$ 17,173.99	100%
Impressions		323,672	

buy plan and target audience. The target was achieved. Below the results of the published effort:

- 5- **To discuss and approve Media Buy Results**- with this strategy we expected to analyze the post media buy report to achieve 100,000 impressions by the end of the year. **The task was accomplished.**
- 6- **To Obtain Earned Media through Public Relations**- the strategy was to expose the PESET promotional message and receive at least one (1) media coverage by the of year. **A total of 21 interviews/coverage were obtained with a Return-on-Investment total of \$69,940.**

Final quantity obtained on **earned media** was **42 spots/coverage/interviews** which **sums** **PESET EDUCATIONAL MEDIA CAMPAIGN**
\$71,027.79, above all expected outcomes. **RETURN ON INVESTMENT REPORT**
OCTOBER 2021 TO SEPTEMBER 2022

PESET Educational Media Campaign All Media Platforms Bonuses October 2021 to September 2022			
Radio	10	\$	1,050.00
Digital*	11	\$	37.79
Total	21	\$	1,087.79
Impressions	3,672		

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	0	\$ -
December	1	\$ 500.00
January	1	\$ 600.00
February	2	\$ 2,840.00
March	7	\$ 9,880.00
April	2	\$ 1,000.00
May	5	\$ 50,225.00
June	2	\$ 995.00
July	0	\$ -
August	1	\$ 3,900.00
September	0	\$ -
	21	\$ 69,940.00

- 7- **To Participate and/or Develop Massive Impact Event(s)**- the strategy was to participate and/or develop at least one (1) Mass Impact Activities to spread the PESET promotional message among attendees. From October 2021 to September 2022, the PRTSC participated in sixty (60) activities. **In thirty-eight (38) mass activities the PESET promotional message was announced among more than 7,000 attendees**, which means that this this strategy was fulfilled.

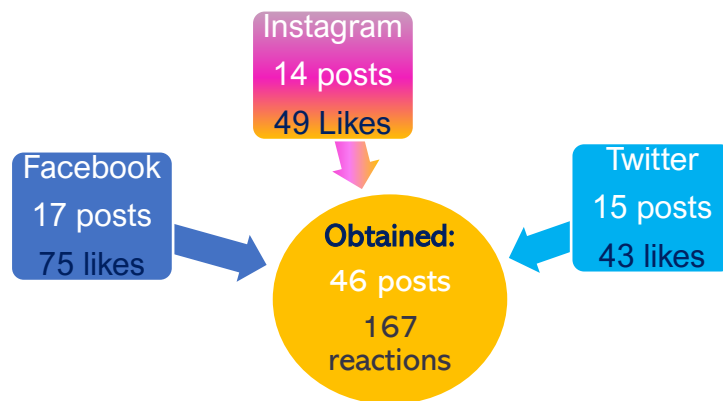
The objective for this project PESET Educational Media was to reach at least 50% of target audience (women, group age 25-36) with the PESET promotional prevention and educational message with a frequency 2+ and obtain at least 100,000 impressions at the end of year 2022. This objective was accomplished with a total of 20,598,611 million impressions obtained through this project's efforts.

22-12-16

IMPAIRED DRIVING MEDIA CAMPAIGN

Impaired Driving Media Campaign is to complement the operational works for the prevention of injuries and deaths from those who drives under the influence of drugs or other controlled substances. The planned activities results obtained reflect the educational efforts implemented towards achieving the goal and objective for this project. Strategies were completed as follows:

- 1- **To promote Owned Media Platforms**- to promote the impaired driving awareness, educational and prevention message to engage target market through owned media platforms and publish at least 50 posts by the end of fiscal year. **A total of 46 posts were obtained through this activity**, which indicates that tactic 92% successful.



- 2- **To Distribute Educational Pieces**- to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with impaired driving message by the end of fiscal year. **A total of 2,000 brochures which contains this program's preventive message and PR ACT 22-2000 law and regulations on traffic safety were distributed** in PRTSC activities participation. A 20% of this task was completed.

- 3- **To Obtain Earned Media through Public Relations -** It was intended to broadcast the impaired driving awareness, prevention and educational message through Public Relations and obtain three (3) interviews and/or media coverage by the end of year. The task was surpassed expectancy. A total of **45 interviews/coverage were obtained with a Return-on-Investment total of \$175,162.12**. The table below reflects the results:

**IMPAIRED DRIVING MEDIA CAMPAIGN
RETURN ON INVESTMENT REPORT
OCTOBER 2021 TO SEPTEMBER 2022**

MONTH	INTERVIEWS/ COVERAGE	ROI
October	0	\$ -
November	7	\$ 39,280.00
December	11	\$ 22,034.12
January	1	\$ 600.00
February	3	\$ 24,240.00
March	7	\$ 9,880.00
April	3	\$ 6,583.00
May	5	\$ 50,225.00
June	3	\$ 1,270.00
July	0	\$ -
August	1	\$ 3,900.00
September	4	\$ 17,150.00
	45	\$ 175,162.12

- 4- **To Participate and/or Develop Massive Impact Event(s)-** the strategy was to participate and/or develop at least one (1) Mass Impact Activities towards awareness among attendees with the impaired driving preventive message. From October 2021 to September 2022, sixty (60) activities were carried out, of which thirty-eight (38) were transmitted directly with this program's preventive message. **In all 38 mass activities the impaired driving awareness, educational and prevention message was disseminated among more than 7,000 attendees**, which means that this strategy was successfully performed.
- 5- **To gain Earned Media through all Media Platforms-** it was tasked to obtain at least \$15,000 on earned media from promoting the impaired driving content by the end the year. Final quantity obtained on **earned media** was 45 spots/coverage/interviews which **sums \$175,162.12**, more than all forecasts for this strategy.

Although the strategies for this project were limited to be consistent with what the program represents both the PRTSC and for the purposes of citizenship, this did not prevent the performance of the strategies to comply with the action plan and the objective of this project.

The objective for this Impaired Driving project was to reach at least 50% of target audience with the educational message of awareness of drug impaired driving and its

legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1 million impressions at the end of year 2022. Objective was completed with a total of 20,271,271 million impressions obtained during the year.

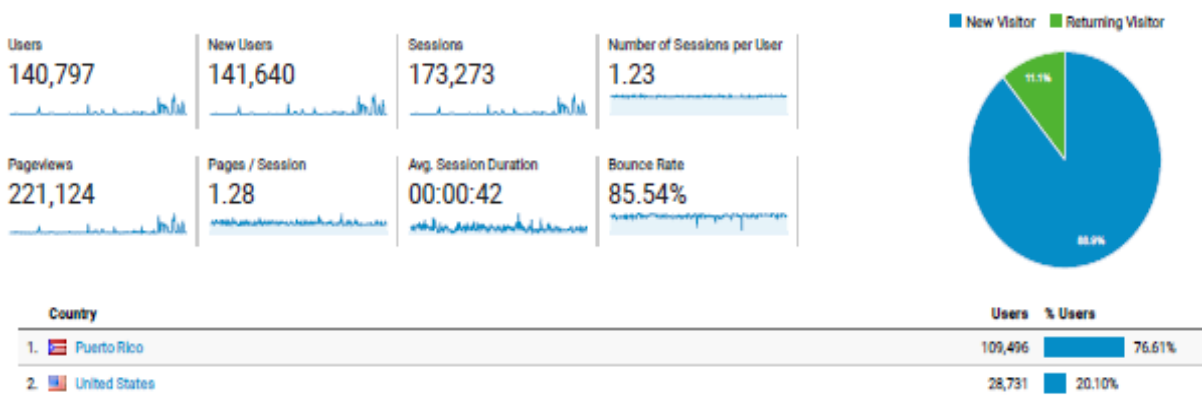
COMBINED STRATEGIES

To promote Owned Media Platforms

Part of owned media strategies include to integrate educational message through PRTSC's Website. A combined effort of all program area is necessary to support and maintain because its development accommodates all the programs that host the PRTSC. During this year it was planned to perform a re-design to the website www.seguridadeneltransito.com. This planned was achieved successfully. After the launch of the website re-design a remarkable increased is visualized. The next graphic, which is the Analytic Report, shows results.



The graphic below contains the audience overview during the year for PRTSC's website www.seguridadeneltransito.com. Users achieved were a total 282,437 with a 51% of new users during this year.



To Participate and/or Develop Massive Impact Event(s)

The PRTSC has the responsibility of educating citizens with the preventive message of following road safety rules, which is why the mission is to continuously implement educational activities throughout the year. Participation of qualified and trained PRTSC personnel as well as PRTSC Community Programs frequently participated on mass media events. PRTSC was present in sixty (60) activities from October 2021 to September 2022. **In all 60 mass activities the road safety awareness, educational and prevention message was disseminated among a total of 70,625 attendees.** The most outstanding were described in the project that origin the event.

SUMMARY

The evaluation period for advertising agency proposals received to award an annual contract to the agency to be selected by the Executive Director, who in turn will serve as the approved contractor in the proposal for these purposes, was delayed until January 13, 2022. The approval of this contractor requires to be evaluated and approved by two government instrumentalities to acquire the due approval, one The Puerto Rico Management and Budget Office and the Governor's Chief Of Staff Office in Fortaleza, a process that regularly takes up to six (6) weeks. However, for this year the delay was for over twelve (12) weeks. Because of this the PRTSC was granted special permission to advertise exclusively the Thanksgiving and Christmas campaigns. This situation prevented that the other campaigns and efforts scheduled for the first trimester of this fiscal year prevented from being published.

The final approval of the advertising agency service was received on March 7, 2022, which meant re-scheduling most of these efforts and in other cases redistribution of funds. Changes were applied according to target audience, as well as all data reported, that could determine dates, hours, municipalities, among others in which each project's Statement of Problem could be address. Also, recommendations of the planning area were implemented. Changes executed were for the fulfillment of the strategies, goal, and objective of each program area.

In September Puerto Rico was hit by hurricane Fiona which created a decline in people's behavior. For over a month there were citizens without basic services, such as electricity and potable water. This has made people modify their actions, including the way they behave towards traffic safety and road regulations. Campaign's schedule and strategies during this period had to be downsized or cancelled and communications monthly services were gravely affected. Nevertheless, PRTSC Communication's Area continued working to achieve each projects strategies, goals, and objective with the purpose of reducing traffic injuries and death in Puerto Rico.

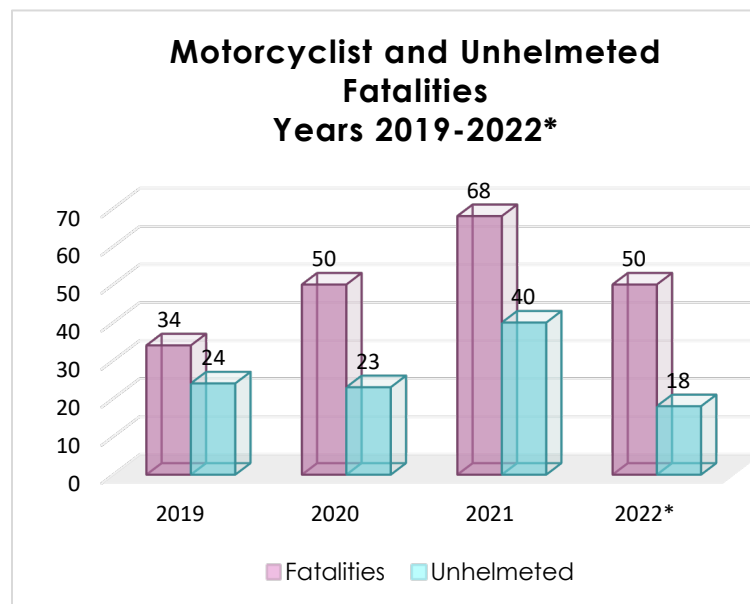
FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-12-01	ID Media Campaign - 1201	CST - 00	1,260,000.00	1,219,446.62	40,553.38
22-12-02	PM Youth - 1202	CST - 00	145,000.00	131,073.95	13,926.05
22-12-03	speed, aggressive and distractive PM - 1203	CST - 00	135,000.00	123,838.06	11,161.94
22-12-07	PM Occupant protection - 1207	CST - 00	150,000.00	140,185.08	9,814.92
22-12-07	PM Occupant protection - 1207	CST - 00	150,000.00	134,242.10	15,757.90
22-12-10	PM pedestrian - 1210	CST - 00	155,080.00	145,273.84	9,806.16
22-12-10	PM pedestrian - 1210	CST - 00	146,070.92	127,635.49	18,435.43
22-12-10	PM pedestrian - 1210	CST - 00	83,849.08	78,336.40	5,512.68
22-12-12	MC Safety Media Campaign - 1212	CST - 00	35,009.81	29,397.39	5,612.42
22-12-13	MC Media Campaign - 1213	CST - 00	90,725.18	84,948.18	5,777.00
22-12-13	MC Media Campaign - 1213	CST - 00	9,274.82	3,508.56	5,766.26
22-12-14	DD Media Campaign - 1214	CST - 00	50,044.00	47,236.00	2,808.00
22-12-14	DD Media Campaign - 1214	CST - 00	49,956.00	42,877.92	7,078.08
22-12-15	PESET Educational Campaign - 1215	CST - 00	40,000.00	28,078.10	11,921.90
22-12-16	Drug Impaired Driving Media Campaign - 1216	CST - 00	155,000.00	11,269.00	143,731.00
Total 12 - Media			\$ 2,655,009.81	\$ 2,347,346.69	\$ 307,663.12

PROGRAM AREA: MOTORCYCLE SAFETY

PROBLEM STATEMENT

Traffic safety issues remain a major concern among motorcyclists. A reduction in motorcyclist fatalities was constant during the last five years. However, based on the latest crash data from NHTSA Traffic Safety Performance Measures and FARS database for 2020, it showed an increase of 26%, from 50 fatalities in 2020 to 68 reported in 2021.



However, during the year 2021 we have had an increase of 18 more fatalities compared to year 2020. Unfortunately, in Puerto Rico during the FFY 2021 there was an increase in motorcycle purchases, where many of the citizens are not trained and certified in the correct and safe use of a motorcycle.

In Puerto Rico there are several laws (Law 107 signed on August 10, 2007) regarding licensing and required gear for motorcyclists. However,

statistics reflect another reality; motorcyclists keep avoiding the use of DOT-certified helmets. Data shows an increase of 6% in unhelmeted motorcyclist fatalities from 23 in the year 2020 to 40 in 2021. During 2022, preliminary data shows a total of 18 out of 50 unhelmeted motorcyclist fatalities have occurred so far, that's 37% of total motorcycle fatalities. For PRTSC it is important to continue increasing awareness and education of the vulnerability of motorcycles on the road and promoting ways to drivers of other vehicles, to be aware of the presence of motorcycle's and how important is to share the road with motorcyclists.

In addition, motorcyclists are getting license and trained, but there is a lack in the number of endorsements given by the DOT through DISCO, the amount of motorcycle registrations is 192,263 and out of those 147,456 are active. Data shows that 118,741 or 77% are riding without the endorsement and 27,715 or 23% have the endorsement, the use of protective gear is compulsory with the Law 107.

PERFORMANCE MEASURES

- ★ **C-7) Reduce motorcyclist fatalities by 0.9% percent from 43.6 (2015-2019 rolling average) to 43.2 (2018 – 2022 rolling average) by 2022.** – There was a total of 68 motorcycle fatalities in 2021, which represents an increase compared to 2020 which was 50 motorcycle fatalities. As of December 20, 2022, there were a total



of 50 motorcycle fatalities. There is an anticipated reduction in total fatalities in 2022, however PRTSC is not expected to meet this performance measure (forecasted 2018-2022 average is 43.2).

- ★ **C-8) An increase of 15% in unhelmeted motorcyclist fatalities is expected, from 26.0 (2015-2019 rolling average) to 30.0 (2018 – 2022 rolling average) by 2022.** – There was a total of 40 unhelmeted motorcyclist fatalities in 2021, which represents an increase compared to 2020 which was 23 unhelmeted motorcycle fatalities. As of December 20, 2022, there were a confirmed total of 20 unhelmeted motorcycle fatalities. The performance measure is expected to be met (forecasted 2018-2022 average is 30).

PLANNED ACTIVITY

22-13-06

MOTORCYCLE SAFETY COORDINATOR

Enforcement in motorcycle laws has been directed mostly on helmet, proper gear use and impaired riding. However, new trends in education and road safety awareness have emerged. The PRTSC and the Motorcycle Safety Coordinator have made some recommendations regarding training and the endorsement or licensing for motorcyclist to maintain them with updated law information and amendments in the Law 107 and motorcycle techniques when riding. Also, the DMV began to consider all the recommendations that the coordinator made, and DTPW and PRTSC are working together to make these possible.

The implementation of new practice ranges is necessary; Law 107 specifies that the DTPW is obligated to have eight ranges around the island. Currently, there is only three ranges in operation Toa Baja, Fajardo and Aibonito. Following the Motorcycle Safety Coordinator expertise, the DMV decides to add at least one more range, this one is going to be in the western side of the island in San German, that's going to be mark and painted during December 2022. Right now, has pass some time and areas are getting deteriorated, if necessary, the coordinator will re-paint the areas to put them in condition.

The DOT and DISCO must open those ranges, that way more endorsements and education can be offer to motorcyclist. There is a problem with municipality officers and state police officers that are motorcyclist because they don't have the motorcycle endorsement, that's because the DMV don't let then take the motorcycle endorsement in the police motorcycles. The program coordinator is going to coordinate different activities to attend the problem in coordination with the DMV.

The PRTSC, the DMV, Puerto Rico Police Department, Municipal Police, and other agencies will keep focused on motorcyclist behaviors on the road and the need for all motor vehicle operators to share the road specially with motorcyclist.

The Motorcycle Safety Coordinator conducts different activities providing orientation focused on the requirements of Law 107 and motorcyclist safety. It also offers MSF Basic Rider Courses and Experience Riders Course to military forces, State Police, and Prosecutors.



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-13-06	MC Coordinator - 1306	CST - 00	10,941.50	9,638.15	1,303.35
22-13-06	MC Coordinator - 1306	CST - 00	10,864.50	8,304.72	2,559.78
Total 13 - Motorcycle Safety			\$ 21,806.00	\$ 17,942.87	\$ 3,863.13

PROGRAM AREA: DISTRACTED DRIVING

PROBLEM STATEMENT

Currently there are about 3.7 million inhabitants in Puerto Rico. According to data provided by the Telecommunications Regulatory Board of the Commonwealth of Puerto Rico (TRB) there are over 3,611,993 cellular service subscribers reported in September 2021.

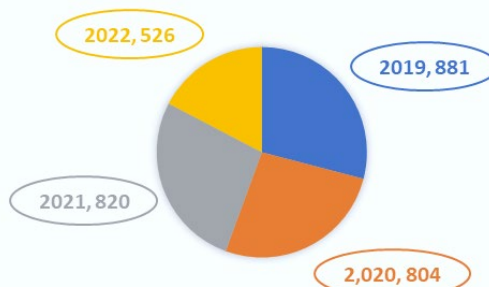
The Study Road Safety, Distracted Driving and Cell Phone Usage 2022 realized in Puerto Rico showed, that 98.6% own a cellular phone and only 38.9% use it while driving. For those who did use their cellular phones while driving, 39.6% use it "always" or "almost always". Almost half of the participants (36.5%) use it "sometimes", while 23.4% use it "rarely". Of the participants that did use their cell phone while driving, a little more than seven out of ten (76.1%) use it to make or receives calls while driving "very often" or "sometimes". The remaining 23.9% use it "almost never" or "never" for those purposes. In terms of the use of cell phones for sending or receiving text messages, 63.9% of the participants indicated that they "never" or "rarely" use their phones for those purposes while driving. However, 16.8% of the participants reported that they use their phones for text messages "always" or "almost always", while almost two out of ten (19.4%) use it sometimes.

Almost 8 out of 10 participants (82.3%) think they are at risk when they use their cell phones while driving. Most of the participants (92.7%) have hands-free device that allows them to talk on their cell phones without using their hands. "Bluetooth installed in the car or separated" is the most popular device among the participants, indicated by 66.3% of them. The second most used device for this purpose is "Bluetooth earbuds (without cables)", indicated by 20.2% of participants and "Headphones with a cable", mentioned by 6.2%. Almost 9 out of 10 participants (92.1%) "always" or "almost always" use these hands-free devices, while 3.9% use it "rarely" when driving. Most of the participants, 96.2% indicated that driving and texting is illegal.

Understanding the dangers of using a cell phone while driving; on January 1, 2013, Law 201 took effect. This Law prohibits the use of cell phones while driving a motor vehicle, making use of hands-free devices mandatory, and, most importantly, prohibits texting.

For the years 2019-2022, the Puerto Rico Police Department (PRPD) reported a total of 3,031 crashes where cell phone use was related to the crash. The year 2019 reported 881 crashes due to cell phone use while driving, followed

**CRASH RELATED TO CELL PHONE USE
YEARS 2019-2022**



by 2021 with 820 crashes and 2020 with 804 crashes. As of today, we have 526 reported crashes due to cell phone use while driving. The data on crashes due to distracted driving or cell phone use, as reported by the Puerto Rico Police Department, is difficult to compile, since drivers tend not to say that they were using their cell phones. However, we recognize that cell phone use while driving is a big problem in Puerto Rico.

With the purpose of expanding our message PRTSC, together with other law and order agencies, created a massive educational campaign and took it to the media. It focused on raising awareness on how texting while driving requires visual, manual and cognitive attention.

The most common forms of distraction are:

- ★ Cell phone use
- ★ Texting
- ★ Eating or drinking
- ★ Fixing or brushing hair looking at the mirror
- ★ Reading
- ★ Use of navigation systems
- ★ Changing radio stations
- ★ Putting on makeup or shaving looking at the mirror
- ★ Watching TV/Videos/Movies

PERFORMANCE MEASURE

- ★ **B-2) Reduce of people that reported making cell phone calls while driving by 1.00 percentage points from 67.00 percent in 2020 to 66.50 percent by 2022.** – During the FFY 2022, the Distracted Driving Attitude Survey indicated, 38.9% of people reported use the cell phone while driving. The PRTSC meet the target for the year 2022.

PLANNED ACTIVITY

22-14-02

DISTRACTED DRIVING ATTITUDE SURVEY

During FY 2022, PRTSC hired a specialist to conduct a study to better understand driving habits in Puerto Rico and, measure the effectiveness of media campaigns on several issues, and for this program distractive driving. A total of 500 person to person interviews



were conducted among licensed drivers, 16 years of age or older, with an active driver's license.

The most significant findings revealed that the greatest concerns expressed by interviewees are the use of Road Safety, Distracted Driving and Cell Phone Usage. A total of 98.6% of all participants owned cell phones, and of those, 38.9% admitted using their cell phone while driving, 2.6 % indicated they have received a traffic ticket for using it in the past twelve months. In addition, in terms of the use of cell phones for sending or receiving text messages, 63.9% of the participants indicated that they "never" or "rarely use their phones for those purposes while driving. On the other hand, one out six participants (15.8%) remember having seen, read, or heard messages about a campaign related to the use of the cell phone while driving, during the 30 days prior to the study. Also, most of the participants (96.2%) understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. The 96.2%, also indicated that texting while driving is illegal.

22-14-03

DISTRACTED DRIVING COORDINATOR

The PRTSC identified a coordinator working in this priority area. This project was assigned 15% of the salary and fringe benefits. The other 85% of the salary was assigned under project number OP-05-03 Occupant Protection Coordinator.

During FFY 2022, the coordinator participated in webinars, training, and worked on the Distracted Driving Mobilization. Also, she collaborated in the distracted driving educational campaign with the Communications Area.



Funding was provided for personnel costs, local and out-of-state travel, equipment, educational materials, and other related expenses.

22-14-XX

DISTRACTED DRIVING MOBILIZATION

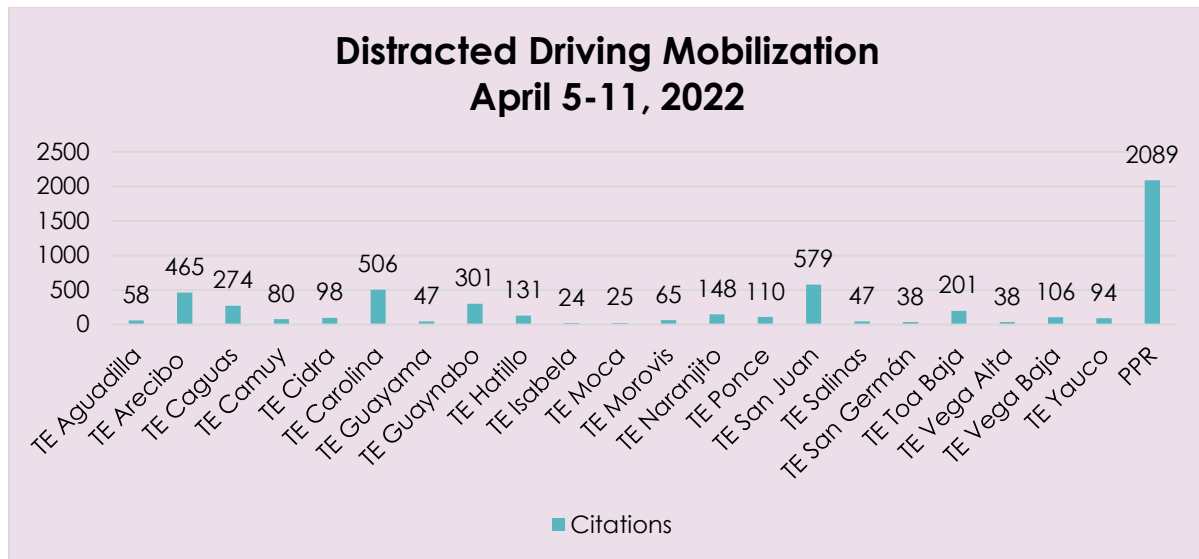
For FY 2022, PRTSC was held one (1) National Mobilization as established by NHTSA. This mobilization conducted in April 5-11, 2022 @ 6:00 am to 6:00 pm.

PRTSC granted funds for overtime hours to State Police and to Municipal Police Corps. During this mobilization, HVE and preventive patrol were increased to issue citations to distracted drivers (cell-phone use). This mobilization had the purpose of creating awareness among all citizens on the dangers of texting or using a cell phone while driving, and on Law 201. Police funds were granted through mini grants for effectiveness. This



mobilization took place during the hours of 6:00 am to 6:00 pm. The total amount of distracted driving citations given by the State Police and the 21 Municipal Police Corps during this mobilization was 5,524.

See graphic below:



FISCAL REVIEW

Project Number	Project Name	Agency	Obligated Funds	Expended Funds	Unexpended Balance
22-14-02	DD Survey - 1402	CST - 00	13,500.00	13,500.00	-
22-14-03	Distractive Coordinator - 1403	CST - 00	4,525.00	3,578.08	946.92
22-14-03	Distractive Coordinator - 1403	CST - 00	4,524.00	3,503.32	1,020.68
22-14-10	TE DD Guayama - 1410	Guayama - 70	1,421.90	1,000.72	421.18
22-14-11	TE DD Guaynabo - 1411	Guaynabo - 305	11,150.90	7,717.84	3,433.06
22-14-13	TE DD Hatillo - 1413	Hatillo - 115	2,807.00	2,034.97	772.03
22-14-14	TE DD Caguas - 1414	Caguas - 66	4,493.25	2,494.00	1,999.25
22-14-15	TE DD Carolina - 1415	Carolina - 94	7,218.05	3,891.09	3,326.96
22-14-16	TE DD Naranjito - 1416	Naranjito - 629	2,554.76	2,321.31	233.45
22-14-17	TE DD San Juan - 1417	San Juan - 098	9,005.93	8,203.14	802.79
22-14-20	TE DD Pol de PR - 1420	Pol. De P.R. - 10	99,978.00	34,080.29	65,897.71
22-14-21	TE DD Yauco - 1421	Yauco - 105	3,295.09	953.11	2,341.98
22-14-22	TE DD Ponce - 1422	Ponce - 74	2,667.01	1,434.75	1,232.26
22-14-24	TE DD San German - 1424	San German - 628	1,748.12	525.40	1,222.72
22-14-26	TE DD Arecibo - 1426	Arecibo - 116	6,214.00	5,650.01	563.99
22-14-27	TE DD Moca - 1427	Moca - 112	1,015.21	403.52	611.69
22-14-30	TE DD Morovis - 1430	Morovis - 313	1,708.91	1,173.44	535.47
22-14-32	TE DD Aguadilla - 1432	Aguadilla - 157	1,555.43	835.90	719.53
22-14-33	TE DD Camuy - 1433	Camuy - 388	2,159.61	1,239.94	919.67
22-14-34	TE DD Vega Baja - 1434	Vega Baja - 88	2,097.81	1,510.95	586.86
22-14-35	TE DD Isabela - 1435	Isabela - 84	2,177.13	465.49	1,711.64
22-14-36	TE DD Salinas - 1436	Salinas - 158	2,079.05	860.27	1,218.78
22-14-37	TE DD Cidra - 1437	Cidra - 135	2,171.74	1,966.74	205.00
22-14-41	TE DD Toa Baja - 1441	Toa Baja - 154	3,684.16	3,499.45	184.71
22-14-42	TE DD Vega Alta - 1442	Vega Alta - 54	1,772.44	834.47	937.97
22-14-44	TE DD Quebradillas - 1444	Quebradillas - 104	974.73	-	974.73
Total 14 - Distracted Driving			\$ 196,499.23	\$ 103,678.20	\$ 92,821.03



FINANCIAL SUMMARY FEDERAL FISCAL YEAR 2022

Grant	Carry Forward from 2022	Current 2022	2022 obligation limitation total	Expended 2022	Reprogrammed to 2023	% Expended
BIL 154	-	907,619.00	907,619.00	-	907,619.00	0%
BIL 164	-	907,619.00	907,619.00	-	907,619.00	0%
BIL NHTSA 402	-	2,955,187.47	2,955,187.47	692,495.33	2,262,692.14	23%
Supplemental BIL NHTSA 402	-	165,758.43	165,758.43	-	165,758.43	0%
BIL 405b OP Low	-	454,727.58	454,727.58	128,082.66	326,644.92	28%
Supplemental BIL 405b OP Low	-	29,729.58	29,729.58	23,096.23	6,633.35	78%
BIL 405c Data	-	525,072.25	525,072.25	-	525,072.25	0%
Supplemental BIL 405c Data	-	34,328.64	34,328.64	-	34,328.64	0%
BIL 405d ID High	-	1,800,589.49	1,800,589.49	-	1,800,589.49	0%
Supplemental BIL 405d ID High	-	118,054.68	118,054.68	-	118,054.68	0%
BIL 405h non- motorized	-	267,534.16	267,534.16	78,336.40	189,197.76	29%
Supplemental BIL 405h non- motorized	-	17,491.08	17,491.08	-	17,491.08	0%
154AL	1,663,778.74	-	1,663,778.74	391,124.59	1,272,654.15	24%
164AL	2,930,974.70	-	2,930,974.70	1,761,311.33	1,169,663.37	60%
FAST Act NHTSA 402	1,971,185.54	-	1,971,185.54	1,707,074.42	264,111.12	87%
FAST Act 405b OP Low	325,272.23	-	325,272.23	249,235.09	76,037.14	77%
FAST Act 405c Data Program	1,000,544.57	-	1,000,544.57	658,848.11	341,696.46	66%
FAST Act 405d ID High	4,029,839.21	-	4,029,839.21	1,902,134.51	2,127,704.70	47%
FAST Act 405f MC	35,009.81	-	35,009.81	29,397.39	5,612.42	84%
FAST Act 405h Nonmotorized Safety	256,571.13	-	256,571.13	189,709.11	66,862.02	74%
Total	\$ 12,213,175.93	\$ 8,183,711.36	\$ 20,396,887.29	\$ 7,810,845.17	\$ 12,586,042.12	38%



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