



COMMONWEALTH OF PUERTO RICO  
TRAFFIC SAFETY COMMISSION



# 2006 Highway Safety Annual Report

*We work for your safety*

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# INTRODUCTION



Puerto Rico is the smallest and easternmost island of the Greater Antilles in the Caribbean consisting of the main island and several smaller islands including Vieques and Culebra. The main island measures 100 miles long and 35 miles wide with a population of 4 million, Spanish speaking citizens distributed over 78 municipalities. There are 16,000 miles of roads, including 265 miles of toll roads, used by 2,041,460 licensed drivers and 2,695,757 registered vehicles.

As a result of the strategies implemented by participating agencies and organizations reported fatalities for 2005 were 455, a reduction of 40 fatalities or 8.1%. This was the lowest fatality total in the past 34 years. With this reduction, the Puerto Rico Traffic Safety Commission sets its sites on breaking the 400 barrier. Increases in motorcycle fatalities, however, resulted in an increase in total fatalities, but the total of 498 in 2006 remained under 500.

Almost two decades ago, 648 traffic fatalities were reported in 1987. In 2001, the 500 barrier was broken when a new vehicle and traffic law became effective increasing penalties and reported fatalities reached 496. Except for 2002, traffic fatalities have remained under 500 since 2001. For three of the next four years, fatalities have remained under 500.

One of the Commission's top priorities for 2006 was the implementation of its motorcycle safety program. A Motorcycle Safety Summit was held in August of 2005 and about 80 stakeholders representing government, industry and riders attended. An action plan was developed based on their recommendations that included legislation, PI&E, rider training, road improvements and EMS.

**Table I: TRAFFIC CRASH TRENDS 1999–2004**

INDICATORS	2000	2001	2002	2003	2004	2005
Registered Vehicles	2,508,761	2,509,761	2,591,501	2,537,783	2,695,757	2,382,373
Licensed Drivers	2,235,300	2,235,300	2,540,591	2,672,585	2,041,460	2,050,350
Roadway Miles	14,871	14,974	15,181	15,831	15,936	15,994
Vehicles Miles Traveled ●	175.0	178.4	181.3	186.6	194.4	187.7
<sup>[1]</sup> Total Crashes	269,020	281,657	290,842	300,469	320,912	329,896
Total Injuries	50,047	44,259	43,961	43,092	45,364	42,838
Fatal Crashes	522	470	494	472	466	438
Total Fatalities	567	496	518	496	495	455
Pedestrians	178	171	178	151	164	131
Drivers	242	208	234	171	167	146
Others	147	117	106	174	164	178
Fatality Index	3.24	2.78	2.86	2.66	2.54	2.42

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



Although licensing legislation was submitted both in the House and Senate, no bills were passed. Development of PI&E materials, TV and radio spots began, the University of Puerto Rico was contracted to do a study of the infrastructure improvements needed and a "First There First Care" training program for motorcyclists and EMTs was implemented.

Puerto Rico's DMV, in coordination with the Commission, began a program of voluntarily testing motorcyclists' skills on a modified range in order to begin testing prior to passage of the law. A total of 1132 motorcyclists have been tested during the 10 testing activities conducted during 2006.

Motorcycle fatalities, however, increased by 22% from 89 in 2005 to 109 in 2006.

Commonwealth and municipal police continued an integrated and sustained enforcement effort during 2006. Interventions for DWI continued to increase from 21,620 in 2005 to 23,426 in 2006. Safety belt use increased to 92.7% and child restraint use remained at 86%. Commonwealth and 41 municipal police agencies joined forces for a Holiday Impaired Driving Crackdown from December 15, 2005 to January 15, 2006 and another during the national Labor Day Crackdown in 2006.

The PRTSC and Courts Administration began training judges in processing DWI cases at the request of the judges. The Department of Justice has also requested training for prosecutors.

Due to a fiscal crisis that shut the government down in May, the Safety Belt Mobilization could not be carried out. This fiscal crisis also affected the ability of government agencies to fully implement projects and wait for reimbursement.

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

Permanent fitting stations in 42 firehouses manned by 111 Child Passenger Technicians continued to provide safety seat checks and carry out safety seat checkpoints around the island. Community program staff was also trained as CPST's to coordinate with fitting stations in their areas to do safety seat checks.

Finally, an effort was made to address a problem of illegal use of road shoulders that resulted in 23 deaths in 2005. Fines were increased from \$25 to \$250, an aggressive enforcement effort increased interventions and a paid media campaign supported the effort. Fatalities on the shoulder were reduced to 7 in 2006.

This Annual Report on the 2006 Highway Safety Plan is divided into two parts: Overviews (contained in this section), and a Paid Media Assessment.



# IMPAIRED DRIVING

## Problem Identification:

Driving While Intoxicated continues to be the number one cause of fatal crashes in Puerto Rico. Of the total of 455 traffic fatalities in 2005, 47% were alcohol related and our alcohol related fatality index is twice the national average and three times that of New York and New Jersey.

## Performance Goals:

Reduce alcohol related fatalities by 10% from 248 to 223 and reduce the alcohol related fatality index from 1.25 to 1.15

## Legislative Goals:

Achieve Age 21 and Zero Tolerance Legislation

## Results:

Data on miles traveled is not available to quantify the fatality rate and fatalities with BACs have been entered in the FARS file only until June. The data available does indicate a reduction of alcohol involvement in fatalities from 47% to 35 %.

More than 25,000 DWI interventions were made by Commonwealth and municipal police, exceeding last year's total by 4,700.

Sobriety checkpoints, however, were down from 214 in 2005 to 142 in 2006.

Age 21 Legislation was introduced in both the Senate and the House but was not passed in either house.

## Overview:

Although Puerto Rico does not have an Age 21 Law, several laws were enacted during 2004 and 2005 that provided additional tools to the police and courts in the fight against impaired drivers.

In September of 2004, a Zero Tolerance Law for under 18, a Repeat Offender Law and stricter penalties for impaired drivers with a passenger under 15 became effective. Also, BAC test refusal was eliminated from the law requiring suspected drivers to give a BAC sample. In January 2005, an Open Container Law went into effect

An aggressive Public Information and Education campaign with considerable paid media using the national "You Drink You Drive, You Lose" slogan in addition, the local MADD chapter, the police Superintendent and others provoked a public debate concerning the intervention and processing of drivers in violation of the new statutes and the application of the stricter sanctions. As a result, the Courts Administration requested training for judges in handling DWI cases. In September, 40 judges were trained and two more sessions are scheduled for 2007. Due to the success of the judges' training, the Justice Department has requested training for its prosecutors which will begin in 2007.

This public debate and aggressive PI&E campaign helped support the enforcement effort that continued the sustained enforcement of the DWI laws. This effort included interventions made by the municipal police agencies (see table). Enforcement projects funded by the PRTSC included the purchase of equipment such as breath test equipment and mobile BAC units to be used at sobriety checkpoints. Commonwealth police trained municipal police in the use of breath test equipment and DWI enforcement strategies. Together, the municipal and Commonwealth police conducted 142 checkpoints.



## Commonwealth Police

Year	DWI	
	Interventions	Arrests
2001	14,157	11,602
2002	15,065	12,992
2003	19,792	14,767
2004	19,023	14,453
2005	19,837	15,540
2006	23,843	19,566

In 2006, the Commonwealth and 41 municipal police agencies participated in the Holiday, 2005 (December, 2005-January, 2006) and the 2006 national Labor Day Crackdowns against impaired driving. These Crackdowns were also supported by the aggressive paid media campaign (see Paid Media) using the enforcement slogan "Si Bebes y Manejas, Pierdes" ("If You Drink and Drive You Lose").

A Special DWI Prosecutor Unit is funded by the PRTSC to help identify recidivists since the Repeat Offender Law provides for stiffer penalties for these offenders. Judges and Courts Administration officials attended stateside training on special DWI courts and efforts are being made for DWI cases to be seen in the special Drug Courts recently established in Puerto Rico

Also during 2006, training of bartenders began. Attendance at the three sessions given, however, was poor. Attendance is expected to improve in 2007 because of a Puerto Rico Supreme Court decision in early October, 2006 that found a drinking establishment responsible, in a civil case, for damages caused by a drunk driver.

Finally, throughout the year, the Luis Señeriz Foundation/MADD Puerto Rico has been active in promoting legislation, court monitoring, vigils, the "Tie One On" red ribbon campaign for the holiday season among other activities. Press coverage of the Foundation's activities is significant. In September, instructors from MADD trained over 60 persons in the "Protecting You, Protecting Me" curriculum which will be implemented in the Carolina school district as a pilot program.

## MUNICIPAL (LOCAL) POLICE ENFORCEMENT ACTIVITIES

FY	SPEEDING VIOLATIONS	SEAT BELT VIOLATIONS	CHILD REST VIOLATIONS	DWI INTERVENTIONS
2002	8,029	12,516	N/A	55
2003	15,637	17,421	N/A	258
2004	9,753	10,488	N/A	544
2005	18,778	18,482	719	1,783
2006	18,650	11,497	657	1,498

## Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
154AL	\$1,573,379.97	\$598,547.82	\$974,832.15
164AL	704,535.00	490,290.28	214,244.72
163	152,264.89	51,619.67	98,645.22
<b>Total</b>	<b>\$2,430,179.86</b>	<b>\$1,140,457.77</b>	<b>\$1,287,722.09</b>



# YOUTH IMPAIRED DRIVING

## Problem Identification:

Of the 238 total driver fatalities in 2005, 81 or 34% were between the ages of 16-25 and of these 32 or 40% were positive for alcohol and 32% were legally impaired. Youth, of course, are new drivers and new drinkers and are targets of campaigns by liquor companies. Changes in youth environment that promotes a culture of drinking alcoholic beverages must be made.



## Performance Goals:

Reduce young driver fatalities by 10% from a five year (2000-2004) average of 81 to 75

Reduce alcohol related young driver fatalities from a five year average of 36 to 30

## Legislative Goals:

Age 21 MDA  
Zero Tolerance  
Graduated Driver Licensing

Year end data indicates that of 265 driver fatalities, 83 or 31% were between the ages of 16-25 resulting in a slight increase of two fatalities compared to the 81 fatalities in 2005. On the other hand, the percentage of youth driver fatalities compared to total driver fatalities was reduced.

None of the Legislative goals were achieved.

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

## Overview:

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

University students are bombarded with marketing by the beer and liquor companies at sporting, musical and cultural events. Through the FIESTA programs at the university level, the Puerto Rico Traffic safety Commission attempts to effect environmental changes to address the drinking problem on college campuses and reduce the incidence of drinking and driving.

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

The programs also provide conferences and display booths on the college campuses. The students also promote the enforcement waves and crackdowns and work information booths at track and field meets and other sports events.

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



A public information campaign consisting of print material, banners, and promotional materials for sporting and musical events was developed by the PRTSC and the different FIESTA programs.

**Fiscal Review:**

<b>Grant</b>	<b>Assigned</b>	<b>Expended</b>	<b>Reprogrammed</b>
402	\$258,423.00	\$205,599.17	\$52,823.83
163	0.00	0.00	0.00
154AL	172,015.00	125,389.07	46,625.93
164AL	84,897.00	78,074.12	6,822.88
<b>Total</b>	<b>\$515,335.00</b>	<b>\$409,062.36</b>	<b>\$106,272.64</b>





# POLICE TRAFFIC SERVICES

## Problem Identification:

Speeding and aggressive driving continue to be factors that cause traffic crashes in Puerto Rico. In 2005, speeding was a contributing factor in 47% of the fatal crashes.

## Performance Goals:

Reduce the fatality index from 2.6 to 2.2 in 2006

## Results:

At this time the vehicle miles traveled data is not available, however, fatal crash data entered in FARS to date indicates that 44% of the fatal crashes are speed related.

## Overview:

Activities funded under the Police Traffic Services program area emphasize speed enforcement and support other enforcement efforts such as impaired driving and occupant protection enforcement.

An important component of the Police Traffic Services program area is the funding for overtime patrolling. Both the Highway Patrols and the PASEAVI units use overtime to increase patrolling, especially during weekends/nights at high crash sites. Almost 54,000 overtime patrol hours were worked during 2005 by Commonwealth Police and municipal police. The table in this page presents the Commonwealth Police interventions since 2002.

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

Promotions and reassignment of traffic patrol officers require continuing training and certification of officers in radar and breathe test equipment. At the Traffic Police Training Institute 552 Commonwealth Police officers were trained and certified during 2006.



## COMMONWEALTH POLICE EFFORTS FY 2002 – 2006

FY	SPEEDING VIOLATIONS	SEAT BELT VIOLATIONS	D W I INTERVENTIONS	D W I ARRESTS
2002	331,982	301,385	15,065	12,159
2003	308,348	266,325	19,792	14,767
2004	274,996	268,667	19,023	14,453
2005	277,018	219,680	19,837	15,540
2006	229,820	189,849	23,843	19,566

The most important component of this program is the PASEAVI or “Wolf Pack” patrols that target high crash sites and actively participate in the Mobilizations and Crackdowns. The 17 Mustangs that comprise the PASEAVI unit provide high visibility enforcement and, in addition to the assignments by the Traffic Bureau, are frequently requested by Area Commanders to impact high crash locations.

As part of the effort to involve municipal police in traffic enforcement, the Institute trained and certified 461 municipal police officers. “Looking Beyond the Ticket” training was also offered to a total of 402 Commonwealth and municipal police officers. In addition, several municipal police commissioners and, at the request of the Puerto Rico Police Superintendent, the thirteen Area Commanders of the Commonwealth police (all colonels) took the training.



**COMBINED ENFORCEMENT ACTIVITIES  
(COMMONWEALTH & MUNICIPAL POLICE)  
FY 2002 – 2006**

<b>FY</b>	<b>SPEEDING VIOLATIONS</b>	<b>SEAT BELT VIOLATIONS</b>	<b>D W I INTERVENTIONS</b>
2002	340,011	313,901	15,120
2003	323,985	283,746	20,050
2004	284,749	279,115	19,567
2005	295,796	238,162	21,620
2006	248,470	201,346	25,341

**Fiscal Review:**

<b>Grant</b>	<b>Assigned</b>	<b>Expended</b>	<b>Reprogrammed</b>
154AL	\$393,768.34	\$229,088.64	\$164,679.70
402	467,185.00	403,911.94	63,273.06
K2 405 OP	75,022.00	22,271.48	52,728.52
164AL	94,744.52	41,287.12	53,457.38
<b>Total</b>	<b>\$1,030,719.86</b>	<b>\$696,559.18</b>	<b>\$334,138.66</b>



# PLANNING AND ADMINISTRATION

## **Problem Identification:**

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

## **Performance Goals:**

To prepare an annual Highway Safety Plan by September 1.

To prepare an Annual Evaluation Report by December 31

To close out fiscal activities by December 31

## **Results:**

The 2007 Highway Safety Plan (HSP) and Program Closeout for FY-06 were submitted on a timely manner. The Annual Evaluation Report, however, is difficult to complete by December 31 since year end data is still being received.

## **Overview:**

PRTSC developed a comprehensive, well-crafted fiscal year 2007 Highway Safety Plan that was approved by NHTSA. It complied with the requirements of Section 402 Program and the strategies, countermeasures and projects included should help us reach Puerto Rico's traffic safety goals.

By closely monitoring the progress of projects, their quarterly and expenditure reports, PRTSC was able to submit its final voucher by December 30<sup>th</sup>, constituting the final reconciliation for FY-05. Liquidation of funds is as follows: 84% of 402 funds, 100% of 157 Incentive, 80% of 164AL, 52% of 157 Innovative, 90% of J2-405, 100% of J3-2003B, 44% of 154AL, 28% of 164HE and 25% of 154HE. Only the 154/164 funds controlled by DTOP had excessive unliquidated balances. During FY-06, Puerto Rico's Grants Tracking System included a total of \$18,113,244 in federal grants of which, \$6,918,607 were carry-overs from FY-05. See Financial Summary Section.

A total of \$3,345,619 in federal funds approved for Puerto Rico under SAFETEA-LU (Sections 405, 406, 408, 410 and 2010) were not received until late in the fiscal year resulting in carryovers.



Liquidation of funds was also negatively affected by the fiscal crisis that resulted in the closing of the government in May 2006. Some projects lacked funds to implement programs and wait for reimbursements. In the case of a police overtime project, for example, 553 overtime hours were worked totaling \$15,000 that could not be vouchered to the PRTSC because the police did not have the funds to pay the officers for the overtime worked in order to get reimbursed. The number of additional overtime hours worked was also limited by the lack of funds.

**Fiscal Review:**

<b>Grant</b>	<b>Assigned</b>	<b>Expended</b>	<b>Reprogrammed</b>
402	\$224,879.00	\$201,193.10	\$23,685.90
154	118,775.00	42,350.36	76,424.64
164	49,892.40	33,169.56	16,722.84
<b>Total</b>	<b>\$393,546.40</b>	<b>\$276,713.02</b>	<b>\$116,833.38</b>



# OCCUPANT PROTECTION

## Problem Identification:

Safety belts can reduce fatalities by 45% and serious injuries by 50% when used properly. Puerto Rico had achieved a 92.5% usage rate in 2005 and increasing this rate would require aggressive enforcement and a public information and education campaign with a strong enforcement message.

Child restraint usage had reached 86% in 2005 in Puerto Rico and these seats, when used properly, can reduce fatal injury for infants (less than 1 year old) by 71 percent and toddlers (1-4 years old) by 54 percent in the event of a traffic crash. Since improper use is a significant problem, measures to increase proper usage must be continued to complement the aggressive enforcement and education campaigns.



## Performance Goals:

Increase safety belt use from 92.5% to 94 % in 2006.

Increase child restraint use from 86% to 89% in 2006

## Results:

During 2006, safety belt usage increased to 92.7%, short of the 94% goal. Child restraint usage also fell short remaining at the same 86% usage rate registered in 2005.

## Overview:

With a safety belt usage rate at 92.7%, one of the highest of any U.S. jurisdiction, enforcement and education strategies had to continue to be aggressive. Due to a budget crisis, however, the government was forced to close in May and Puerto Rico was unable to participate in the national Occupant Protection Mobilization. Usage rates are usually higher immediately after such Mobilizations. Nevertheless, enforcement strategies such as sustained enforcement including overtime (see PTS) and saturation patrols or “wolfpacks” continued to be used during 2006. Efforts to include municipal police agencies continued to be successful and these agencies were an important part of the sustained enforcement activity. Together, Commonwealth and municipal police agencies wrote a total of 201,346 safety belt citations during 2006 and safety belt usage reached 92.7% in 2006.

A mass media campaign to support the sustained enforcement was carried out during the year. The campaign used the enforcement message “Si no te amarras, pagas”, a Spanish version of “Click it or Ticket”, and included print material, press conferences, media tours and special events such as the Honor Roll ceremony and the “Corazon de Mi Vida” event held in late October with the National Latino Children’s Institute and Ford Motor Company.

Jurisdiction	2001	2002	2003	2004	2005	2006	Reduction in Non-use 2005-06
Puerto Rico	83.1%	90.5%	87.1%	90.1%	92.5%	92.7%	1.3%
Nationwide	73%	75%	79%	80%	82%	86%	23%



Paid media, using the same enforcement message, was used to support the Mobilization. A total of 60 TV spots (see Paid Media) complemented the enforcement effort. Also, 256,000 in print materials were distributed.



Fitting stations at Puerto Rico firehouses and training of Child Passenger Technicians continued to be developed. During 2006, fitting stations increased from 36 to 42 and with the training of CTSP staff of the 16 programs around the island, firemen and others such as the government Office of Rural Development, certified technicians increased from 60 to 111, mostly firefighters. A total of eleven safety seat checks were conducted in 2006, ten less than the 21 conducted in 2005, and 820 seats were checked, less than the 1155 checked in 2005. In addition to the permanent fitting stations, These safety seat check activities were carried with corporate sponsors such as McDonald's and Wal-Mart and the participation of the CTSPs and Rural Development. These were large media events that were covered by the press and helped keep the use and proper use issues in the public eye.

### Enforcement Efforts and Seat-Belt Usage Rate FY-2000 to FY-2006

FY	Citations (Seat -Belt Non-Usage)	Usage Rate
2000	410,162	87%
2001	245,349	87%
2002*	313,901	91%
2003*	283,746	87%
2004*	279,115	91%
2005*	238,102	92.5%
2006*	201,346	92.7%

\*Includes Commonwealth & Municipal Citations

First Lady, Luisa Gandara, helped launch Child Passenger Safety Week in February, 2006 and participated in hospital visits, safety seat checks and TV and radio interviews as part of the Week's activities. As Godmother of the program she helps provide even more media exposure.

### Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
402	\$131,790.00	\$89,129.42	\$42,660.58
157 Innovative	76,569.25	39,600.00	36,969.25
157 Incentive	5,481.37	5,481.37	0.00
J2 Section 405	164,890.80	145,802.50	19,088.30
J3 Section 2003	28,255.25	28,255.25	0.00
K2 405	216,660.00	85,541.26	131,118.74
<b>Total</b>	<b>\$213,840.62</b>	<b>\$134,210.79</b>	<b>\$79,629.83</b>



## COMMUNITY PROGRAMS

### Problem Identification:

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



### Performance Goals:

Maintain PRTSC presence in 67 of the 76 municipalities through the CTSPs

### Results:

A total of eleven Regional Community Programs and five local Community Programs continued to provide traffic safety activities and coordination with Commonwealth efforts to a total population of over 3 million or 75% of the population of 4 million island wide. During 2006, Community Program directors and staff were trained and certified as Child Passenger Safety Technicians in order to coordinate with Fire Department CPSTs and provide services in their communities.

### Overview:

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

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

During 2006, the community programs gave 1134 presentations at schools and other events reaching a combined, direct audience of 153, 398. In addition, an indirect audience of 407,173 was reached through the print and other material distributed.



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

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

**Fiscal Review:**

<b>Grant</b>	<b>Assigned</b>	<b>Expended</b>	<b>Reprogrammed</b>
402	\$646,042.00	\$545,020.00	\$101,021.74
<b>Total</b>	<b>\$646,042.00</b>	<b>\$545,020.00</b>	<b>\$101,021.74</b>





# TRAFFIC RECORDS

## **Problem Identification:**

Accurate and timely data are needed to identify traffic safety problems, develop a plan and evaluate results. Traffic records projects funded with 411 grants have helped to steadily improve data timeliness and accuracy. These projects included bringing the crash file up to date with the existing staff of the Accident Analysis Unit of the PRDOT. Simultaneously, a system to have crash data entered on hand held computers, with GPS, at the crash scene was being developed, but never completed.

## **Performance Goals:**

To access the crash file and perform the problem identification process at the PRTSC

To pilot test the at scene data collection system.

## **Results:**

The Accident Analysis Unit of the PRDOT has continued to enter crash data from paper crash reports and reduced the backlog to eleven months. Problems exist, however with the quality of the data, mainly the lack of location identification, among others. The automated, on site data entry has not yet been pilot tested.

## **Overview:**

Considerable activity occurred in the Traffic Records area during 2006. A Traffic Records Coordinating Committee (TRCC) that existed in the 1990s was reestablished with the purpose of moving the traffic records improvement process forward and complying with Section 408 of SAFETEA-LU. The Information Officer recruited by the PRTSC to access the crash file and other files for the data needed for problem identification took on an expanded role as Traffic Records Coordinator.

The Information Officer took the lead in developing a Traffic Records Strategic Plan, as required by 408. This was accomplished through regular meetings with the participating agencies in the TRCC: PRDOT, Police, EMS, Public Service Commission, PRTSC and the Automobile Accident Compensation Administration. The plan was submitted and approved by NHTSA. At scene data entry is an important part of the Strategic Plan as is the integration of other files to the crash file.

In order to become trained in the traffic records area and help in the implementation of the Strategic Plan, PRTSC staff and members of the TRCC attended traffic records trainings and forums. TRCC members also worked on the documentation necessary for a Traffic Records Assessment to be conducted in January 2007. The trainings and Assessment will help the TRCC members revise the Strategic Plan as necessary and comply with Subsequent year grants under Section 408.

Data runs by the Information Officer helped the PRTSC Director respond to press inquiries and requests by other agencies including the Governor's Office. The data continues to be deficient in location data and other elements needed for problem identification, but improvements are expected with the implementation of the Strategic Traffic Records Plan.



**Fiscal Review:**

<b>Grant</b>	<b>Assigned</b>	<b>Expended</b>	<b>Reprogrammed</b>
402	\$17,861.00	\$17,411.48	\$449.52
163	\$7,772.29	\$7,772.29	\$0.00
<b>Total</b>	<b>\$25,633.29</b>	<b>\$25,183.77</b>	<b>\$449.52</b>



# NON OCCUPANT SAFETY

## Problem Identification

Non-occupant fatalities continue to play a major part in the traffic crash fatalities problem in Puerto Rico. During the five-year period from 2001 to 2005, non-occupant fatalities have averaged 175 or 37% of the average total fatalities during the period. Of the average non-occupants killed during this time frame 159 were pedestrians and accounted for 91% of the total non-occupants killed. Of these, 31% were BAC positive and 14% drug positive. The 50 year old and over are the most over represented age group of the pedestrian fatalities. The total cyclists fatalities for the five year period mentioned were 14 or 8% of the total non-occupant fatalities.



## Performance Goals:

Reduce pedestrian fatalities from an average of 169 (five year average) to 150 in 2006.

Reduce total non occupant fatalities from a five year average of 186 to 155 in 2006.

## Results

Year end data indicates that non occupant fatalities were 159, four more than the goal and pedestrian fatalities were 139 during 2006, exceeding the performance goal. An increase in bicycle fatalities accounted for the failure to meet the non occupant goal.

## Overview

During 2006, the PRTSC non occupant safety program achieved the integration of new partners. Employees of FEDEX joined Puerto Rico Safe Kids and the PRTSC in the "Walk This Way" pedestrian safety campaign aimed at elementary school children.

Also, during Pedestrian Safety Month (October, 2005) the "Walking Safely to School" campaign emphasized pedestrian safety measures. In August of 2006, the Automobile Association of America joined the PRTSC in a Back to School campaign that included the slogan "The School Year Has Begun, Drive Safely".

All of these campaigns included the distribution of print material, placement of posters, coordination with the Impact Team to repaint school crossings, coordination with police to enforce speeding and other traffic laws (see PTS), marches and other activities which received considerable media coverage.

Another new partner is the Veteran's Hospital which reached out to the PRTSC to participate in the "Respect the White Cane" campaign to raise awareness among drivers of those pedestrians who are blind or legally blind.

A bicycle safety program that included the distribution of 50,000 brochures on the "Cyclists Bill of Rights", an amendment to the Vehicle and Traffic Law passed by the Puerto Rico Legislature in 2004 which outlines the cyclists rights and responsibilities as well as the responsibilities of automobile drivers towards bicyclists. Another 50,000 "Sharing the Road" brochures were also distributed. An agreement was reached with the Sports and Recreation Department to run this project for 2007 and beyond.

Efforts also began during 2006 with the Office of Elderly Affairs and the San German Community Program to hold a pedestrian safety summit for the elderly early in fiscal year 2007.



Finally, the Traffic Safety Educational Park in Arecibo, which increases driver, pedestrian and bicyclist safety awareness in school children ages 7 to 10, received and trained 6,700 children. The recently inaugurated Traffic Safety Educational Park in Caguas trained 2,774 students. This park has also developed a conference for the parents accompanying the children and 645 adults have participated.

**Fiscal Review:**

Grant	Assigned	Expended	Reprogrammed
402	\$423,619.00	\$380,165.52	\$43,453.48
<b>Total</b>	<b>\$423,619.00</b>	<b>\$380,165.52</b>	<b>\$43,453.48</b>



# EMERGENCY MEDICAL SERVICES

## Problem Identification:

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

## Performance Goals:

Establish satellite training centers  
Hold an EMS summit

## Results:

The UPR's Medical Campus has established an advanced study center and Training Academy for EMS personnel. During 2006, satellite centers were established in Mayaguez and Manati.

## Overview:

Emergency Medical Services continues to be an important part of the 4 Es of a comprehensive program. We perceive this project as the initial step in establishing an EMS training academy. When the Medical Sciences Campus of the University of Puerto Rico submitted its proposal in 2005, we understood that EMS training in such a prestigious institution would be superior to beauty schools or banking schools where EMS training is offered at present.

Funding provided with the start up tools to establish an EMT training academy. In 2005, The curriculum was developed, equipment was purchased and received. In 2006, 1137 students participated in 127 courses offered.

An EMS summit could not be held in 2006 because a new EMS director took over mid year and had to become familiar with the system and its problems

Fiscal Review:

## Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
402	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>



# TRAFFIC ENGINEERING

## Problem Identification:

In 2005, 82% of the fatal crashes occurred on the Commonwealth's State Roads and Highway System and the remaining 18% on Municipal roadways. Our highway system has not been able to keep to par with the increasing vehicular movement. This creates potential problems that affect the overall traffic safety program. Continuous attention must be paid in developing engineering related countermeasures that will create better roadways and which are cost effective.



## Performance Goal:

Increase road safety by eliminating hazards

## Results:

During 2006, the PRTSC's Impact Team and the PRHTA's Road Safety Audit Team identified and evaluated 55 high risk sites making the respective recommendation reports to the appropriate agency for their implementation, be it Public Works or Highway and Transportation Authority. Follow up was given to short range projects and 19 were completed during including school zones, signing, pavement markings, attenuators and geometric improvements.

## Overview:

This program area efforts are focused toward improving the physical characteristics of roadways that affect safety, operating conditions, evaluation and removal of roadside hazards, and effective use of safety features. The PRTSC established seven projects that directly addressed these issues. Two projects, the PRTSC's Impact Team and Highway Authority Road Safety Audit Team are directed towards identifying, evaluating and recommending countermeasures to the safety problems at localized high-risk roads or areas.

The others, larger projects designed to eliminate hazards, including guardrail and attenuator installation, sign and signal installation, New Jersey barriers and pavement marking, continue in the development stage. Some projects have begun implementation such as placement of New Jersey barriers in Yabucoa.

## Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
154	\$4,365,514.38	\$1,071,306.90	\$3,294,207.48
164	\$3,219,414.80	\$907,593.49	\$2,311,821.31
<b>Total</b>	<b>\$4,365,514.38</b>	<b>\$1,071,306.90</b>	<b>\$5,606,028.79</b>



## PAID MEDIA

### Problem Identification:

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

### Performance Goals:

Increase recognition of PRTSC messages  
Effect positive change in attitudes towards traffic safety messages

### Results:

During Fiscal Year 2006, a total of 933 TV spots were aired, 256 were paid and 677 were bonus, reaching an average audience of 84% of a total target audience of 2,815,806. A total of 3096 Radio spots were aired, 2414 were paid spots and 684 bonuses reaching a total audience of 92% of a total target audience of 2,902,242. Paid print ads totaled 50 and over 150 articles, editorials, and columns appeared in nearly 35 publications reaching over 2,892,979 people.

### Overview:

During 2006, was unable to participate in the Seat Belt Mobilization due to a fiscal crisis in May that resulted in a closing of the government. Impaired Driving Crackdowns, however, were held during the December, 2005 and January 2006 Holiday season. Also, paid media was used to support Child Passenger Safety Week in February, 2006 and a campaign to prevent drivers of riding on the shoulders. A report on the number airings or print ads purchased and earned media gained in and the size of the audience reached in support of these activities follows.

An Impaired Driving Crackdown was carried out from December 15, 2005 to January 15, 2006. TV, radio and print ads titled “**Si Bebes y Guias, Pierdes**” (**You Drink, You Drive, You Lose**) were used to support this effort. Using Arbitron and Nielsen rating system it is estimated that the 92 paid and 612 bonus for a total of 704 TV airings reached 80% of the total target audience of 2,815,806. Radio airings totaled 1155 paid and 367 earned reaching 90% of the total target audience of National and local newspapers placed 18 print ads for combined readership of 2,926,980 each time printed.

In February, 2006, paid media supported the national Child Passenger Safety Week with the slogan “Their Safety is in Your Hands”. Paid radio spots totaled 278 and 58 spots were earned. Twelve print ads were placed in the press with a readership of 2,503,680

In August, the PRTSC joined for the national Labor Day Holiday Crackdown with the national a campaign theme “**Si bebes y manejas, pierdes**”. On TV 164 spots were paid and 62 were bonus for a total of 226 TV airings reaching 92% of the total target audience of 2,815,806. Radio airings totaled 981 paid and 117 earned. National and local newspapers placed 13 paid print ads.

A campaign, enforcement and PI&E, to prevent people from driving on the shoulder was also supported with paid media. This print ads only campaign totaled 8 print ads placed with a readership of 2,303,981.

A total of \$667,483 was spent on paid media and a total of \$3,727,456 worth of earned media was obtained.



Since the paid media campaigns exceeded \$100,000, a consultant was contracted to conduct telephone surveys to measure the audiences' reaction. Some highlights from the consultant's report:

A significant 83% of the total sample recalled slogans from the new campaign. "You Drink, You Drive, You Lose" was recalled by 64%.

That 95% think that the message "creates" consciousness that DUI leads to arrests. Also, close to 75% see a strong chance of being jailed.

Seat belt use was reported as "always" or "almost always" used during the past month.

The campaign was liked, found credible, informative and appropriate. All of these received very positive evaluations, close to 90% or higher.

This report on the public's reaction and attitudes concerning the PRTSC PI&E campaigns, including paid media, has been sent to NHTSA's Eastern Region office and is available for review.

**Fiscal Review:**

Grant	Assigned	Expended	Reprogrammed
402	\$79,000.00	\$52,787.77	\$26,212.23
K2 405	50,000.00	6,819.31	43,180.69
405 J2PM	80,000.00	74,926.40	5,073.60
164	537,500.00	532,954.35	4,545.65
<b>Total</b>	<b>\$746,500.00</b>	<b>\$667,487.63</b>	<b>\$79,012.17</b>





# MOTORCYCLE SAFETY

## Problem Identification:

Just a few years ago (1997), motorcycle fatalities in Puerto Rico were 22, or 4% of all traffic fatalities. Motorcycle registrations were only 40,887 in 1987 but have increased dramatically and by 2005 had reached 121,554. Motorcycle fatalities have also increased dramatically and by the end of 2005 had reached 89 or almost 20% of all traffic fatalities. Crash data indicates that young motorcyclists are at greater risk, that males far outnumber females and that most motorcycle fatalities occur on weekends.

Motorcycle safety in Puerto Rico suffers from many deficiencies. There is no motorcycle license or endorsement requiring a written and road test although there is a motorcycle helmet law. Rider education is limited, motorcyclists ride without the proper gear and safety awareness must be increased. Also, sharing the road campaigns must be developed.



## Legislative Goal:

Achieve legislation requiring a motorcycle license, written and road test.

## Results:

A committee of stakeholders, government, industry and riders drafted legislation that was submitted in the House of Representatives that passed the House but has not passed in the Senate. In addition to driver licensing provisions, the proposed bills included safety gear, rider training, and vehicle equipment.

Motorcycle fatalities continued to increase and 2006 ended with a total of 109 deaths or 22% of total traffic fatalities.

## Overview:

Faced with the number of motorcycle crashes, fatalities and injuries associated with it, the first Motorcycle Safety Summit was held during the month of August 2005, bringing together approximately 70 individuals from governmental and enforcement agencies, legislators, motorcycle distributors and dealers, motorcyclists associations or clubs, insurance agencies and media. At this event, a New York Certified Instructor served as a consultant, and helped us identify all the necessary elements for the comprehensive motorcycle safety program to be established: licensing, rider education, use of helmet and other safety gear, enforcement, vehicle design, infrastructure and emergency response. In addition, four state employees completed in New York the MSF Basic Rider Course and were certified as MSF RiderCoach entitling them to conduct the basic course in Puerto Rico. Two of the instructors are from the PRTSC and two from the Motor Vehicle Bureau.

As a result of the Summit, a report was issued with recommendations and these recommendations were included in the 2006 HSP. Progress has been made in implementing these recommendations as follows:

As mentioned above, legislation has been drafted and submitted to the Legislature. A Public Information and Education Campaign was developed that included print material (brochures, posters, etc.), a training film/documentary, TV spots on motorcycle safety and sharing the road. The PRTSC Motorcycle Safety Coordinator has a five minute segment on a weekly television "Custom Motorcycle Show" offering safety tips. Unfortunately, the process of material development was long and most of the materials were not available until year's end.



With the material already developed, the PRTSC has participated with a booth and conferences at biker shows and rallies around the island.

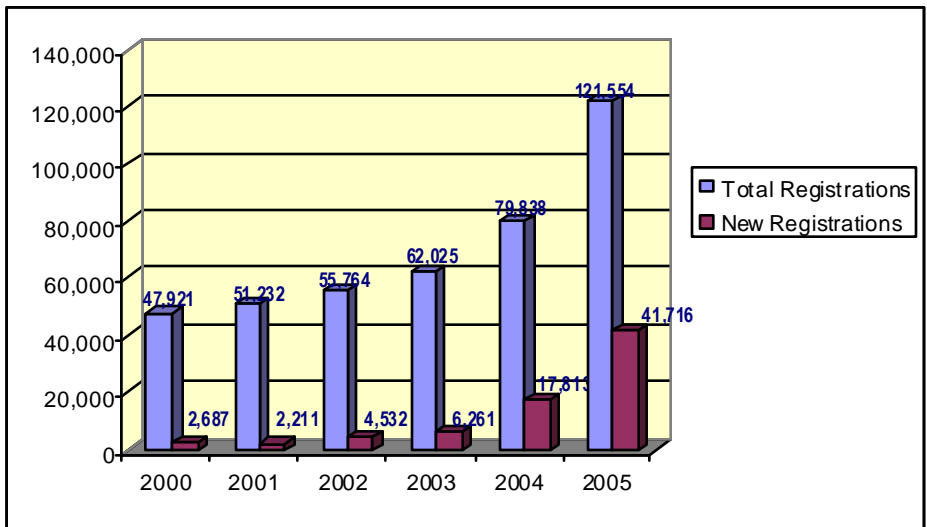
During 2006, the four Rider Coaches trained ten licensing examiners of the DMV to prepare them to conduct testing once the licensing law is passed. The training was done on the only certified range in Puerto Rico. Other sites for ranges have been identified and will be developed during 2007 in preparation for compliance with the expected legislation. In order to advance the training component, the DMV and PRTSC has begun, on modified ranges and on a voluntary basis, testing motorcyclists. Giveaways such as T shirts and caps with the campaign logo and slogan "Safety Always" have motivated participation.

Media coverage of these events, held on weekends, has been significant. Of the 1,132 motorcyclists who signed up to be tested, an encouraging 1,007 passed, 119 failed and 6 decided not to take the test once they saw what it required.

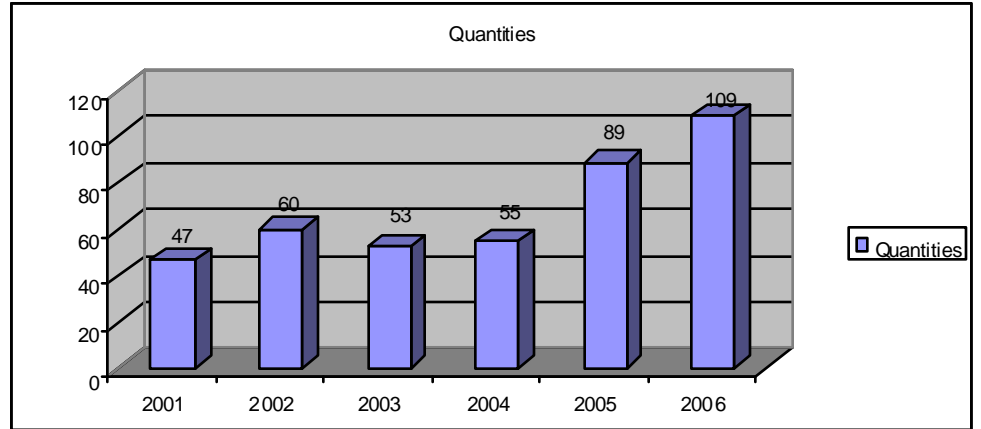
Although no enforcement training on strategies for intervening with motorcyclists who violate the traffic law has been developed, the Puerto Rico Police, concerned with the increase in motorcycle fatalities, continued to search for effective enforcement strategies that would not put riders at risk. Since the riders congregated in coastal towns on weekends, the police decided to establish their presence then and there.

Puerto Rico's Police Superintendent held a press conference on July 13, 2006 announcing the enforcement effort. Data on traffic interventions with motorcycle riders were not previously kept (they were classified as drivers), but the number of interventions were few if any. Since the press conference, 4,268 helmet citations were issued, 466 citations for speeding were issued and 53 motorcyclists were arrested for DWI. Prior to the enforcement effort, there were an average of 11 motorcycle fatalities a month, but only five afterwards.

**Motorcycle Registrations in Puerto Rico**



## Motorcycle Fatalities 2000-2006



### Fiscal Review:

Grant	Assigned	Expended	Reprogrammed
163AL	\$125,000.00	\$121,536.34	\$3,463.66
<b>Total</b>	<b>\$125,000.00</b>	<b>\$121,536.34</b>	<b>\$3,463.66</b>



## FINNANCIAL SUMMARY

Grant	FY-06	FY-05 Carryovers	Total	Expended	Reprogram FY-07	% OF TOTAL
402	2,248,799.00	0.00	2,248,799.00	1,895,218.66	353,580.34	12.42%
J-2 405	0.00	244,890.80	244,890.80	220,728.90	24,161.90	1.35%
157 INCENTIVE	0.00	5,481.37	5,481.37	5,481.37	0.00	0.03%
157 INNOVATIVE	0.00	76,569.25	76,569.25	39,600.00	36,969.25	0.42%
154 AL	1,187,757.00	1,070,181.31	2,257,938.31	995,375.89	1,262,562.42	12.47%
154 HE	1,187,756.00	3,177,758.38	4,365,514.38	1,071,306.90	3,294,207.48	24.10%
164 AL	1,187,757.00	283,811.90	1,471,568.90	1,175,775.43	295,793.47	8.12%
164 HE	1,187,756.00	2,031,658.80	3,219,414.80	907,593.49	2,311,821.31	17.77%
J-3-2003-B	0.00	28,255.25	28,255.25	28,255.25	0.00	0.16%
163	443,171.50	0.00	443,171.50	299,185.95	143,985.55	2.45%
405 SAFETEA-LU	341,660.00	0.00	341,660.00	114,632.05	227,027.95	1.89%
406 INCENTIVE	1,186,295.00	0.00	1,186,295.00	0.00	1,186,295.00	6.55%
408 Data SAFETEA-LU	406,022.00	0.00	406,022.00	0.00	406,022.00	2.24%
K-8FR 410	858,832.00	0.00	858,832.00	0.00	858,832.00	4.74%
K-8HV 410	858,832.00	0.00	858,832.00	0.00	858,832.00	4.74%
2010 MC	100,000.00	0.00	100,000.00	0.00	100,000.00	0.55%
<b>TOTALS</b>	<b>11,194,637.50</b>	<b>6,918,607.06</b>	<b>18,113,244.56</b>	<b>6,753,153.89</b>	<b>11,360,090.67</b>	<b>100.00%</b>

