

HIGHWAY SAFETY ANNUAL REPORT



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INTRODUCTION

Puerto Rico's highway safety program has had many successes since it began in 1972. Fatalities for the years from 2005 to 2009 have been the lowest for any five year period since traffic crash data has been collected, with an average of 437.4 for the period.

Many factors have helped achieve these results. Puerto Rico was the first jurisdiction to pass a mandatory safety belt law in 1974. Puerto Rico's law is a primary law that covers all seating positions and surveys showed a 90.6% usage rate for 2009. Participation in the National Mobilizations with aggressive enforcement, including the integration of municipal police, targeted public information and education, have been key in the success of the occupant restraint program. Regarding Motorcycle Safety, in 2007, legislation was approved requiring written and read testing for motorcycle license. Also, several laws have been enacted in recent years regarding impaired driving. A Zero Tolerance Law for people under 18 years of age, a Repeat Offender Law and stricter penalties for impaired drivers with a passenger under the age of 15 became effective. During 2009, legislature approved the .02% BAC law for people between the ages of 18-20.

The PRITSC has worked aggressively to convince Municipal police agencies to establish traffic patrols and has supported these efforts with funding for vehicles, equipment, training and overtime. Of the 78 municipalities, a total of 62 have Municipal Police traffic units established and have joined the Puerto Rico Police in the National Crackdowns.

TABLE I **TRAFFIC CRASH TRENDS BY YEAR**

INDICATORS	2005	2006	2007	2008	2009
Registered Vehicles	2,801,217	3,015,227	3,165,543	3,129,561	3,026,815
Licensed Drivers* ^[1]	2,050,350	2,045,120	2,078,841	2,017,055	2,628,207
Roadway Miles ^[2]	15,994	16,275	16,398	16,576	19,488
VMT ● ^[3]	194.3	196.4	192.2	194.3	190.1
Total Crashes ^[4]	329,896	313,342	288,947	252,608	263,401
Total Injuries ^[5]	42,838	41,311	41,341	38,448	36,965
Fatal Crashes	438	482	430	386	343
Total Fatalities	457	507	452	406	365
Fatality Index	2.35	2.58	2.35	2.08	1.92

*Vehicle Miles Traveled per 100 million miles traveled. * Active licensed drivers*

^[1] Data provided by Driver Services Directory. ^[2] Data provided by the Highway System Office ^[3] Data provided by the Highway System Office ^[4] Data provided by Police Department. ^[5] Data provided by Automobile Accident Compensation Administration (ACAA).



Participation in the National Crackdowns has helped lower the percentage of alcohol related fatalities to 38% although it continues to be slightly higher than the National average. To continue the integration of the Municipal police in the enforcement efforts to reduce impaired driving and to increase Commonwealth Police efforts, the PRTSC has submitted a subsequent year Section 410 proposal.

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

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

Even when total pedestrian fatalities decreased in 2008 from 140 to 127 in 2009, it accounted a 35% of the total fatalities (127 of 365), the lowest percentage in decades. Successful efforts in reducing speeding and DWI will help reduce these fatalities even more.

Motorcycle fatalities have decreased from the past five years, even though we had an increase in 2006 with a total of 115 fatalities from 90 in 2005. For 2009 we had a total of 53 motorcycle fatalities, a reduction of 25 if compared to 2008 were we had 78 fatalities. Initiatives began in 2005 to address this growing problem: two motorcycle safety summits have been held and recommendations from the summits have resulted among others, motorcycle safety law became effective on October 10, 2007 which key elements strengthen the roadway, licensing and protective gear requirements of the current primary helmet law.

Child Passenger Technicians from the Fire Department continue to provide safety seat inspections and carry out safety seat checkpoints around the island, together with the Community Program staff members that have been trained as CPST's. In addition, this year (2010), we had the certification of staff members from 8 of the 11 existing FIESTA Programs. This year, Puerto Rico participated in the Safety Belt Mobilization. Safety belt use increased slightly from 90.5% in 2008 to 90.6% in 2009. Commonwealth and Municipal Police continued an integrated and sustained enforcement effort during 2010.

As part of our joint effort to develop Traffic Performance Measures, we used a basic set of questions that were used in periodic surveys that track driver attitudes and awareness concerning: speeding, seat belt use, and impaired driving. These findings are found in the Paid Media Section of this Highway Safety Annual Report.



IMPAIRED DRIVING



Problem Identification:

Once again, Puerto Rico has been identified by NHTSA as the US Jurisdiction with the highest alcohol related fatality rate. Annually, there are more than 250,000 traffic crashes in Puerto Rico with approximately 36,000 injuries and between 400 and 450 fatalities. In 2009, there were 138 alcohol related fatalities, or 38% out of the 365 total fatalities.

Performance Goals:

- Reduce alcohol related fatalities by 9% from 138 in 2009 to 126 in 2010
- Conduct training for judges and prosecutors during 2010

Legislative Goals:

- Achieve a Texting Driver Legislation

Results:

Because the year 2010 has not yet ended, data on miles traveled and BAC's is not available to calculate the alcohol related fatality index. As of March, 2010 we have a total of 18 alcohol related fatalities.

By the end of FY09, about 16,491 DWI interventions were made by Commonwealth and Municipal Police. By the end of the calendar year 2010, estimates indicate that DWI interventions will be approximately 17,500.

During 2009, the .02% BAC law for people between the ages of 18-20 has been approved as well as a Zero Tolerance Law for people seventeen and younger. The minimum Legal drinking age for Puerto Rico is 18. Our goal is to achieve age 21 and a Zero Tolerance Legislation.

Overview:

Although Puerto Rico does not have an Age 21 Law that prohibits drinking to minors, several laws have been enacted in recent years providing additional tools to law enforcement agencies in the fight against impaired drivers. Among these, a Zero Tolerance Law for people under 18 years of age, a Repeat Offender Law and stricter penalties for impaired drivers with a passenger under the age of 15 became effective. Also, BAC test refusal was eliminated from the law requiring suspected drivers to give a BAC sample and an Open



Container Law went as well into effect. The PRTSC hopes that by the beginning of FY2011, the age 21 and Zero Tolerance Legislation will be enacted.

The PRTSC strategy has been to incorporate as many Municipal Police agencies into the PR Police effort in order to aggressively cover the whole island with sustained enforcement, given that Puerto Rico is a small, densely populated island, where people routinely travel across many municipal boundaries.

A High Visibility Enforcement Plan against impaired drivers that included five activities was also implemented during 2010 by the Commonwealth and over 40 Municipal Police agencies. A summary of the enforcement actions was taken in three of the larger mobilizations: Holiday 2009 (December 2009 – January 2010), summer 2010 and the 2010 National Labor Day Crackdowns as shown in Table II. A total of 3,429 DWI Interventions were made and 2,581 DWI arrests among Commonwealth and Municipal Police. A total of 866 DWI Checkpoints were conducted and over 1,797 officers participated. These Crackdowns were also supported by an aggressive paid media campaign (see Paid Media) using the enforcement slogan “Guiar borracho es un crimen, serás arrestado” the NHTSA’s Spanish version for “Drunk Driving: Over the Limit, Under Arrest”.

TABLE II **FY 2010 DWI MOBILIZATIONS***

	INTERVENTIONS	ARRESTS	CHECKPOINTS CONDUCTED	PARTICIPATING OFFICERS	OFFICER HOURS WORKED	TOTAL OVER TIME HOURS
HOLIDAY 2009-2010	1,392	934	570	1,111	25,213	41,324
SUMMER 2010	1,125	964	119	330	12,067	22,490
LABOR DAY 2010	912	683	177	356	20,765	14,883
TOTAL	3,429	2,581	866	1,797	58,045	78,697

**Data includes both Commonwealth and Municipal Police activities.*

The media strategy used when conducting high visibility and sustained enforcement helped us spread the message that violating traffic laws will result in getting arrested. This message was reinforced by several organizations such as MADD PR Chapter, the Alcoholic Beverage Industry of PR (ABIA), the Lions Club and the PARA Alliance, encouraging drivers not to drink and drive. In addition, over 400,000 educational materials were distributed in events, with the collaboration of the Community Programs, including the FIESTA programs.

The results of the ongoing effectiveness and sustained enforcement can also be seen in Table III. For 2009, there were more than 14,400 DWI Interventions among Commonwealth and Municipal Police and over 12,300 DWI Arrests.

TABLE III

DWI ACTIVITIES BY YEAR

YEAR	COMMONWEALTH POLICE		MUNICIPAL POLICE
	INTERVENTIONS	ARRESTS	INTERVENTIONS
2005	19,837	15,540	1,783
2006	23,843	19,566	1,498
2007	20,954	16,686	1,876
2008	17,619	14,568	1,910
2009*	13,135	12,363	3,356

** Data to December 31, 2009*

A Special DWI Prosecutor Unit is funded by the PRTSC to help identify recidivists because the Repeat Offender Law provides stiffer penalties for these offenders. Preliminary data indicates that over 500 recidivists were identified. Judges and the Court Administration officials attended stateside training on special DWI courts. Efforts are being made for DWI cases to be seen in the Special Drug Courts recently established in Puerto Rico.

In addition, a two day course has been developed on the changes in the law, breath test equipment, used to raise awareness about the importance of impaired driving cases by both the Department of Justice and the Court Administration.

Throughout the year, the Luis A. Señeriz Foundation/MADD PR Chapter has been active in promoting legislation, court monitoring, vigils, and the “Tie one on” red ribbon campaign for the Holiday season, among other activities. Press coverage of the Foundation’s activities is significant. Also, the “Protecting You, Protecting Me” program for schools continues its implementation.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$463,502.16	\$446,341.41	\$17,160.75
164AL	\$1,928,298.00	\$1,927,389.88	\$908.12
410HV	\$1,425,323.85	\$382,433.10	\$1,042,890.75
TOTAL	\$3,817,124.01	\$2,756,164.39	\$1,060,959.62

YOUTH IMPAIRED DRIVING

Problem Identification:

Youth impaired driving continues to be a major problem. Even though it has slightly decreased within the last five years, its average is 25%. During 2009, there were a total of 138 alcohol related fatal crashes in Puerto Rico, a total of 36 or 26% were between the ages of 16-25. See Table IV.

Youth are new drivers, as well as new drinkers; therefore they are the main targets of campaigns by liquor companies. Among other issues, the lack of experience, immature judgment, and risk taking. Changes in the youth environment must be made to stop alcohol consumption. The PRTSC's main target audience regarding drunk driving is this age group.

TABLE IV 16-25 YEAR OLD ALCOHOL RELATED FATALITIES

Year	Total of Alcohol Related Fatalities	16-25 Year Old Alcohol Related	Percentage
2005	202	53	26%
2006	171	38	22%
2007	193	58	30%
2008	172	35	20%
2009*	138	36	26%
TOTAL	876	220	25%

**Data to December 31, 2010. Data Source: FARS 2005 – 2009*

Performance Goals:

- Reduce alcohol related young driver fatalities by 10% from 36 in 2009 to 32% by 2010

Legislative Goals:

- Age 21 MDA
- Graduated Driver Licensing

Results:

The data for year end 2010 is not available yet, but for the five year period from 2005 to 2009 data indicates a slight decrease in young driver alcohol fatalities. During 2009, the .02% BAC law for people between the ages of 18-20 has been approved as well as a Zero

Tolerance Law for people seventeen and younger. The minimum Legal drinking age for Puerto Rico is 18. Our goal is to achieve age 21 and a Zero Tolerance Legislation.

Overview:

Studies suggest that young drivers are often ignorant of important aspects of risky driving behaviors. An extremely important compliment to our Impaired Driving Program is paying close attention to attitudes of adolescents and young adults related to alcohol use and driving for countermeasures to be developed.

As part of the university lifestyles, many students begin drinking alcohol as well as driving. Unfortunately, they sometimes mix both activities resulting with fatal results. College students are bombarded with marketing by the beer and liquor companies at sporting, music and cultural events. With the help of the Community Programs, including the FIESTA Programs, the PRTSC attempts to affect environmental changes and address the drinking problem to college campuses as well as reduce the incidence of drinking and driving.

During 2010, the PRTSC also joined an island-wide and very famous “College Tour” among youth. The participation of the PRTSC in this event helped us spread the word to our youth about the consequences of drinking and driving.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$118,450.19	\$118,450.19	\$0.00
TOTAL	\$118,450.19	\$118,450.19	\$0.00

POLICE TRAFFIC SERVICES



Problem Identification:

Speeding and aggressive driving continue to be the main factors that cause traffic crashes in Puerto Rico. In 2009, speeding was a contributing factor in 156 or 38% of the fatal crashes.

Performance Goals:

- Reduce total speed related fatalities by 5% from 156 in 2009 to 148 in 2010
- Conduct training for police officers regarding traffic laws

Results:

Data for 2010 year end is not available yet; however, data to March, 2010 shows that there have been 21 speed related fatalities. With this data, we project 160 speed related fatalities by December 31, 2010.

Overview:

Activities funded under the Police Traffic Services program area emphasize on speed enforcement and support other enforcement efforts such as impaired driving and occupant protection enforcement. An important component of the Police Traffic Services Program is the funding for overtime patrolling. The Highway Patrol units use overtime hours to increase patrolling, especially during weekends/nights at high crash sites. Table V presents the Commonwealth and Municipal Police interventions since 2005.

One of the PRTSC's greatest achievements in the Police Traffic Services area is the integration of 62 municipal police agencies around the island into the traffic enforcement effort by establishing municipal traffic patrols and participating in the national waves and crackdowns along with the Commonwealth Police

TABLE V COMBINED ENFORCEMENT ACTIVITIES BY YEAR

FY	SPEEDING CITATIONS	SEAT BELT CITATIONS	D W I INTERVENTIONS
2005	295,796	238,162	21,620
2006	248,470	219,677	25,341
2007	234,366	236,008	22,830
2008	195,586	222,034	15,458
2009*	203,589	218,848	17,458
TOTAL	1,177,807	1,134,729	102,707

*Data to December 31, 2009. Data includes both Commonwealth and Municipal Police.

Promotions and reassignment of traffic patrol officers require continuous training and the certification of officers in radar and breath test equipment. Stipends for certified officers were also funded. The PRTSC funded speeding enforcement projects to purchase equipment such as patrol cars and speeding radars for the Commonwealth Police.

TABLE VI COMMONWEALTH POLICE EFFORTS BY YEAR

FY	SPEEDING Citations	DWI Interventions	DWI Arrests	SEAT BELT Citations	OTHER Moving Violations
2005	277,018	19,837	15,540	219,680	309,187
2006	229,820	23,843	19,566	208,180	291,828
2007	215,915	20,954	16,686	208,574	308,979
2008	222,222	17,619	14,568	238,301	338,808
2009*	187,980	13,135	12,363	192,559	446,247
TOTAL	1,132,955	95,388	78,723	1,067,294	1,695,049

Data on Tables VI and Table VII show the Commonwealth and Municipal Police efforts from 2005-2009. For example, data to October 2009 shows that Commonwealth Police submitted over 190,000 speeding violations, while Municipal Police had over 15,000.

TABLE VII MUNICIPAL POLICE ENFORCEMENT ACTIVITIES BY YEAR

FY	SPEEDING Citations	SEAT BELT Citations	CHILD REST Citations	DWI Interventions	OTHER Moving Violations
2005	18,778	18,482	719	1,783	56,827
2006	18,650	11,497	657	1,498	59,069
2007	18,451	27,434	864	1,876	48,275
2008	11,630	19,560	594	1,910	27,388
2009*	15,609	22,613	796	3,356	24,496
TOTAL	83,118	99,586	3,630	10,423	216,055



Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154AL	\$524,898.50	\$483,265.14	\$41,633.36
402	\$272,597.49	\$272,596.73	\$0.76
K2-405	\$89,631.59	\$88,571.89	\$1,059.70
164AL	\$455,474.38	\$454,915.66	\$558.72
410FR	\$440,944.00	\$254,967.99	\$185,976.01
410HV	\$565,604.24	\$441,179.96	\$124,424.28
406	\$3,938.38	\$3,676.25	\$262.13
TOTAL	\$2,353,088.58	\$1,999,173.62	\$353,914.96

PLANNING AND ADMINISTRATION

Problem Identification:

The Commonwealth of Puerto Rico is responsible for the planning and administration of the Highway Safety Plan. This function has been delegated by the Legislature of Puerto Rico through Law 33 of July 1, 1972, for 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:

- Prepare an Annual Highway Safety Plan by September 1, 2010
- Prepare an Annual Evaluation Report by December 31, 2010
- Close out fiscal activities by December 31, 2010

Results:

The 2011 Highway Safety Plan (HSP), Program Closeout and the Annual Evaluation Report for FY10 were submitted on a timely manner.

Overview:

PRTSC developed a comprehensive, well-crafted fiscal year 2011 Highway Safety Plan that was approved by NHTSA. It complied with the requirements of the Program Section 402 and the strategies, countermeasures and projects included. This should help reach Puerto Rico's traffic safety goals. Required single audits were performed this year. After closely monitoring the progress of projects, their quarterly and expenditure reports, PRTSC was able to submit its final voucher by December 31st, constituting the final reconciliation for FY10.

Liquidation of funds have improved during this year and is as follows: 99% of 402 funds, 99% of K2405, 99% of 164AL, 97% of 154AL, 32% of 164HE, 0% of 154HE, 93% of 406, 0.15% of K9408, 83% of 410FR, 41% of 410HV and 59% of 2010. The 2010 liquidation rate is 54%.

During FY10, Puerto Rico's Grants Tracking System included a total of \$21,926,505.76 in federal grants of which, \$9,998,340.69 were carry-forwarded to FY2011. See Financial Summary Section.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$236,394.00	\$236,394.00	\$0.00
154PA	\$40,350.00	\$40,315.91	\$34.09
164PA	\$3,200.00	\$3,119.67	\$80.33
TOTAL	\$279,944.00	\$279,829.58	\$114.42

OCCUPANT PROTECTION



Problem Identification:

Safety belts can reduce fatalities by 45% and serious injuries by 50% when used properly. Puerto Rico had achieved a 90.6% usage rate in 2009 and increasing this rate would require aggressive enforcement and a public information and education campaign with a strong enforcement message.

Child restraint seat reached 88.3% in 2009 in Puerto Rico. 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 use must be continued to complement the aggressive enforcement and educational campaigns.

Performance Goals:

- Increase safety belt use from 90.6% in 2009 to 92% in 2010
- Increase child restraint seat use from 88.3% in 2009 to 90% in 2010

Results:

Even though the safety belt usage rate in Puerto Rico has decreased over the past five years, from 92.5% in 2005 to 90.6% in 2009, child restraint use increased from 86% in 2005 to 88.3% in 2009.

Overview:

The safety belt usage rate in Puerto Rico for 2009 was a 90.6% Nevertheless, aggressive enforcement and education was among the strategies used. Sustained enforcement, including overtime (see Police Traffic Safety) and saturation patrols or “wolf packs” continued to be used during 2010 by the Puerto Rico Police Department as well as the Municipal Police agencies. These agencies have also been involved in the enforcement efforts.

During May 2010, Puerto Rico took part in the National Occupant Protection Mobilization, Click It or Ticket. Usage rates usually increases after such mobilizations. See Table VIII.

TABLE VIII MOBILIZATION USAGE RATES BY YEAR

JURISDICTION	2005	2006	2007	2008	2009
Puerto Rico	92.5%	92.7%	92.1%	90.5%	90.6%
Nationwide	82%	81%	82%	83%	--

--Data not yet available

For this period, conducting a massive Enforcement Crackdown Campaign with the Commonwealth and Municipal Police “De día y de noche, si no te amarras, pagas”, a Spanish version of “Click it or ticket, day and night” to enforce seat belt use. This campaign included paid media, print material, press conferences and media tours. For more details, see Paid Media.

To date, there are 62 fire stations (out of 92) and 26 Community Programs (out of 29) that have established fitting stations. Inspection clinics are also conducted periodically with the cooperation and partial sponsorship of commercial chains such as Wal-Mart, K-Mart, Burlington and USA Baby. Efforts must be made to continue opening fitting stations, training technicians, making the public aware of the locations of the stations and increasing enforcement. These large media events were covered by the press and helped maintain the proper use issues in the public eye of the child restraint seat. As part of this program, a Child Safety Seat Training was held. This year, we had 18 participants, among these, were firefighters and Community Program representatives. The PRTSC Occupant Coordinator, along with other CPST’s from the Fire Department and Community Programs will attend, during the month of May, 2011 the 9th Annual Regional Child Passenger Conference which will be held in New York.

The first lady, Lucé Vela, as Godmother of the program, participated in the campaign “Mi vida depende de tí” Spanish for “My life depends on you” where safety car seats were distributed throughout different fitting stations across the Island. As part of the Child Passenger Safety Week, we participated in different safety seat checks, at hospitals, and malls. Also TV and Radio interviews were held.

TABLE IX ENFORCEMENT EFFORTS AND USAGE RATE BY YEAR

FY	SEAT-BELT TICKETS	USAGE RATE	CAR SEAT TICKETS	USAGE RATE
2005	238,162	92.5%	6,447	86%
2006	219,677	92.7%	4,747	86%
2007	223,412	92.1%	5,219	94.7%
2008	221,998	90.5%	4,380	88.3%
2009*	215,172	90.6%	4,796	88.3%

**Data to December 31, 2009 Data includes Commonwealth and Municipal Citations*

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$206,480.08	\$206,390.08	\$90.00
K2-405	\$169,584.07	\$169,486.82	\$97.25
TOTAL	\$376,064.15	\$375,876.90	\$187.25

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 the PRTSC presence in 72 of the 78 municipalities through the Community Traffic Safety Programs (CTSP's)
- Broaden the FIESTA Programs, currently we have 11 FIESTA Programs island-wide

Results:

During FY2009 the FIESTA Programs were evaluated and found to be CTSP's. Originally, the FIESTA Programs were created to conduct awareness campaigns, develop materials, and conduct workshops and research projects related only to impaired driving among youth; they will no longer be under the Youth Alcohol Program Area (YA-02). Throughout the years, the FIESTA Programs began to broaden their awareness campaigns with other traffic safety measures other than alcohol. For FY2010, the PRTSC plans on broadening the FIESTA Programs. Currently, we have eleven (11) FIESTA Programs island-wide; each reaching college students and their peers.

Overview:

The PRTSC has a total of twenty nine (29) Community Programs (including the FIESTA Programs). See Table X. Each program has a project director and an assistant at the Municipal government level. Local printed material is developed and distributed. Local activities are planned and implemented. Child safety seats are loaned and installed, and events are coordinated with the fitting stations at fire departments 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 to major events, the Community Programs respond. The Community Program 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 2010, the Community Programs offered over 1,600 presentations at schools and other events reaching a combined, direct audience of over 500,000. In addition, an indirect audience of over 600,000 was reached through the print and other materials distributed.



Also, this year, a small group of CPST's attended the Lifesaver's Conference which was held in Philadelphia. Others will attend the Annual Regional Child Passenger Conference, which will held in New York during the month of May, 2011.

Community Traffic Safety Programs have been an instrumental part in the integration of the Municipal Police into the statewide that evidenced to be very 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.

TABLE X PRTSC COMMUNITY PROGRAMS

Code	Program	Code	Program	Code	Program
CP-06-02	Juncos	CP-06-19	Juana Díaz	CP-06-34	FIESTA VI UPR Mayagüez
CP-06-04	Luquillo	CP-06-20	Lares	CP-06-35	FIESTA VIII UPR Cayey
CP-06-06	Florida	CP-06-21	Isabela	CP-06-36	FIESTA IX UPR Ponce
CP-06-07	Morovis	CP-06-22	Sabana Grande	CP-06-37	FIESTA X OAJ
CP-06-09	Caguas	CP-06-23	Trujillo Alto	CP-06-38	FIESTA CREATIVO Hogares Crea
CP-06-14	Ponce	CP-06-28	San Germán	CP-06-39	FIESTA XI UPR Aguadilla
CP-06-15	Barceloneta	CP-06-29	Naranjito	CP-06-40	FIESTA XIII UMET
CP-06-16	Comerío	CP-06-43	Lajas	CP-06-41	FIESTA XIV UPR Ciencias Médicas
CP-06-17	Toa Alta	CP-06-32	FIESTA II UPR Rio Piedras	CP-06-42	FIESTA UPR Utuado
CP-06-18	Humacao	CP-06-33	FIESTA III Liga Atlética de SJ		



Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$1,136,873.89	\$1,136,873.89	\$0.00
TOTAL	\$1,136,873.89	\$1,136,873.89	\$0.00

TRAFFIC RECORDS

Problem Identification:

A complete Traffic Records Program is necessary for planning (problem identification), operational management and control, evaluation of the state’s highway safety activities. Accurate and timely data are needed to identify traffic safety problems, develop a plan and evaluate results. This type of program is basic to the implementation of all highway safety countermeasures and is the key ingredient to their effective and efficient management.

Performance Goals:

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

Results:

Puerto Rico's Traffic Records Coordinating Committee's (TRCC) revised and evaluated the strategies of the Traffic Records Strategic Plan. The TRCC dedicated most of the year to correct deficiencies found in the strategies that put the completion of each project at risk. Two TRCC sub-committees were formed to attend the day to day work and present effective plans for the TRCC approval. These sub-committees integrated the technical expertise from the Traffic Engineering Road Safety Audit Team, the CIO from the Police Department and other important personnel from the Driver's Services Directory, the Accident Analysis Office, and the Public Service Commission. Participation on National and International Forums related to traffic records enhanced our exposure, vision and learning process. Recent developments have brought the TRCC closer to our goals including a new PAR and a pilot electronic crash data entry program in 2010.

Overview:

Puerto Rico's Traffic Records Coordinating Committee's ultimate goal is on-site electronic crash data collection. New technological developments in law enforcement promise radical changes in the way our police officers collect and share data. On 2006 Puerto Rico submitted five projects in a Strategic Plan to request funds of Section 408 Traffic Records, to make improvements in the crash database system. The project was submitted according with the prioritized project that includes revisions on the new police accident report and the databases.

New developments since the original plan in 2006 have made necessary to modify the original projects. During the first months of 2009, the TRCC program was evaluated and members from the technical level were invited to join this effort. This was combined with a greater oversight from members from the Executive Level through the Traffic Records Coordinator. These were the two main recommendations of the Traffic Records Assessment in January 2007 for the TRCC structure.

Changes were needed in the relationship between the TRCC and some of the agencies represented in that Committee. Funds for the first year (2006) were assigned to the Police Department and Department of Transportation to improve their systems. This included the new digitalized police accident report with OCR technology, and the new data warehouse and modifications on the existing DOT database. New computer equipment was provided to the Accident Analysis Office. However, due to a lack of technical resources and oversight, little progress was made. Other situations, such as the turnout of human resources at the Accident Analysis Office and the hiring freeze have further deteriorated the timeliness of the data. In addition, the involvement of the Police Department in the TRCC was non-existent at the time of our evaluation in 2009.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
408	\$2,383,691.00	\$3,598.98	\$2,380,092.02
TOTAL	\$2,383,691.00	\$3,598.98	\$2,380,092.02



NON OCCUPANT SAFETY



Problem Identification:

Pedestrian fatalities continue to be a major traffic safety problem in Puerto Rico, especially among the 56+ age group. During the five year period 2005 to 2009, an average of 35% or 127 out of the 365 traffic fatalities in Puerto Rico, were non-occupants. Of these 127 pedestrian fatalities, a total of 109 or 48% were among the 56+ age group (see Figure I). After examining pedestrian fatalities within a five year period (2005-2009), it showed that an average of 26% tested positive to alcohol and 13% were found drug positive. Also, over these past five years, averages of 13 bicyclists were killed annually representing about 9% total non occupant fatalities.

Performance Goals:

- Reduce pedestrian fatalities by 5% from 127 in 2009 to 121 in 2010
- Reduce bicyclist fatalities by 16% from 16 in 2009 to 13 in 2010
- Conduct educational campaigns on pedestrian and bicycle safety in 2010

Results:

No mayor activities were performed in 2009 for Non Occupant Safety, due to the fact that this Program area does not have a Project Coordinator assigned yet. The PRTSC plans on assigning a project Coordinator during this year (2010). Paid Media was used to reinforce the message. See Paid Media.

Overview:

During 2010, the PRTSC's Non Occupant Safety Program made new efforts to increase pedestrian and bicycle safety awareness. Among these, we used the final product of Radio and TV spots. These spots were directed to the public with the goal of reducing pedestrian fatalities. Pedestrians must be aware of the dangers of becoming a victim of a traffic crash and motorists must be aware of their responsibilities towards pedestrians and cyclists

The Traffic Safety Educational Park (PESET) in Arecibo, increases drivers, pedestrians and bicyclists safety awareness in school children ages 7 to 10. They have received and trained over 90,000 children. Meanwhile, a smaller Traffic Safety Educational Park in Caguas has trained about 6,000 students. This park has also developed an additional conference for the parents accompanying the children and more than 400 adults have participated.

FIGURE I

PEDESTRIAN FATALITIES BY AGE GROUP 2009

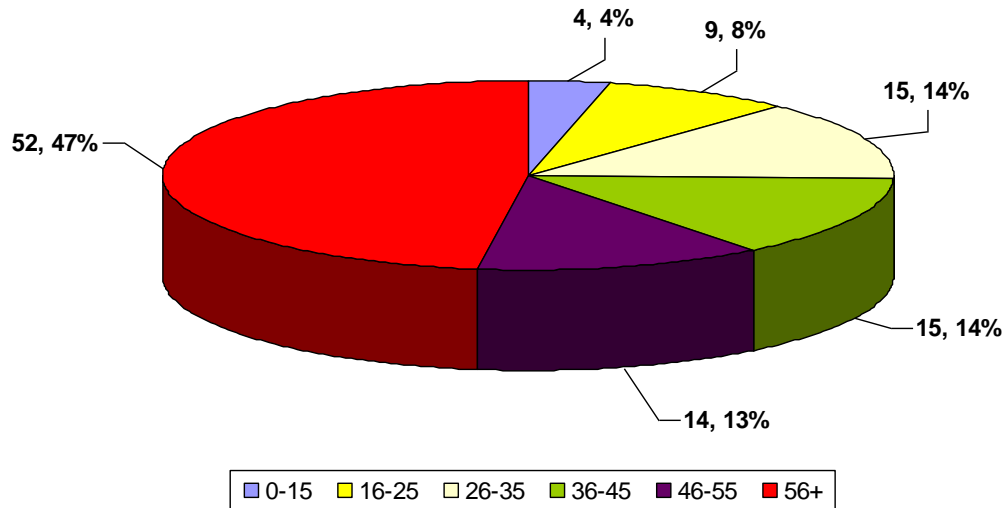


TABLE XI

DISTRIBUTION OF NON-OCCUPANT FATALITIES BY TYPE AND YEAR

Fatality Type	2005	2006	2007	2008	2009	Average
Bicyclists	11	20	6	12	16	13
Horse Rider or other	2	2	1	1	2	2
Pedestrian	134	140	144	127	109	131
Skaters	0	0	0	0	0	0
Total Non-Occupant Fatalities	147	162	151	140	127	145
Total Fatalities	457	508	452	406	365	438
% of Total Fatalities	32%	33%	34%	35%	35%	34%

DATA SOURCE: FARS 2005-2009

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$388,716.91	\$388,715.65	\$1.26
TOTAL	\$388,716.91	\$388,715.65	\$1.26



DRIVER EDUCATION

Problem Identification:

During the time period from 2005 to 2009, averages of 450 persons were killed every year, due to traffic crashes. For 2009, there were a total of 21 fatal crashes that involved medium and heavy trucks. It is vitally important to constantly reassess existing safety measures to commercial motor carrier drivers and school bus transportation operators.

Performance Goals:

- Reduce fatalities involving large trucks, commercial vehicles and school buses from an average of 30 (five year average) to 28 in 2010
- Conduct training and educational seminars on school bus and large truck safety

TABLE XII FATALITIES IN CRASHES INVOLVING LARGE TRUCKS BY YEAR

Year	Total Fatalities
2005	40
2006	33
2007	23
2008	31
2009	21
TOTAL	148

DATA SOURCE: FARS 2005 - 2009

Results:

Projects were not funded under this program and no activity was performed. Plans continue to implement seminars for school bus drivers, public transportation drivers and other heavy vehicle drivers during next year.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00



EMERGENCY MEDICAL SERVICES

Problem Identification:

Coordination between the Commonwealth EMS Director, Municipal EMS systems, private providers and volunteers has been a major problem for years, therefore they must be improved. Lack of coordination is affecting efficiency and effectiveness in the deployment of resources. To address this problem, an EMS summit is planned where all of the stakeholders can meet, identify problems and agree on solutions.

An effective and efficient EMS system is recognized as a necessary component of a comprehensive traffic safety program.

Performance Goals:

- Hold an EMS summit

Results:

Much great efforts were made, due to changes in the top managements of the EMS. No progress was obtained. Projects were not funded under this program and no activity was performed. Plans continue to include an EMS summit during next year.

An EMS Coordinator has not been assigned yet.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

TRAFFIC ENGINEERING

Problem Identification:

In seeking solutions to Puerto Rico's traffic safety problems, the four "E's" that comprise a comprehensive traffic safety program (Education, Enforcement, Engineering, and EMS) must be considered. Elimination of hazards on the roadway that may cause or aggravate traffic crashes is one of the engineering strategies that can help improve traffic safety.

The engineering component of hazard elimination requires a team of experienced professionals from PRHTA's Road Safety Audit Division and PRTSC's Impact Team that attend both citizen's requests and proactive analysis of hazardous road segments and intersections. After a Road Safety Review process, the team determines which locations will be given priority. The team then provides in-house design for road safety improvements ready for bidding by the PRHTA or implementation by the DOT. The PRTSC provides funds for personnel, vehicle, and equipment as well as for construction of road improvements by reimbursement. The program coordinator position will be assigned to an engineering undergraduate or graduate student as an internship position. This person will apply scientific and statistical analysis to road crash data and will collaborate with the Impact Team members in the identification of safety issues and crash trends and provide recommendations of potential safety countermeasures to the agency.

Some examples of road safety improvements that have been or will be included in Hazard Elimination projects are as follows:

- Roadside improvements
- Pavement markings and signing
- Traffic signal installation or improvements
- Geometric improvements
- Delineation strategies (Raised Pavement Markings, Traffic Delineators)

Time frames for implementing improvements depend on the nature and scope of the projects. Safety improvement projects require compliance with Commonwealth bidding procedures. Additional involvement in transportation safety education by initiative of the PRHTA's Road Safety Audit Division or PRTSC's Impact Team contributes to the goals of this module.

Performance Goals:

- Increase the percent of hazard elimination construction funds liquidated
- Implement roadside, pavement marking, signing, traffic signal and geometric improvements
- Increase the involvement of agencies low cost – high impact safety projects
- Continue the educational efforts for the professionals and technicians involved in this module



Results:

During 2010, the PRTSC’s Impact Team and the PRHTA’s Road Safety Audit Team identified and evaluated high risk locations around the Island. The formal safety evaluation of these locations produced a series of high impact - low cost projects that could be quickly implemented and larger projects in which time frames for implementing depend on the nature and scope of the projects. Also, the PRHTA’s Road Safety Audit Team incorporated a more integral vision for safety within the agency.

In addition, seminars of Traffic Safety in Work Zones were offered. As part of these seminars, a video with the work zone applications that was created in the PESET Park is being used to educate more Public Works personnel.

Overview:

Elimination of hazardous material on the roadways that may cause or aggravate traffic crashes is one of the engineering strategies that help improve traffic safety. The efforts in this program area are focused toward improving **the physical characteristics of roadways that affect safety, operating conditions, evaluation and removal of roadside hazards, and the effective use of safety features.** 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.

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
154HE	\$3,125,704.57	\$0.00	\$3,125,704.57
164HE	\$4,244,267.61	\$1,353,206.63	\$2,891,060.98
TOTAL	\$7,369,972.18	\$1,353,206.63	\$6,016,765.55

PAID MEDIA

Problem Identification:

It has been recognized that it is not effective to depend only on public service announcements in order to reach a target audience. To complement an enforcement effort and to communicate with the public, Paid Media is necessary to assure that the greatest number of people in the target audience is reached. Most importantly, Paid Media is an essential component of the National Mobilizations and Crackdowns.

Performance Goals:

- Convince our target audience of our message
- Effective positive change in attitudes toward our traffic safety measures
- Increase recognition of the Puerto Rico Traffic Safety Commission message

Strategies:

The TV was used as the principal media to diffuse our messages and increase the frequency of the PRTSC traffic safety messages. The Radio, Printed Publications, Tactical Media, Web Banners and Internet Advertising complimented and alternated the broadcasted Educational Campaigns.

Results:

During FY 2010, a total of 9,833 radio spots reaching a total audience of 92% of a total target audience of 2,925,300. Also, a total of 4,792 TV spots were aired, reaching an average audience of 85% of a total target audience of 2,875,000; paid print ads totaled 228 and with them 100 articles, editorials and columns got published reaching over 3,000,000 of the population.

As an alternate paid media method, we implemented internet advertising on all the most visited Websites in Puerto Rico and social networks. We also used Tactical Media. As a result of our paid media strategic purchase, a total of 60% in bonus was obtained with which our educational message was diffused.

Overview:

During 2010, Puerto Rico participated in the Seat Belt Mobilization and all five Impaired Driving Crackdowns using Paid Media as a complement to support the enforcement efforts. Paid Media was also used to support Motorcycle Safety Program and Child Passenger Safety Week on September 2010.

The following activities summarize the number of airings and print ads purchased, Earned Media gained, and the amount of audience reached:

- In November, the PRTSC joined the Thanksgiving Crackdown with the National Campaign theme “Guiar borracho es un crimen, serás arrestado” (Drunk Driving: Over the Limit, Under Arrest). 667 TV spots airings were paid reaching 80% of the total target audience. Paid Radio airings totaled 785. An Educational Internet banner with our theme was published on most visited Websites in Puerto Rico, which include endi.com,

primerahora.com, Facebook, Yahoo and Google. As part of Eared Media, we obtained 4 TV news stories, 20 radio news stories and 6 print news stories during the month.

- The Holiday Impaired Driving Crackdown was carried out from December 10 throughout January 9, 2010. TV, radio and print ads were published with our theme “Guiar borracho es un crimen, serás arrestado” (Drunk Driving: Over the Limit, Under Arrest) to support this effort. 861 TV airings were paid reaching 85% of the total target audience. Paid Radio airings totaled 1,815 reaching 90% of the total target audience, 37 paid print ads in National and local newspapers were published for a combined readership of 2,975,000 each time printed. Movie Theatres and the Internet were impacted with our educational ads. 205 Tactical media ads were published on pubs bathroom across the Island. As part of our Earned Media, 18 TV news stories and 31 print news stories and 95 radio news stories ran during the month, many of which many of them ran for 10 minutes.

- As part of our traditional local festivities during January 14 thru January 17 we impacted with our youth impaired driving campaign Las Fiestas de la calle San Sebastián (San Sebastián’s street weekend parties). The theme used for this impact was “No seas la nota discordante” (Don’t be the off key of the party) As part of our paid media we strategically purchased 530 TV ads, 974 radio ads, 13 National newspaper’s print ads and Internet ads, reaching our targeted market. As a result we obtained 18 TV news stories, 13 press stories and 9 radio news stories of Earned Media.

- On February, 2010, Paid Media supported the Speed and Aggressive Driving Campaign with the slogan “Reduce la velocidad antes de que sea tarde” (Slow down before it’s too late) and combining this educational message with the theme “La diferencia no es sólo 15 MPH” (The difference isn’t just 15 MPH) For this campaign



media we strategically purchased 23 press ads for a readership of 2,920,000, 835 TV ads and 451 radio ads.

- Every year during the third week of the month of April all students of Puerto Rico universities and colleges gather around to celebrate Las Justas Interuniversitarias (Universities and Colleges sports competition). During this celebration we implemented our youth impaired driving campaign and used as theme “Su meta es llegar primero, tu meta es llegar a casa” (He’s goal is to reach first, your goal is to reach home). As part of our paid media we strategically purchased 530 TV ads, 974 radio ads, 13 National newspaper’s print ads and Internet ads, reaching our targeted market. As a result, we obtained 18 TV news stories, 13 press stories and 9 radio news stories of Earned Media.

- The Easter Impaired Driving Crackdown was carried out with our theme “Guiar borracho es un crimen, serás arrestado” (Drunk Driving: Over the Limit, Under Arrest). We strategically purchased 530 TV airings, 974 radio airings, 13 National press ads and Internet ads. As part of our Earned Media we obtained 18 TV news stories and 5 press news stories and 9 radio news stories.

- During the month of May the PRTSC joined the National Seat Belt Mobilization with the National Campaign theme “Amárrate o pagas” (Click It or Ticket). We strategically purchased 377 TV spots, 783 radio spots 15 print ads, and Internet ads, reaching the targeted audience. As part of this effort we obtained in Earn Media 5 TV news stories, 12 press news stories and 4 radio news stories.

- The PRTSC joined the Summer Crackdown during the months of June and July with the National Campaign theme “Guiar borracho es un crimen, serás arrestado” (Drunk Driving: Over the Limit, Under Arrest). For this crackdown we strategically purchased 1,243 TV spots, 1,816 National radio spots, 1,116 Regional radio spots, 40 print ads,



225 Tactical Media ads, Web Banners and Internet ads reaching the targeted market. We obtained 2 TV news stories, 2 radio news stories and 7 print news stories as part of Earned Media.

- A Motorcycle Safety Awareness Campaign using the slogan “Motociclista Seguro” (Secured Motorcyclist) was also implemented in June. We tactically purchased 323 TV spots and 33 press ads reaching the targeted spectators.
- The PRTSC joined for the National Labor Day Crackdown with the National Campaign theme “Guiar borracho es un crimen, serás arrestado” during the month of August thru Labor Day Weekend. As a strategically Paid Media effort we purchased 268 TV spots, 145 Radio spots and 6 print ads, reaching the targeted audience.
- In September of 2010, Paid Media supported the National Child Passenger Safety Week with the slogan “Asiento Protector, úsalo correctamente” (Child Seat, use it fittingly). 2,166 radio ads, 41 press ads were published with a readership of 2,620,000, Tactical Media ads to that were placed on Pediatricians’ Offices and Internet ads were strategically bought to support this campaign.

Summarizing, a total of \$3,325,108.05 was invested on Paid Media and a worth over \$2,065,186.63 was gained as Earned Media.

Surveys:

A Consultant was contracted to conduct surveys to measure the audiences’ feedback during the Paid Media Campaigns that overall exceeded the \$100,000 investment. Following are some highlights from the Consultant’s report for the Labor Day Period Campaign:

- Regarding the main message of the campaign, DUI leads to arrests, a total of 92% of respondents stated that they thought the campaign message were of great importance.

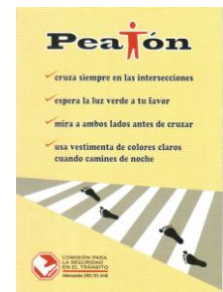
- A 71% of the total sampled recalled the slogan associated with the campaign “Guiar borracho es un crimen, serás arrestado” (Drunk Driving: Over the Limit, Under Arrest). DWI slogans were mainly seen and heard through TV, Radio, Newspapers, and tollgate ads.



TABLE XIII

PAID MEDIA PROJECTS FY2010

Code	Project
PM -12-01 PM -12-02	Impaired Driving Campaign Youth Impaired Driving Campaign
PM -12-03	Speed and Aggressive Driving Campaign
PM -12-06	Child Restraint and Fitting Station Campaign
PM -12-07	Safety Belt Campaign
PM -12-10	Pedestrian Safety Campaign
PM -12-12	Motorcycle Safety Campaign



Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
402	\$487,890.82	\$487,890.82	\$0.00
164PM	\$527,800.00	\$527,799.61	\$0.39
K2 PM 405	\$143,650.00	\$143,631.00	\$19.00
154PM	\$1,000,154.00	\$999,324.54	\$829.46
2010	\$171,903.18	\$105,447.36	\$66,455.82
410 FR	\$1,146,260.70	\$1,061,014.72	\$85,245.98
TOTAL	\$3,477,658.70	\$3,325,108.05	\$152,550.65



MOTORCYCLE SAFETY



Problem Identification:

Recent data indicates that in Puerto Rico, motorcycle registrations have increased dramatically and also, fatal crashes involving motorcycles. From 2005 to 2009, motorcycle fatalities island-wide almost doubled. During 2005, a total of 90 motorcyclists were killed in fatal crashes, while for the year 2006, a total of 115 motorcyclists were involved in the total fatalities. For the year 2007, a total of 94 motorcyclists were killed of the total fatalities. During 2008 a total of 78 motorcyclists were killed of the total of fatalities, and in 2009 a total of 53 motorcyclists were killed, showing a reduction of 32% compared to the previous year. Motorcycle registrations for 2008 were 3,227 and for 2009 we had a total of 1,374. For 2009, we had a total of 163,857 registered motorcycles island wide. See Table XIIV.

Motorcycle safety in Puerto Rico suffered from many deficiencies. There was no education for the rider, and there was no motorcycle license or endorsement. Although, there was a helmet law in Puerto Rico requiring a DOT approved helmet, motorcyclists used to ride without the proper gear. Enforcement of the helmet law and other traffic violations involving motorcyclists (DWI, Speeding, etc.) must continue to improve. In addition, sharing the road campaigns must be carried out.

Performance Goals:

- Reduce motorcycle fatalities by 12% from 53 in 2009 to 47 in 2010
- Train the Municipal Police with the MSF Experience Rider Course or the curriculum chosen by the Secretary of Transportation

Results:

Motorcycle fatalities by mid September 2010 shown a decrease of 8 fatalities from 40 to 32, when compare to same date last year.

In August of 2007, legislation was approved and signed by the Governor, requiring a motorcycle endorsement; eliminating the learner's permit, requiring a written and road test and provide rider training. The use of a DOT helmet and proper clothing, among other provisions are included. The approved law took effect as of October 10, 2007 and still with no changes.

Overview:

As a result of the significant increase in motorcycle fatalities during the last five years, the new law became effective on October 10, 2007. Among the new requirements are:

- Even though helmet use was already required, Law 107 now requires the use of a D.O.T. approved helmet, it also requires the use of gloves, footwear that covers the ankles, long pants and between 6:00 PM and 6:00 AM, riders and passengers must wear a reflective vest or sash.
- Riders must be 18 years and older and passengers must be 12 years of age and older.
- Motorcyclists are subject to a legal blood alcohol limit of 0.02 percent, instead of the 0.08 percent limit applied to car drivers.
- Motorcyclists are prohibited to ride between lanes.
- During group rides, motorcyclists must do a staggered formation.
- New riders must pass a test on the first try to obtain a motorcycle endorsement. If they fail the test, a government approved training course must be taken.
- Owners of currently registered motorcycles are allowed to continue riding, but will have to comply with the new licensing requirements when they renew their driver's licenses.
- A \$10 fee for taking the motorcycle endorsement test is imposed and an additional \$10 fee for renewing the annual motorcycle registration.
- Mandates for the creation of eight training centers around the island will be created to license new riders.
- Motor vehicles and motorcycles containing nitrous oxide that are not factory installed are prohibited to circulate in public roads.

Until mid December enforcement on motorcycle violations, have been mostly helmet use, speeding and DWI. These numbers have increased since the approval of the new law. Educational materials has been developed to enhance motorcyclist awareness of safety issues and to educate motorists on sharing the road safely. More than 250,000 brochures and posters with these messages were distributed at DMV offices, dealers, Community Programs, motorcycle activities and conferences around the island.

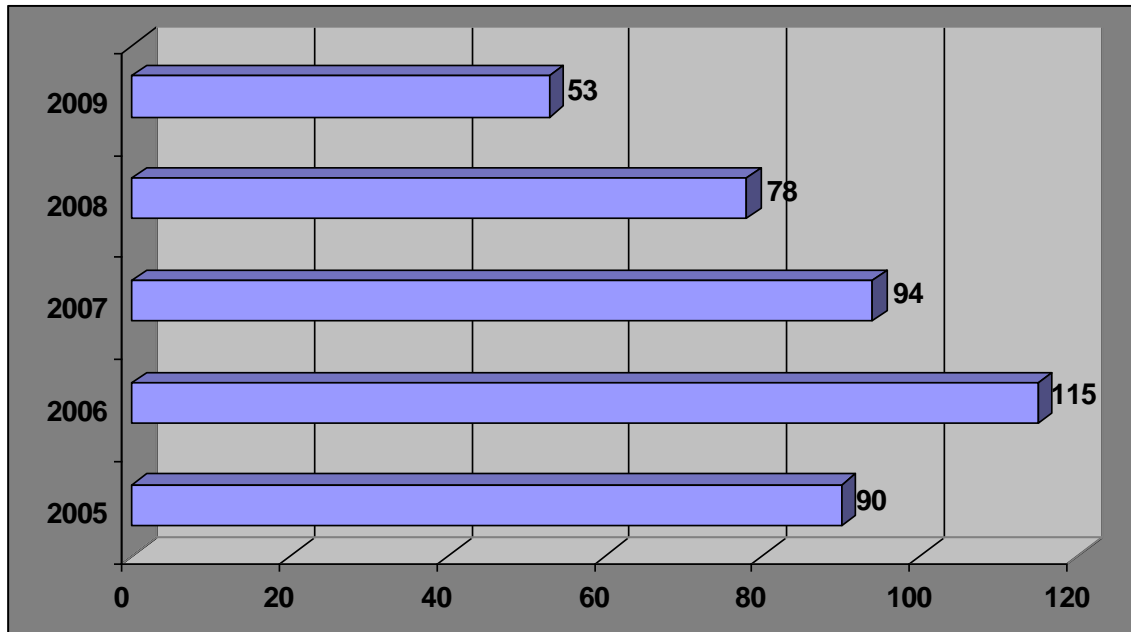
Since 2007, the DMV already gave 16,046 motorcyclist endorsements, and we continue giving training in the "First there, first care" course. It emphasizes the new section on removing the helmet of an injured motorcyclist. This course has been given to EMT's, members of motorcycle groups and motorcyclists in general, so far this year PRTSC graduated 80 participants in the course.

TABLE XIIIV MOTORCYCLE REGISTRATIONS IN PUERTO RICO BY YEAR

YEAR	REGISTRATIONS	TOTAL OF REGISTRATIONS
2005	44,824	123,903
2006	24,553	148,456
2007	9,325	157,781
2008	3,227	161,008
2009	1,374	163,857

**Data to November, 2009*

FIGURE III MOTORCYCLE FATALITIES BY YEAR



**Data Source: FARS 2005-2009*

Fiscal Review:

GRANT	ASSIGNED	EXPENDED	REPROGRAMMED
2010	\$75,000.00	\$41,405.72	\$33,594.28
402	\$149,922.15	\$149,761.47	\$160.68
TOTAL	\$224,922.15	\$191,167.19	\$33,754.96

DRIVER ATTITUDES, AWARENESS AND BEHAVIOR

IMPAIRED DRIVING

Forty six percent (46%) of respondents that consume alcohol admitted they had indeed drink and drove in the past months.

Seventy one percent (71%) recall of respondents stating that they had seen/hasn't during the past thirty (30) days.

Over three-fourths of respondents seventy eight percent (78%) believe it is very likely that the police would arrest someone that is driving under the influence of alcohol.

Seventy one percent (71%) that had companion drive under the influence of alcohol. Thirty eight percent (38%) of respondents who drink alcohol stated that they often drive while on the influence of alcohol. Thirteen percent (13%) said that they occasionally while close to half stated that they influence or never drink and drive.

SAFETY BELTS

Eighty eight percent (88%) of those interviewed in the Pre-Campaign Survey said that they "Always" or "Frequently" wear a seat belt when driving an automobile. Ninety two percent (92%) answered similarly to the same question in the Post Campaign.

Eighty five percent (85) of passengers for the Pre-Campaign Survey said that they "Always" or "Frequently" wear a seat belt when traveling as passengers in an automobile. Eighty four percent (84%) answered similarly to the same question in the Post- Campaign.

Sixty eight percent (68%) of those interviewed recalled seeing /hearing a Seat Belt Campaign, some recalling the statement "You will pay if you are a driver or a passenger" and "Buckle up or you will pay".

Over ninety percent (90) of respondents stated that it's very likely to get a ticket if they do not wear the seat belt. In fact, three fourths (3/4) of respondents in both the Pre-and-Post Campaign Interviewers mentioned they would definitely get a ticket for not wearing a seat belt, while another 14% an 19% in the Pre and Post Campaign interviews, respectively, said it would be very probable to get an infraction. Less than 10% do not think law enforcement officers will punish them for not wearing a seat belt.



SPEEDING

Over eighty percent (80%) of respondents drive on a daily basis. About half drive small vehicles, making this group of drivers most susceptible to fatal accidents. Although a general perception among all studied age groups, the younger drivers perceive that they drive “Very Well” and that speed limits are set too low. Young drivers also believe that slow driving is for “old people”.

About 40 % of respondents admitted to exceeding the 35mph speed limit zone“ at least half the time“ and another 17% to doing so even more frequently. Forty percent (40%) of those between the ages of 16 to 24 exceed the limit „most time“. Two thirds of respondents believe that they could get fined if they go over the speed limits (90% think they would „very likely“ get fined if they speed). Still, almost half of respondents admitted to frequently driving over set limits. Six percent (6%) of respondents received a fine for speeding during the past 90 days; 7% of those aged 16 to 24 did, as did 8% of those between the ages of 25 to 34. Nine (9) out of 10 respondents believe that the amount of drivers speeding in Puerto Rico is continually increasing. Over three fourths believe young drivers are the most likely to speed. Ninety percent (90%) thinks that laws against speeding should be harsher. Only one third of respondents think that passengers in their car were at risk of being injured while they were speeding. On the other hand, 84% of respondents believed they were in danger as passengers in a speeding car. Close to two-thirds recalled seeing/hearing advertisements against speeding. Awareness is significantly higher among younger age segments. Television was clearly the most effective media in reaching drivers. Almost three fourths of respondents said they saw advertisements against speeding through the television. Univision, Wapa TV, and Telemundo were most recalled channels. Radio, although not as effective as television, got the message to 12% of respondents, mostly through Z93 and Noti Uno. Many respondents recalled and phrases from the alcohol campaign and mistook it as the speeding campaign, mostly the phrase “Pensaste en tu Familia” Eighty percent (80%) of respondents knew the Puerto Rico Traffic Safety Commission sponsored the Speeding campaign.





PRTSC FINANCIAL SUMMARY FISCAL YEAR 2010

GRANT	FY-10	FY-09 CARRYOVERS	TOTAL	EXPENDED	REPROGRAM FY-11	% OF TOTAL EXPEN- DED
NHTSA 402	\$2,363,947.00	\$514,928.34	\$2,878,875.34	\$2,878,622.64	\$252.70	99%
154 AL	\$1,689,342.00	\$458,012.85	\$2,147,354.85	\$2,087,697.19	\$59,657.66	97%
154 HE	\$1,689,339.00	\$1,436,365.57	\$3,125,704.57	\$0.00	\$3,125,704.57	0%
164 AL	\$1,689,341.00	\$1,225,431.38	\$2,914,772.38	\$2,913,224.82	\$1,547.56	99%
164 HE	\$1,689,340.00	\$2,554,927.61	\$4,244,267.61	\$1,353,206.63	\$2,891,060.98	32%
K2 405 OP	\$318,631.00	\$84,234.66	\$402,865.66	\$401,689.71	\$1,175.95	99%
NHTSA 406	\$0.00	\$3,938.38	\$3,938.38	\$3,676.25	\$262.13	93%
K9 408	\$500,000.00	\$1,883,691.00	\$2,383,691.00	\$3,598.98	\$2,380,092.02	0.15%
K8FR 410	\$677,427.00	\$909,777.70	\$1,587,204.70	\$1,315,982.71	\$271,221.99	83%
K8HV 410	\$677,427.00	\$1,313,501.09	\$1,990,928.09	\$823,613.06	\$1,167,315.03	41%
2010 MC	\$100,000.00	\$146,903.18	\$246,903.18	\$146,853.08	\$100,050.10	59%
TOTAL	\$11,394,794.00	\$10,531,711.76	\$21,926,505.76	\$11,928,165.07	\$9,998,340.69	54%

◆ This Highway Safety Annual Report was prepared by PRTSC staff from the Planification Area and PRHTA Engineers, by extracting and analyzing a variety of data from FARS, NHTSA, PRPD and other reliable sources. Report preparation, tables and graphs were prepared by the Impaired Driving Coordinator, Karylia Dávila Quiñones ◆





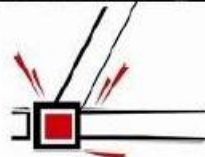
ASIENTO PROTECTOR

ÚSALO CORRECTAMENTE



GUIAR BORRACHO

ES UN CRIMEN. SERÁS ARRESTADO.



AMÁRRATE O PAGAS



MOTOCICLISTA SEGURO



REDUCE LA VELOCIDAD

ANTES QUE SEA TARDE



COMPARTÉ LA CARRETERA