

# STRATEGIC COMMUNICATIONS PLAN YEAR 2021-2022



PUERTO RICO  
TRAFFIC  
SAFETY  
COMMISSION



# TABLE OF CONTENTS

	<b><u>Page</u></b>
Executive Summary .....	3
Data Analysis .....	4
Strategic Goal .....	5
General Media Strategic Communication Plan .....	6
(PM12-01) Alcohol Impaired Driving Media Campaign.....	11
(PM12-02) Youth Impaired Driving Media Campaign .....	17
(PM12-03) Speed and Aggressive Driving Media Campaign .....	23
(PM12-07) Occupant Protection Media Campaign (Seat Belt and Car Seat) .....	28
(PM12-10) Non-Motorized Media Campaign (Pedestrian and Bicyclist).....	36
(PM12-12) Motorcycle Awareness Media Campaign (Share The Road) .....	42
(PM12-13) Motorcyclist Safety Media Campaign .....	45
(PM12-14) Distracted Driving Media Campaign .....	49
(PM12-15) PESET Educational Media Campaign .....	54
(Parque Educativo de Seguridad en el Tránsito/Traffic Safety Educational Park)	
(PM12-16) Drug Impaired Driving Media Campaign.....	60
PRTSC Media Calendar FY2022 .....	64
Campaigns Budget .....	65

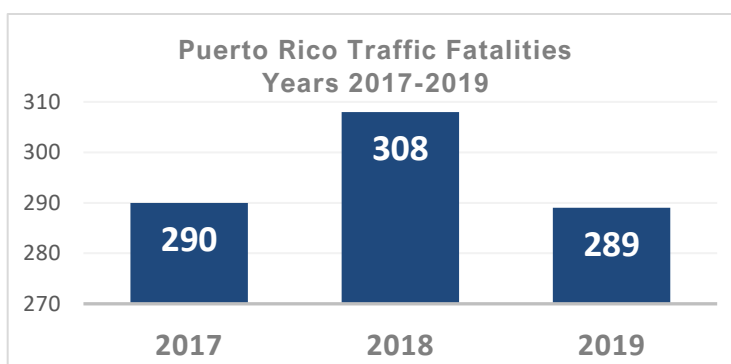
## EXECUTIVE SUMMARY

Puerto Rico (PR) is an island located at the Caribbean with nearly 3.4 million in population. The largest city is its capital, San Juan having at least 395,326 habitants, named after John the Baptist and which by it was recognized until the island's name was changed to Puerto Rico because of the richness its ports brought to the zone; followed by Bayamón with 208,116 people, both components of the Metropolitan Area. One third of Puerto Rico's population (1.13 million) is situated in the metropolitan area, which by default results into a very active life with crowded roads and major traffic issues. Other major cities are Mayagüez, Ponce and Caguas. As well, the location of the island makes it a very easy target for atmospheric phenomena, such as hurricanes and storms, causing constant flooding, which combine with a wide-ranging tectonic fault, results into a palpable deficient roads condition.

The fiscal crisis, ongoing for more than five (5) years, that has shattered the country and the recurring discrepancy between the Financial Oversight and Management Board of PR assigned by the Federal Government of the United States and the Government of PR on how to manage limited funds has made the island's recovery from past Hurricanes and Earthquake in terms of roads and structures almost null. Added to this is the fact that since the COVID-19 pandemic, there has been a shortage of labor, including construction and human resources, subsequently the streets do not count with proper illumination and road signs. This reality leads to bad behavior while driving, which includes speed and aggressive attitude, distracted driving, unrestrained drivers and occupants in all seating positions ages 8+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due to weight requirements and drivers not sharing the road with pedestrians, bicyclists and motorcyclists. People are knowingly stepping into their vehicles and doing as they pleased, maybe because they also know that roads are not being properly patrolled, therefore, a visible lack of police enforcement, which has changed the way they conduct themselves towards traffic rules and regulations.

### **FARS Puerto Rico Traffic Fatalities Data Analysis Years 2017-2019**

Puerto Rico reported 887 fatalities between years 2017 to 2019. The three-year period illustrated below, will become the PRTSC's mission to prevent and reduce fatal crashes on the roadway, now more than ever since there were an increase in fatal crashes.



It is Puerto Rico's Traffic Safety Commission Communications' Office mission to create strategic educational campaigns for year 2021-2022 that will reach target audience with the educational message to change behaviors and contribute to decrease traffic deaths. The efforts towards increasing education thru social media platforms, paid media on all type or sources and by impacting the communities will continue. There is always room for improvement to protect the lives of all citizens, and we will work hard until there are no deaths in our streets due to bad behavior or miseducation towards traffic.

## DATA ANALYSIS FOR EDUCATIONAL PRIORITIES

The following table shows an Analysis of Program Priorities, which contains traffic fatalities and collision factors. It is important to understand that one fatality/collision can present more than one category aspect.

Educational Priorities for Traffic Fatalities Years 2017 to 2019*			
Program Area	Quantity	%	Program Area Description
Pedestrian Safety	314	24%	pedestrian fatalities
Alcohol Impaired Driving	303	23%	drivers fatalities ages 25+ w/.08+ BAC; motorcyclists drivers ages 25+ w/.02+ BAC
Occupant Protection	264	20%	unrestrained occupants fatalities, including ages 0-9
Speed Driving	252	19%	speeding related fatalities
Motorcycle Safety	106	8%	motorcyclists fatalities; riders w/.02+ BAC
Youth Impaired Driving	54	4%	fatalities w/drivers ages 16-17 w/.00+ BAC, drivers ages 18-20 w/.02+ BAC, drivers ages 21-24 w/.08+ BAC & motorcyclists drivers ages 16-24 w/.02+ BAC
Bicyclist Safety	28	2%	bicyclists fatalities
Total	1,321		

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

Fatalities can be a combination of different circumstances. For example, one fatality that has been classified as alcohol intoxicated while driving can also be a result of speeding or for not using the seat belt. Having this clear, the numbers shown above displays a tendency, even though they are from previous years. Nevertheless, our data reveals that alcohol impaired drivers and pedestrians are still the first problem when we categorize traffic fatalities. The quantity column indicates the number of fatalities which presents the contributing collision factor related to the program area:

- Ranking #1 are pedestrian fatalities, as it has been the tendency for the past several years to continue escalating. These fatalities can be the result of pedestrian crosswalks without proper illumination, operating systems, marks, or signs, or by motor vehicles drivers who do not respect the space for pedestrians to walk safely. This is a problem that desperately need to be solved, but sadly exists.
- Ranking #2 are alcohol impaired driving fatalities. Statistics in PR have proven that alcohol is a key factor on all crashes, injuries, and fatalities.
- Ranking #3 are unrestrained deaths in all seating position. It has been a notable tendency for the last years to see unrestrained deaths to continue to increase, which is why it represents a challenge for the next years to come.
- Speed and aggressive driving ranks #4; stressed drivers lead to speeding, reckless and aggressive driving, putting in danger themselves, their occupants, other drivers and non-motorized vulnerable citizens. Even with motorcyclists, youth impaired driving and bicyclist's fatalities rank as the last three fatalities, respectively, the numbers they shown when added are still impressively high. One traffic fatality is enough to keep educating children about traffic safety.
- Motorcyclists, youth impaired driving and bicyclist's fatalities rank last, but shown numbers when added are still impressively high. One traffic fatality is enough to keep educating people about traffic safety.

## STRATEGIC GOAL

### Overview

The main goal is to increase communications and reaches by fortifying media buy plans, earn media, government, private sector and non-profit partnerships, mass events activities and educational impacts with the PRTSC's educational message base on target audience and program problem identification. These, promoting the educational efforts that are desperately needed to eradicate traffic fatalities and injuries.

Proposed Solution, Media Tactics, and Strategies have been carefully chosen based on data analysis provided by numerous sources, including previous attitude surveys, articles and editorials regarding Puerto Rico's culture behavior and preferences, data analysis provided by the NHTSA 2017-2019 Traffic Performance Measures for PR, FARS, PR DOT, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and SAFETY/OBSERVATORY Platform. Also, when necessary and approved, will have enforcement efforts by the state and municipal police forces and a survey will be conducted to measure the campaign impact on target.

### Projects Strategies

Funds will be used for campaign production, media buy, owned media operations, media monitoring services, photography, and videography services, among others. Will accomplish these strategies through contractors. Contractor's function will include creating and developing public awareness campaigns, production of videos and audio, print, graphic and digital content. Also, generating media buy plans. They are also used to assist in media monitoring public affairs, news related to traffic safety and the PRTSC overall media exposure. Photography and Video Services provide content to upload on owned media and to provide to traditional media.

### Communications And Outreach

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

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

## GENERAL MEDIA STRATEGIC COMMUNICATIONS PLAN

Through this Strategic Communication Plan (SCP) will propose the following strategies to address the problem of road safety for speeding, aggressive, negligence or distracted driving, unrestrained drivers and occupants in all seating positions ages 9+, lack of car seat for children ages 0 to 8, car seat installed incorrectly or using the inappropriate seat due weight requirements; and drivers not sharing the road with pedestrians, bicyclists and motorcyclists and impaired drivers, young adults ages 16-24 impaired drivers and motorcyclists requirements and regulations due to inappropriate clothing or gear. All this according to PR Act 22-2000, as amended known as "PR Vehicles and Traffic Act".

### Media Tactics

Tactics will focus efforts to stop traffic fatalities and injuries increase:

- **Strategic Communications Plan-** focusing on maintaining media buy frequency and obtaining more earned media through traditional and social media. A strategic integration with PR PD and Municipality Police Work Plans to communicate the active work of the State Police (PR PD) and Municipal Police forces and promote their work plan will be emplaced to disseminate the work during police enforcement, National Campaigns and Mobilizations, if applicable. A complete Communications' Media Plan will be made for each program to achieve the Objective. Will also generate an individual Event Plan for each activity that will include specific method and resources (what/when/where/how) to carry out the Tactics. It will be shared with PRTSC personnel and the monitoring area prior to the event and will also be included in the quarterly progress report.

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

- **Owned Media (Websites, Social and Mobile Networks)-** human and technical resources, which include equipment and operational programs to achieve effectiveness, maintenance, updating, optimization and availability 7 days a week, 24 hours a day to achieve ongoing daily presence to promote owned media platforms (Facebook, Instagram, Twitter, YouTube, among others) and achieve brand recognition. Will contract a Social Media Management Service to run PRTSC owned media platforms and a Website Management Service for website maintenance. Services can include:
  - Produce/generate posts to engage owned media platforms.
  - Generate live and real-time videos on live digital platforms.
  - Promote educational message through owned media platforms and the PRTSC's Website:
    - Analysis of new needs and strategies of the PRTSC.
    - Posting and uploading data, educational pieces, statistics, and information.
    - Art editing and readjustment and integration with social networks.
    - Platform's Readjustment, Maintenance and license and program's fee purchase/leasing.
- Generate, Submit and Discuss Monthly, Trimestral, Semestral and/or Annual Owned Media Analytics Report.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces (video, audio, digital, print, flyers, and others on high demand) to achieve the proposed strategies for each program. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety. Will produce/reproduce brochures with this project's non-motorized awareness, prevention, and educational message and distribute to PRTSC Community Programs, PR Police Department (PR PD), Municipal Police, Public and Private School personnel, educators, Public and Private Agencies, Institutions and walk in public, among others. An Advertising Agency will be hired to conceptualize, produce, reproduce and/or edit TV, Radio, Digital, Out of Home and other Trending Educational Pieces for a better objective assurance. Creative Concept and Editing will be based on Proposal's Statement of Problem, target and each program goal and objective(s). The functions and pieces designed will be for the national educational campaigns that will be used for Media Buy (Paid Media).

A graphic designer will be contracted in order to be more cost effective to propose, produce, reproduce and/or edit in house strategic pieces with each program's awareness, prevention and educational message to be used on daily basis or designs in smaller scale than an advertising agency, for example, Facebook, Instagram posts, educational templates for press releases, power point presentations, social norming or non-mobilization periods (when there is no police enforcement), as for the PRTSC Executive Director's meetings and media interviews and for internal and external use. Functions can include, but not limited to the design of pieces such as flyers, banners, covers, press kit, certificates, invitations, newsletter, public notice required by PR laws involving traffic safety, among others. These functions will not interfere in any way with those performed by the advertising agency.

- **Paid Media-** will establish the Media Buy Plan strategies in accordance with Media Reality to achieve engagement with target audience. The purchase amount and specific media platform will depend on the traffic fatalities and demographic, market studies, analysis newspapers circulation, Google Analytic, Alexa.com, Nielsen and/or Arbitron. The information will lead to selection of elements, space time and places to be successful towards the goal. An advertising agency will be hired as the carry specialized systems needed for these purposes and as an authorized PRTSC agent for media ads purchasing.



The hiring of this service arises from the need of human and technical resources, which include equipment and operational programs. As well, PR Act 103-2006 establishes that these services must be contracted for better results and prices. The process includes the selection and evaluation of our target market according to the external information, flow analysis, negotiations with broadcaster's, space availability, purchase formalization, signing agreements and delivery of pieces, among other tasks performed by specialists in Media Buy Plans. The table on the right accounts the buying preference based on the most recent market study for population media consumption provided by Gaither, Inc. and analyzed by the Advertising Agency Media Buyer specialist. Grounded on the specialist recommendation, will use the **proposed investment column** as budget distribution.

Population Media Consumption Target Gender- Male 18-34		
MEDIA	%	PROPOSED INVESTMENT
TV	86%	36%
TV Local	70%	
Paid TV	23%	
Radio	61%	25%
Internet	85%	30%
Social Network	96%	
Video Streaming	81%	
Online News	85%	
Internet Radio	79%	7%
Outdoor	45%	
Print	22%	3%
TOTAL		100%

In addition, will boost social media platforms contracting advertising space as PRTSC's authorized agent to promote the educational message when Media Buy Plans are being aired. Decision making will be based on:

- User's interaction (including number of visits, time, and space)
- New user's increase
- Demographic percentages such as country, age or gender, metrics, and parameters
- "Like" tendencies
- Analysis of all uploaded videos, with their corresponding reach

Also, will focus effort to obtain at least 2+ frequency in exposing the message to reach target audience. Can describe frequency as to aim the same person repeatedly. A frequency of 2+ implies that the same person will be exposed to the same message at least two (2) times during the advertised campaign. However, the final assigned budget will determine how much frequency has been obtained for each advertised effort. Through Paid Media Tactic will pursue to complete the program objective to achieve proposed impressions at the end of the year. The term "impression" is each time an individual is exposed to a message received through any type of media. The number is calculated based on parameters pre-established by media systems and programs. However, the final assigned budget will determine how much frequency has been obtained for each advertised effort.

- **Earned Media-** the strategy will consist of generating Public Relations which may include press conferences, media tours, interviews, press releases and distribution of educational content and increase frequency with bonuses gained thru Media Buy Plans. To reinforce this effort will need educational material such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others. Can produce, reproduce, and/or edit strategic pieces when necessary for this purpose. Should any PRTSC staff is required to work this strategy water and food, travel cost and equipment rent, may be provided. Strategies include:
  - To disseminate the program's awareness, prevention, and educational message thru Public Relations and obtain interviews and/or media coverage during the campaign period/effort at the end of year 2022.
  - To calculate earned media value from promoting the awareness, prevention, and educational content at the end the year.



A Media Monitoring Service will much be needed for this project to track PRTSC's exposure and its Spokesperson presence. This service arisen from public relations effort to carry out the educational message in all media platforms. It is an essential tool to capitalize PR's National Media Platforms, specifically those that are continuously covering news and public interest events as topics that are covered in all Island's platforms that become trending topics that clearly influence citizens. The service monitors media platforms' and accounts each appearance/interview/mention. A monthly report will be generated with the information of how much would have cost PRTSC if it would have paid for each appearance/interview/mention. Although the PRTSC will always be looking for opportunities to transmit this project's non-motorized prevention message, it does not mean that the information will be covered and feature or become the relevant trending topic. In summary, this service is hired to seek and account not to present results. Service can account more than half million dollars that will be impossible to calculate without the Media Monitoring Service.

The service of an Information Agency will be hired. The recording and dissemination services for almost each program's educational news and press releases will be contracted for further target audience reach, that is the objective for this project. The service allows to carry out the educational message through an alternate, or not typical, media platform. It will reach the target audience creating more frequency without increasing the media buy budget. This means that in addition to transmitting the message through paid media, press releases and editorials through traditional platforms, it will also disseminate through alternative platforms that are well ranked for promoting trending topics. The concept consists of creating or submitting audios, videos and/or the PRTSC's Press Releases or other educational content with the message and efforts related to this educational project; the contracted agency will circulate the content to all available (which includes nontraditional placements) island's media platforms. The service includes approximately, but not limited to one (1) coverage monthly. However, service coverage can be required more frequently during each campaign period. This will respond to the strategy used for each specific campaign. In summary, the service will allow to reinforce publicity and public relations efforts by impacting the target audience and increasing audience reach through traditional and nontraditional media platforms.

A professional photographer/videographer can be hired. Photos and videos are supplied as part of the press releases and editorials for immediate upload of each Media's owned media as they published photos and videos in their page gallery. The communications' industry can ask to submit images and footage to be effective and successful in publishing newsletter, increase the number of publications and a better impact on public opinion. Photos and videos are also used for publication on PRTSC's Owned Media. The visual material is extremely necessary for the effective and strategic use on private, local and owned networks platforms.

- **Massive Impact Event(s)**- it is proposed to participate and/or develop massive impact events to reach out target audience with each program's prevention message. Since PR citizens' have an active social life and enjoy crowded events, as they show social acceptance, can result as a direct influence on attendees, specifically for the targeted audience. The event can take place during a campaign period. Educational content distribution, such as brochures, flyers/posters, video and audio content, banners, and backdrop, among others, will be a proactive goal in this section. The advertising agency will be used to produce/reproduce educational pieces for impact purpose. Should any PRTSC staff is required to work this strategy water and food, travel cost and equipment rent, may be provided. Nevertheless, renting equipment such as chairs, tablecloths and tents will only be considered for activities such as, but no limited, to press conferences and where people exceed twenty-five (25) guests. The rent of a sound

system with all its component (technician, wires, extensions, electric start generator, among others) will be necessary as it is impossible to compete with the noise generated by the magnitude of expected crowd, and since it is most likely that the event will be held on an open space (ample outdoor scenery) will generate the necessity of renting this equipment to achieve the objective.

For the third (3<sup>rd</sup>) trimester 2022 will create a massive event called PRTSC 50<sup>th</sup> Anniversary of Puerto Rico Road Safety. In this event will impact target market by recognizing the Puerto Rico Traffic Safety Commission effort of educating citizens with the message of road safety. This event aims to highlight the mission of the PRTSC to educate the public about the importance of following road safety rules and comply with Act 22-2000 "Vehicle and Traffic Act," as amended, and establish that will be renewing this responsibility to continue saving lives to keep everyone safe on Puerto Rico roads for another 50 years.

### Evaluation

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

### Attitude Surveys

The PRTSC has a mission to implement strategic plans to reduce vehicle occupant traffic crashes, injuries, and deaths. To evaluate all these efforts attitude surveys will be conducted, if applicable by program funds regulations. To evaluate all these efforts each survey will be conducted in accordance with *Survey recommendations for the NHTSA-GHSA Working Group of 2009*.

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

### Puerto Rico Map Divided by Regions



# ALCOHOL IMPAIRED DRIVING MEDIA CAMPAIGN (PM12-01)

## PROBLEM IDENTIFICATION (PI)

In Puerto Rico the consumption of alcohol doesn't seem to be in reduction; to the contrary, many behaviorist specialists had expressed that economic distress and unemployment are triggers for the increase in alcohol intake and other legal and illegal drugs. This factor in combination with a culturally acceptance of alcohol consumption since early age (first drink at 11 or 12 years old at family gatherings), and an underdeveloped mass transportation infrastructure that requires most citizens to drive their own vehicle are reasons for alcohol impaired driving fatalities rank #2 of total PR traffic fatalities.

## Alcohol Consumption in Puerto Rico

Alcohol addiction is an increasingly frequent problem in Puerto Rico, recent studies featured in the Medicina Salud Publica website (<https://medicinaysaludpublica.com/puertorriquena-lidera-investigaciones-para-luchar-contra-la-adiccion-al-alcohol/>) dated from October 9, 2020, show that one in six adults on the island (201,183 habitants approximately) suffers from alcohol abuse or dependence. The customer analytics Agency conducted a census that includes Puerto Rico and informs that alcohol sales increased 54 percent at the end of March 2020 compared to that time last 2019. Alcohol line sales were up nearly 500 percent at the end of April 2020. Everything seems to indicate that there has been a significant increase in alcohol consumption in Puerto Rico. (...) Abusing alcohol means that more alcohol is consumed, and this can lead to complicating existing health problems and cause chronic health problems, and if you add driving while impaired/intoxicated (DWI) this can cause mayor catastrophe at different levels: physical, psychological, emotional and financial. Lives are lost, families destroyed, and financial status can decline very fast when a person suffers major injuries and cannot provide for itself and/or the family. Much have been lost because of the irresponsible and criminal behavior of drinking and driving.

The National Institute on Alcohol Abuse and Alcoholism in its June 2019 article published (<https://pubs.niaaa.nih.gov/publications/HispanicFact/HispanicFact.htm>) stated that the average numbers of drinks per week by gender is 16.9 for men and 9.5 for women. The percentage for men who overdo drinking is 48.6%, while on women is 51.1%. On the other hand, 5.5% of population are alcohol dependents and 10.1% need treatment for alcohol problems.

## Alcohol Industry in Puerto Rico

Puerto Rico spends approximately \$189,885,736 each month on alcoholic beverages. NHTSA studies reveal that Puerto Rico is among the top jurisdictions in the nation, with the highest incidence of highway fatalities related to alcohol. The island consumes a lot of alcohol throughout the year. The distilled spirits companies in Puerto Rico invest multi-million-dollar budgets to sell alcohol.

According to El Nuevo Día article, one of the most reliable sources in Puerto Rico, dated April 2019, the island's alcoholic beverages industry closed the 2018 financial year with a sales figure of 1,012 million dollars (slightly more than 900 million euros at the current exchange rate), ending a period, since 2016, characterized by stagnation. The amount outlined includes the commercialization of alcoholic beverages in the retail sector, without considering hotels and restaurants. Beer accounts for 75% of the industry's sales. In 2018, a 10.7% rebound was recorded, reaching 786 million dollars. Two thirds of total beer consumption is made in bars and grocery stores, and approximately 10% is sold in supermarkets. Industry sources attribute this growth in sales to a rise in consumption motivated, in turn, by the greater purchasing power of the population in the last year with the arrival of federal funds for the past years catastrophes.

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

### **FARS Drunk Driving Fatalities Data Analysis for years 2017-2019**

According to NHTSA Fatality Analysis Reporting System, FARS, in 2019, eighty (80) alcohol impaired driving fatalities occurred. This indicates a 38% decrease from 2018.



- Gender data analysis for impaired driving fatalities for the three-year period shows an average of 91% of male fatalities and 9% female fatalities.
- Analysis by age group for the three-year period shows that 29% of impaired driving fatalities were in age group 25-36, followed by ages 37-49 with 23%, which combined accounts for 52% of fatalities. Other age group to consider is 50+ that accounts for 30% of total fatalities.
- 91% had a Blood Alcohol Concentration (BAC) of .08%+, which is above PR law requirements.
- When analyzing data of impaired driving fatalities, by day of the week, it shows that Sunday reported the highest average of fatalities for the 3-year period with 36%, followed by Saturday with 18% and Friday with 16%, which translates 70% of fatalities were on weekends.
- 78% of impaired driving fatalities occurred at nighttime from 6:01pm to 6:00am.
- Drunk driving fatalities by month, for this three-year period: December registered the highest ID deaths with 16%, July reported 11% followed by June and January with 9% each. Puerto Rico top Holidays seasons Christmas and Summer accounted for 59% of ID fatalities. Christmas (November to January) registered 32% followed by Summer (June to August) with 27%.
- The five (5) Municipalities with most fatalities were: San Juan with 9%, Carolina with 7%, Caguas with 6% and Ponce and Toa Baja, both with a 5%. In summary, the Metropolitan Area had the most fatalities with 29% of the ID fatalities.
- 71% were drivers and 29% motorcyclists.
- 70% of impaired drivers killed were unrestrained.
- 80% of impaired motorcycle riders killed were un-helmeted.
- 52% alcohol impaired driving fatalities also presented a speeding factor.

### **Safety/Observatory Drunk Driving Injuries Data Analysis for years 2017-2019**

- A total of 62,431 injuries were reported, of these, 2,107 were drunk driving injuries.
- 59% were men.
- 27% were ages 25-36, followed by 37-49 with a 20%.

- July and December were the highest injuries with a 11% of injuries.
- Municipality with most injuries were Caguas with 5%, San Juan and Mayagüez with 4% and Cabo Rojo, Carolina and Ponce with 3%.
- 71% occurred on weekends; 31% percent occurred on Sunday.
- 52% occurred between the hours of 6:00pm and 11:59pm; followed by 12:00am to 5:59am with 23%.

### 2019 PRTSC Drunk Driving Attitude Survey

In year 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and driving under the influence after the Summer Campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. Gender sample distribution consisted of 221 males (44.2%) and 279 females (55.8%). The median and average age of the sample was age 46. The youngest participant was 17 years old and the oldest was 91 years old. 77.2% of the participants of the study drive their vehicles every day.

In a typical weekday the median amount of time participants spend driving was two hours; on weekends two hours and eighteen minutes was the average participants spend driving. The following data summarizes the results of the survey:

- 42.4% indicated having consumed alcoholic beverages at some point.
- 12.4% admitted having driven a vehicle after consuming alcoholic beverages in the last 30 days.
- 64.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 18-20; the most frequent answer was .08%.
- 62.6% cannot indicate or does not know the BAC allowed for drivers in PR ages 21+; the most frequent answer was .08%.
- 86.6% knows what a designated driver is.
- 76.0% perceives that is very likely or likely that a driver gets arrested for Driving under the influence of alcohol (DUI).
- 67.4% responded not hearing or watched any kind of promotion of police enforcement DUI.
- 51.8% responded not hearing or watched, remembering or have remembered any educational campaign for DUI; but when asked do you remember any slogan or phrase about a campaign about DUI 59.8% responded yes. Most recalled phrase or slogan was “si guías borracho serás arrestado” with a 30.6%.
- 66.6% responded that the phrase or slogan was effective or very effective.

Alcohol Fatalities During Crackdowns – Years 2017 to 2019				
Crackdown /Period	Total Crashes with Alcohol Impaired Driver	Total Fatalities	Impaired Driving Fatalities	Impaired Driving Fatalities Percentage
Thanksgiving (November)	222	84	24	29%
Winter Holidays (December)	227	108	48	44%
Easter (March/April)	224	71	17	24%
Summer (July)	283	68	34	50%
Labor Day (August/September)	158	65	23	35%

Enforcement and P&E efforts periods have been chosen by identifying high alcohol consumption periods. The table above represents the data for the 2017-2019 three-year period alcohol related fatal crashes/injuries. All proposed solutions summarizes in creating awareness towards DWI prevention in terms of traffic safety, when many people drive, is imperative. This requires that our informative and educational role of drunk driving prevention agents to be more creative and far-reaching. The efforts will be aimed to educate all people on the importance of maintaining a healthy lifestyle, social responsibility, and better judgement before driving a motor vehicle.



## PROPOSED SOLUTION

Promoting the DUI awareness, prevention and educational message thru these strategies are needed to eradicate DUI's traffic fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data reported on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

Although an increase of .013% in alcohol impaired driving fatalities is expected; from 100.4 (2015-2019 rolling average) to 100.5 (2018-2022 rolling average) by year 2022, our goal is to maintain impaired driving fatalities at 80 as reported on year 2019.

## OBJECTIVE

Reach at least 50% of target audience (men, group age 25-36) with the educational message of the consequences of drunk driving and its legal consequences as established on PR Act 22-2000 with a media frequency 2+ and obtain at least 9.5 million impressions by the end of year 2022.

## TARGET MARKET

- **Audience-** primary- men 25-36; secondary- men 37-49, Tertiary- men 50+
- **Zone-** primary- Metropolitan Region; secondary- Cabo Rojo, Caguas, Mayagüez, and Ponce
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Periods-** according with PRTSC mobilizations & NHTSA crackdown periods
  - Thanksgiving Week- November 23 to 30, 2021
  - Pre-Holidays Season (between Thanksgiving and Christmas period)- December 1 to 15, 2021
  - Holidays Season (Christmas period)- December 16 to 31, 2021
  - Easter Weekend- April 12 to 16, 2022
  - Pre-Summer Season (PR citizens considered June as part of Summer period) June 9 to 12, 16 to 19 and 23 to 25, 2022
  - Summer Season (will be held on two periods)- July 1 to 10 and 21 to 25, 2022
  - Labor Day Weekend- August 31 to September 5, 2022

## MEDIA TACTICS

- **Message-** the educational message will be developed based on program goal and objective. It can include "Guiar borracho es un crimen, serás arrestado" (drunk driving it's a crime, you'll be arrested). Social Norming messages will continue to encourage a designated driver and alternative transportation on preventions and educational efforts.
- **Talking Points**
  - Safety on the road is everyone's responsibility.
  - Drunk driving is a crime, you will be arrested.
  - Driving while drunk is not an alternative.
  - Causing the death of another person by driving under the influence of alcohol is a serious crime and carries a fixed penalty of fifteen (15) years in prison.
  - Causing any bodily injury or permanent damage to a person by driving under the influence of alcohol carries a fixed penalty of eighteen (18) months in jail.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on Summer 2021 to achieve the proposed strategies for this project.





## ■ Strategies

- **Number of posts published-** to promote the drunk driving prevention message to engage target market through owned media platforms and publish at least 200 posts by the end of fiscal year:
  - At least 70 posts on the 1<sup>st</sup> quarter (October-December)
  - At least 15 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 40 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 75 posts on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the drunk driving prevention message by the end of fiscal year:
  - At least 7,000 flyers on the 1<sup>st</sup> quarter (October-December)
  - At least 3,000 flyers on the 2<sup>nd</sup> quarter (January-March)
  - At least 5,000 flyers on the 3<sup>rd</sup> quarter (April-June)
  - At least 10,000 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least four (4) educational pieces with the drunk driving prevention content by the end of fiscal year:
  - At least 1 piece on the 1<sup>st</sup> quarter (October-December) and 3<sup>rd</sup> quarter (April-June)
  - At least 2 pieces on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all P&E DUI Prevention Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - Thanksgiving (November)
  - Winter Pre-Holidays (November-December)
  - Winter Holidays (December)
  - Easter (April)
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - Pre-Summer (June)
  - Summer (July)
  - Labor Day (August-September)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.

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

- **Paid Media (Results)-** to analyze the post media buy report for each DUI campaign period to achieve 9.5 million impressions by the end of the year:
  - Thanksgiving: 1 million impressions
  - Winter Pre-Holidays: 1 million impressions
  - Winter Holidays: 3 million impressions
  - Easter: 500,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 500,000 impressions
  - Pre-Summer: 500,000 million impressions
  - Summer: 2 million impressions
  - Labor Day: 1 million impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the DWI Prevention message thru Public Relations and obtain at least three (3) interviews and/or media coverage during the campaign period and obtain at least thirty (30) by the end of fiscal year:
  - 10 publicity media coverage on the 1<sup>st</sup> quarter (October-December)
  - 3 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - 17 publicity media coverage on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop at least four (4) Mass Impact Activities to spread awareness among attendees about DWI Prevention message:
  - 1 event for the 1<sup>st</sup> quarter (October-December)
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - 2 events for the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$500,000 on earned media from promoting the drunk driving prevention content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.
- **Survey-** will present awareness attitudes and of respondents' essential to understand drunk driving practice. It will also allow a broader data analysis beyond statistic data provided by PRPD and FARS. Will aim to evaluate the Holidays Crackdown.

## **YOUTH IMPAIRED DRIVING MEDIA CAMPAIGN (PM12-02)**

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

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

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

### **Alcohol Consumption in Puerto Rico**

The most recent edition of the Consulta Juvenil Study from April 2018, a biannual survey subsidized by the PR Administration of Mental Health Services and Against Addiction (from its acronym in Spanish, ASSMCA), concluded that almost half of the students (44.5%) begin to consume alcohol before finishing high school. Of these:

- 38% started alcohol consumption before age 14
- 65.1% said they had drunk in gusts (five drinks or more)
- 83.1% of youngsters who tried to buy alcohol were not asked for identification
- 21.2% had access outside a household environment
- 17.6% obtained access to the substance from parents, other adults, siblings or friends
- 10.4% had access at parties or festivals, 5.4% in shops and 3.2% on pubs and 2.2% on sports competitions.
- Other substances used before finishing high school were marihuana (12.1%) and tabaco (8.9%).

### **FIESTA II Alcohol Consumption Survey**

The Quality of Life Office' from the University of Puerto Rico, Río Piedras Campus lead by the PRTSC FIESTA II program conducted a study regarding students alcohol consumption during Christmas Festivities. The Objective was to know if alcohol consumption in university students is higher or lower during the Christmas season due to the holidays and academic recess. The survey was conducted online in December 2020 and had a participation of 201 students. Of these, 56% were female and 43% male. Most of the participants were between the ages of 15 to 19 years (52%) and 35% of the participants were between the ages of 20 to 24 years. When the participants were asked if they consumed alcoholic beverages, 68% answered affirmatively. Among those who answered that they consumed alcohol, 48% indicated that their consumption is higher at Christmas time than in the rest of the year, 38% maintain the same consumption and 14% indicated that their consumption was lower during this period.

### **Halloween Awareness, Prevention and Educational Effort**

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

### **Saint Valentine's Awareness, Prevention and Educational Effort**

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

### **Other Puerto Rico Youth Main Festivities**

There are three main scenarios in which minors have access to alcohol. These are the family, the commercial establishments and festivals and friends. Although, youth driving while impaired/intoxicated (DWI) prevention and education efforts are present all year long, PRTSC has identified two main festivities that gather thousands of teenagers and young adults: *Fiestas de la Calle San Sebastián* and *Justas Interuniversitarias LAI*. Both are targeted to age group 16-24 and main sponsors are beer and distilled spirits. Here are some facts:

- **Fiestas de la Calle San Sebastián** (San Sebastián Street Fest) Prevention and Educational Effort

This is a cultural and festive event that takes place in Old San Juan which gathers a multitude of people, especially youngsters 16-24 years old, during a four days/night period, to sing, dance, eat and drink. These 4-day festivities are held in San Juan, PR every year at the third week of January from Thursday to Sunday. According to a news article published by Primera Hora on January 18, 2016 (<http://www.primerahora.com/noticias/puerto-rico/nota/700000personasvisitaronlasfiestasdelacallesansebastian-1132293/>), 700,000 people attended these festivities. Luckily, in the past 7 or 8 years no traffic fatalities have been linked directly to the festivity, due in part of combined efforts of PRTSC, PRPD and other agencies, but several youth alcohol intoxication cases are always reported.

- **Justas Interuniversitarias de la LAI**

(Intercollegiate Sports Competitions) Prevention and Educational Effort

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

### FARS Alcohol Youth Impaired Driving Fatalities Data Analysis for years 2017-2019

According to NHTSA Fatality Analysis Reporting System, FARS, in 2019, sixteen (16) youth impaired driving fatalities occurred. This indicates a 33% decrease from 2018 to 2019.



- Gender data analysis for youth impaired driving fatalities for the three-year period shows an average of 89% of male fatalities and 11% female fatalities.
- 67% of youth impaired driving fatalities were in age group 21-24 and 33% age group 16-20. Zero impaired driving fatalities were reported among 15 years old drivers.
- 76% had a Blood Alcohol Concentration (BAC) of .08%+, which is above PR law requirements.
- Alcohol impaired driving fatalities by day of the week shows that Sunday reported the highest average of fatalities for the 3-year period with 39%, followed by Friday with 19% and Saturday with 17%.
- For the three-year period, 86% of youth impaired driving fatalities occurred at nighttime from 6:00pm to 5:59am. Nighttime continues to be a dangerous period for drunk drivers and other road users.
- Youth impaired driving fatalities by month, for this three-year period, some peaks are noticed: December 13%, September, October and November with 11% each. Summer months, June, July and August, accounted for 21% of total youth impaired driving fatalities.
- 70% were drivers and 30% motorcyclists; of these 75% were un-helmeted.
- 87% were unrestrained.
- 69% drunk driving fatalities also presented a speeding factor.

### Safety/Observatory Youth Alcohol Impaired Injuries Data Analysis for years 2017-2019

A total of 2,107 injuries were reported.

- 54% were men; 46% were female.
- 71% were ages 21 to 24.
- September reported 17% of the injuries, May and November with 12% and December with 11%.
- Municipality with most injuries were Mayagüez (10%), Hatillo (6%), Ponce and San Juan (both 5%).
- 78% occurred on weekends; 32% percent occurred on Sunday.
- 73% occurred between the hours of 6:00pm and 5:59am (32% and 41% respectively).

### 2019 PRTSC Impaired Driving Attitude Survey

Between August and September 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and DWI campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. The gender distribution of the sample consisted of 221 males (44.2%) and 279 females (55.8%). The median and average age of the sample was 46 years old. The youngest participant was 17 years old and the oldest was 91 years old. 77.2% of



participants of the study drive their vehicles every day. In a typical weekday the median amount of time participants spend driving was two hours; on weekends two hours and eighteen minutes was the average participants spend driving. The following data summarizes the results of the survey:

- 42.4% indicated having consumed alcoholic beverages at some point.
- 12.4% admitted having driven a vehicle after consuming alcoholic beverages in the last 30 days.
- 64.4% cannot indicate or does not know the BAC allowed for drivers in PR ages 18-20; the most frequent answer was .08%.
- 62.6% cannot indicate or does not know the BAC allowed for drivers in PR ages 21+; the most frequent answer was .08%.
- 86.6% knows what a designated driver is.
- 76.0% perceives that is very likely or likely that a driver gets arrested for Driving under the influence of alcohol (DUI).
- 67.4% responded not hearing or watched any kind of promotion of police enforcement DUI.
- 51.8% responded not hearing or watched, remembering or have remembered any educational campaign for DUI; but when asked do you remember any slogan or phrase about a campaign about DUI 59.8% responded yes. Most recalled phrase or slogan was “si guías borracho serás arrestado” with a 30.6%.
- 66.6% responded that the phrase or slogan was effective or very effective.

In summary, **all these elements and information requires that PRTSC must continue to educate about alcohol consumption and the lethal consequences of driving under its influence to ensure this generation of young teenagers and young adults make decisions based on true facts.**

## PROPOSED SOLUTION

Promoting the DUI awareness, prevention and educational message for youth ages 16-24 thru these strategies are needed to eradicate DUI's traffic fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

To reduce youth alcohol (group age 16-24) impaired driving fatalities by 4.0 percent; from 20.2 (2015-2019 rolling average) to 19.4 (2018-2022 rolling average) by year 2022.

## OBJECTIVE

To reach at least 80% of target audience (male, ages 16-24) with the message of consequences of youth alcohol impaired driving and its legal effect as established on PR Act 22-2000 with a frequency 2+ obtain at least 1.8 million impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** primary- men 16-24; secondary- women 16-24
  - **Zone-** primary- Metropolitan Region; secondary- Hatillo, Mayagüez and Ponce
  - **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
  - **Periods-** according to PRTSC Planning's Schedule
    - Halloween Weekend- October 30 and 31, 2021
    - San Sebastián Street Fests\*- January 13 to 16, 2022
    - St. Valentine's Weekend- February 11 to 13, 2022
    - Intercollegiate Sports Competitions\*- April 20 to 24, 2022
- \*Preliminary date submitted, subject to External Event Organizer's Official Schedule



## MEDIA TACTICS

- **Message-** the educational message will be developed based on this program goal and objective of youth alcohol impaired driving. It can include “Si vas a beber, pasa la llave” (if you are going to drink, pass the car keys) to encourage a designated driver and alternative transportation.
- **Talking Points**
  - If you drink, pass the key.
  - Before leaving your home, designate a driver who will not drink alcohol.
  - Alternative transportation is a real and efficient alternative.
  - Drinking alcohol during adolescence could define who you are as an adult.
  - Do not be stubborn.
  - It is forbidden by law to drive with: a concentration of 0.02% alcohol or more if you are between ages 18 and 20 and 0.08% alcohol or more if you are 21 years of age or older.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2021 to achieve the proposed strategies for this project.
- **Strategies**
  - **Number of posts published-** to promote the drunk driving prevention message to engage target market through owned media platforms and publish at least 100 posts by the end of fiscal year:
    - At least 25 posts on each quarter (October-December, January-March, April-June and July-September).
    - Performance measures: PRTSC’s Owned Media Analytics by Program Area Trimestral Report; number of posts published.
  - **Number Educational Pieces Distributed-** to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the drunk driving prevention message by the end of fiscal year:
    - At least 1,000 flyers on the 1<sup>st</sup> quarter (October-December)
    - At least 5,000 flyers on the 2<sup>nd</sup> quarter (January-March)
    - At least 3,000 flyers on the 3<sup>rd</sup> quarter (April-June)
    - At least 1,000 flyers on the 4<sup>th</sup> quarter (July-September)
    - Performance measures: Supplier’s Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
  - **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least four (4) educational pieces with the drunk driving prevention content by the end of fiscal year:
    - At least 1 piece on the 1<sup>st</sup> quarter (October-December) and 2<sup>nd</sup> quarter (January-March)
    - At least 2 pieces on the 3<sup>rd</sup> quarter (April-June)
    - Performance measures: Supplier’s Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.

- **Paid Media (Dissemination)-** To publish all P&E DUI Prevention Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:

- Halloween Awareness, P&E Effort (October)
- San Sebastián Street Fests Awareness, P&E Effort (January)
- St. Valentine's Awareness, P&E Effort (February)
- Intercollegiate Competitions Awareness, P&E Effort (April)
- PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
- Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.

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

- **Paid Media (Results)-** to analyze the post media buy report for each DUI campaign period to achieve 1.8 million impressions by the end of the year:
  - Halloween: 100,000 impressions
  - San Sebastián Street Fests: 1 million impressions
  - St. Valentine's: 100,000 impressions
  - Intercollegiate Competitions: 500,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 100,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the DWI Prevention message thru Public Relations and obtain at least two (2) interviews and/or media coverage during each campaign period and obtain at least ten (10) by the end of fiscal year:
  - 2 publicity media coverage on the 2<sup>nd</sup> quarter (January-March)
  - 8 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about DWI Prevention message:
  - 1 event for the 2<sup>nd</sup> quarter (January-March) and 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.

## SPEED AND AGGRESSIVE DRIVING MEDIA CAMPAIGN (PM12-03)

### PROBLEM IDENTIFICATION (PI)

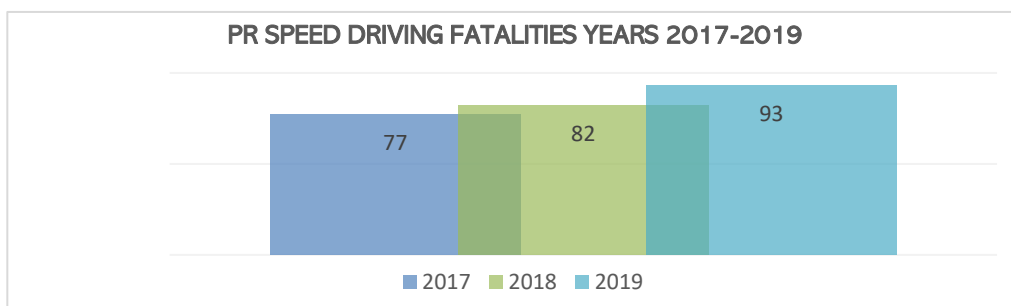
For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities. Speed also affects your safety even when you are driving at the speed limit but too fast for road conditions, such as during bad weather, when a road is under repair, or in an area at night that isn't well lit. Speeding endangers not only the life of the speeder, but all the people on the road around them, including law enforcement officers.

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

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

### FARS Speed Driving Fatalities Data Analysis for years 2017-2019

According to NHTSA Fatality Analysis Reporting System, FARS, for the three-year period two hundred fifty-two (252) speed related fatalities occurred. This indicates a 38% decrease from 2018.



- Gender data analysis for the three-year period of speed driving fatalities shows that 82% of fatalities were male.
- Analysis by age group for the three-year period shows that 27% of fatalities were in age group 25-36, followed by ages 37-49 with 18%, which combined accounts almost half of fatalities.
- On the three-year period, 64% speed driving fatalities occurred at nighttime from 6:00pm to 5:59am.
- When analyzing data of speed driving fatalities, by day of the week, it shows that Sunday reported the highest with 24%, followed closely by Saturday with 23%. Friday accounts for 14%, which translates that 61% of fatalities occurred on weekends.
- Speed driving fatalities by month, for this three-year period: December registered the highest with 12% followed by February with 11% and June with 10%.
- The five (5) Municipalities with most fatalities were: San Juan with 10%, Caguas with 6%, Bayamón, Dorado, Juana Díaz y Toa Baja all with 4%. In summary, the Metro Area had the most fatalities with 23% followed by the East with 19% of fatalities.
- 56% of death were drivers.
- 54% of death also presented alcohol factor.
- 65% of death did not use seat belts.

### **Safety/Observatory Speed Driving Injuries Data Analysis for years 2017-2019**

- A total of 62,431 injuries were reported, of these, 26,493 accounted for speed driving injuries.
- 58% were men.
- 26% were ages 25-36, followed by 37-49 with a 21%.
- January to March were the highest injuries with a 28%; March was the highest of all with 10%.
- Municipality Zone with most injuries was the West with 14%, followed by the East with 11%. San Juan and Caguas were the highest with 5% each.
- 42% occurred on weekends; 16% percent occurred on Friday.
- 73% occurred between the hours of 6:00am to 5:59pm; 40% occurred between 12:00pm to 5:59pm.

### **2020 PRTSC Speed and Aggressive Driving Attitude Survey**

During Fall 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and the speed and aggressive driving campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. The gender distribution of the sample consisted of 247 males (49.4%) and 253 females (50.6%). The median and average age of the sample was 50 years old. The youngest participant was 18 years old and the oldest was 88 years old. 80.6% of the participants of the study drive their vehicles every day. In a typical weekday the median amount of time participants spend driving was two (2) hours, with some respondents indicated driving as much as twenty (20) hours. 66.6% mentioned “road conditions” as their main concern, however, 44.8% said that “speed” is another main concern. The following data summarizes the results of the survey:

- 91% participants said “I always drive at the correct speed limit” or “I always drive below the speed limit”.
- 96% of the participants indicated that they “never” or “sometimes” drive above the maximum speed allowed on school zones.
- 57.4% indicated that they “never” or “rarely” drive above the maximum speed allowed on a highway or expressway road.
- 54.4% indicated that they “never” or “rarely” drive above maximum speed allowed on a municipal road.
- Regarding use courtesy while driving 72.6% of the participants said “I usually give way to other vehicles more than other vehicles give way to me”.
- 99.2%, indicated that they have not been involved in a car accident due to driving above the speed limit.
- 96.8% has not received a traffic fine for driving above the speed limit during the last 12 months.

- 74.2% responded that they don't know how much is the fine for speeding.
- 84.2% think that it's "unlikely" or "very unlikely" to receive a traffic ticket for speeding.
- 42.0% responded not hearing or watched any kind of promotion of police enforcement for speeding.
- 72.4% responded not hearing or watched, remembering or have remembered any educational campaign speeding while driving.
- 23.5% of the participants who did remember messages related to a campaign regarding driving above the speed limit, also remembered a slogan, theme or phrase "Si guías a exceso de velocidad, pagas".
- Using a scale where five means "very effective" and one "not effective at all" on how effective the participants think the message they remember seeing, reading, or hearing about driving above the speed limit, 43.8% of the participants gave a score between five and four.

**If it seems that there are more cases of rude and outrageous behavior on the road now than in the past, the observation is correct, therefore, PRTSC needs to continue educational efforts, awareness on enforcement and P&E efforts to change the speed and aggressive conduct among drivers.**

## PROPOSED SOLUTION

Promoting the Speed and Aggressive Driving awareness, prevention and educational message thru these strategies are much needed to eradicate this program's traffic fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

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

## OBJECTIVE

Reach at least 50% of target audience with the educational message of the consequences of speed and aggressive driving and its legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1 million impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** primary- men 25-36; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- Juana Díaz and East Region
- **Weekdays/Hours-** Friday to Sunday; 12:00pm to 5:59pm and 12:00am to 5:59am
- **Period-** February 14 to 27, 2022 (according with PRTSC mobilization period)

## MEDIA TACTICS

- **Message-** the educational message will be developed based on this program goal and objective of Speed and Aggressive Driving Media Campaign. It can include - "Respetar los límites de Velocidad, si no obedeces pagas" (Respect Speed Limits Obey or Pay the Fine).
- **Talking Points**
  - Life changes just as fast. Respect speed limits.
  - If you do not obey you pay.
  - Competitive or haggling races, speed contests and acceleration contests are strictly prohibited.
  - The maximum speed for any vehicle will always be 10 miles less than that allowed in any zone.
  - Any driver traveling at a slower speed should driver in the far-right lane.
  - No person may driver a motor vehicle at a speed less than 20 miles below the limit.



- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2021 to achieve the proposed strategies for this project.

- **Strategies**

- **Number of posts published-** to promote the speed and aggressive driving prevention message to engage target market through owned media platforms and publish at least 100 posts by the end of fiscal year:
  - At least 15 posts on the 1<sup>st</sup> quarter (October-December)
  - At least 50 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 15 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 20 posts on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the speed and aggressive message by the end of fiscal year:
  - At least 3,500 flyers on the 1<sup>st</sup> quarter (October-December)
  - At least 10,500 flyers on the 2<sup>nd</sup> quarter (January-March)
  - At least 3,500 flyers on the 3<sup>rd</sup> quarter (April-June)
  - At least 2,500 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least three (3) educational pieces with the speed and aggressive content by the end of fiscal year:
  - At least 3 pieces on the 2<sup>nd</sup> quarter (January-March)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all Speed and Aggressive Driving Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - Speed Campaign (February)
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.

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



- **Paid Media (Results)-** to analyze the post media buy report for each speed and aggressive driving campaign period to achieve 500,000 impressions by the end of the year:
  - Speed: 400,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 100,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the speed and aggressive driving P&E message thru Public Relations and obtain two (2) interviews and/or media coverage during the campaign period and obtain at least five (5) by the end of fiscal year:
  - 1 publicity media coverage on the 2<sup>nd</sup> quarter (January-March)
  - 1 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about speed and aggressive driving educational message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$20,000 on earned media from promoting the speed and aggressive driving P&E content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.
- **Survey-** will present awareness attitudes and of respondents' essential to understand speed and reckless driving practice. It will also allow a broader data analysis beyond statistic data provided by PRPD and FARS. Will aim to evaluate the 2022 campaign.

## OCCUPANT PROTECTION

### Seat Belt and Child Restraint Usage (PM12-07)

#### OCCUPANT PROTECTION

The safety benefits of seat belt use are significant and well documented. Seat belts help keep occupants inside vehicles and prevent them from becoming projectiles inside the vehicle and hurting others. NHTSA has estimated that lap/ shoulder seat belts, when used, reduce the risk of:

- fatal injury to front-seat passenger car occupants by 45%
- moderate-to-critical injury to front-seat passenger car occupants by 50%
- fatal injury to front-seat light-truck occupants by 60%
- moderate-to-critical injury to front-seat light-truck occupants by 65%

NHTSA has estimated that car seats reduce the risk of fatal injury by 71% for infants (younger than 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars.

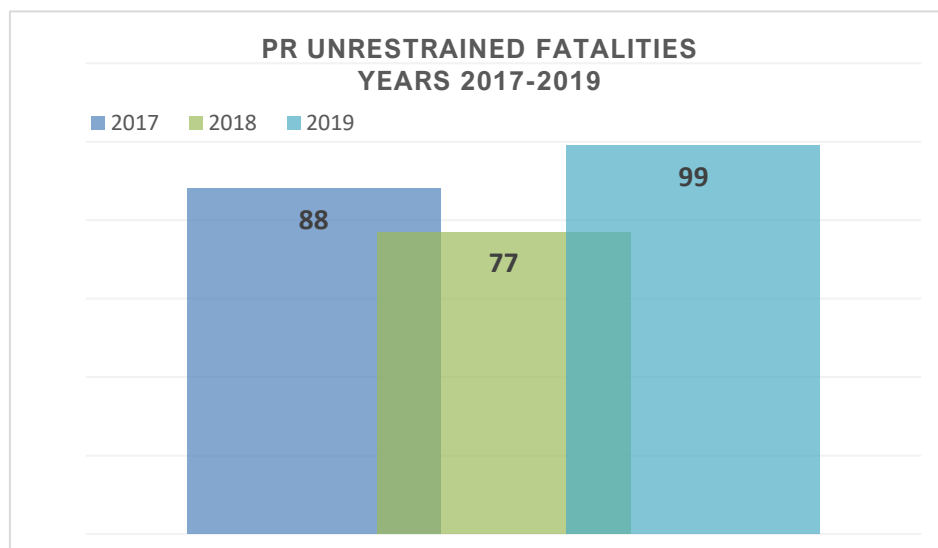
#### SEAT BELT PROBLEM IDENTIFICATION

In Puerto Rico, it is common to see people not using the seat belt, especially among drivers, since the Puerto Rico's Traffic Safety 2020 Observational Study found that passengers tend to buckle up more when comparing with drivers. This bad behavior has also come with the believe that police officers will not intervene with them, mainly because Covid-19 pandemic brought a social distancing practice that led to thinking that police officers will not come closer to give the fine.

#### FARS Unrestrained Fatalities Data Analysis for years 2017-2019

These are the profile characteristics:

Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. Out of these, 30% were for vehicle unrestrained drivers and passengers in all seating positions. Another traffic fatalities that continue to increase, in addition, this tendency is likely to continue, which is why it represents a challenge for the next years to come.



- Gender data analysis for the three-year period of speed driving fatalities shows that 77% of fatalities were male.
- Analysis by age group for the three-year period shows age group 16-24 and 25-36 both lead with a 23% each, followed by ages 50-64 with 20%, which combined accounts 66% of fatalities.
- When analyzing data of unrestrained fatalities, by day of the week, it shows that Sunday reported the highest with 24%, followed by Saturday with 21%. Friday accounts for 15%, which translates that 59% of fatalities occurred on weekends.
- On the three-year period, 61% unrestrained fatalities occurred at nighttime from 6:00pm to 5:59am. 12:00am to 5:59am reported a 33%.
- unrestrained fatalities by month, for this three-year period: December registered the highest with 12% followed by February with 11% and June with 10%.
- The five (5) Municipalities with most fatalities were: San Juan with 10%, Caguas with 6%, Bayamón, Dorado, Juana Díaz y Toa Baja all with 4%. In summary, the Metro Area had the most fatalities with 23% followed by the East with 19% of fatalities.

### **Safety/Observatory Unrestrained Injuries Data Analysis for years 2017-2019**

- A total of 62,431 injuries were reported, 6,271 accounted for vehicle occupant injuries.
- 70% were men.
- 47% were ages 25-49. Age group 25-36 with 25%, followed by 37-49 with a 22%.
- 56% occurred on weekends; the highest was Sunday with 26%.
- 64% occurred between hours of 6:00am to 5:59pm; noon (12:00pm-5:59pm) were the highest with 33% of injuries.
- Injuries by month revealed that 31% occurred on the first trimester (October to December); followed by the third trimester (April to June) with a 26%; the highest month was November with 10% of injuries.
- Municipality Zone with most injuries was the West with 11%, followed by the East with 10%. The table on the right show the nine (9) Municipalities with most injuries.

Unrestrained Injuries by Municipality Years 2017-2019		%
San Juan		3%
Caguas		2%
Aibonito		2%
Arecibo		2%
Salinas		2%
Barranquitas		2%
Aguadilla		2%
Naranjito		1%
Carolina		1%

### **2019 PRTSC Seat Belt Use Attitude Survey**

During the last trimester of fiscal year 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and the occupant protection media campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. The gender distribution of the sample consisted of 236 males (47.2%) and 264 females (52.8%). The median and average age of the sample was 45 years old. The youngest participant was 16 years old and the oldest was 87 years old. 73.0% of the participants of the study drive their vehicles every day. In a typical weekday the median amount of time participants spend driving was two (2) hours, with some respondents indicated driving as much as twenty (20) hours. 64.6% mentioned “road conditions” as one of the main concerns. The following data summarizes the results of the survey:

- 85.6% of participants “always” use the seatbelt while driving a motor vehicle.
- 93.2% of participants “always” or “almost always” wear seat belts as front seat passenger.
- 69.2% “always” or “almost always” wear their seat belts while been a back-seat passenger.
- 92.4% “always” or “almost always” ensure that when driving, passengers have their seatbelt on.
- 84.2% think that it’s “unlikely” or “very unlikely” to receive a traffic ticket for not wearing a seatbelt.
- 61.8% of participants do not know how much is the fine for not wearing a seatbelt.
- 95.4% have not received a traffic ticket for not wearing a seatbelt during the past 12 months.
- 67.4% responded not hearing or watched any kind of promotion of police enforcement for seatbelts.

- 66.8% responded did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seatbelts.
- 16.7% of the participants who did remember messages related to a campaign also remembered a slogan, theme or phrase “Si no te amarras, pagas”.

### PRTSC 2020 Seat Belt Observational Survey

The five (5) regions of Puerto Rico were covered with the visits of the 17 counties (four road segments in each one selected for the sample). The number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 8,510 occupants (6,800 drivers and 1,710 front passengers). 68 segments visited were the same ones as 2017 (following NHTSA procedure) within the same time period and days of the week. There was no need to change road segments do to the fact that all 100 observations were completed in each of the 68 road segments used in 2017 through 2019. Quality control was conducted in seven percent of the observed segments. These segments were randomly selected **giving result of overall belt use measured combining drivers and passengers** (once weights were applied as indicated in the sample design) was **84.75%**, with a standard error of 1.48%. When dividing by group results were 81.85% for drivers and 87.65% for passengers.

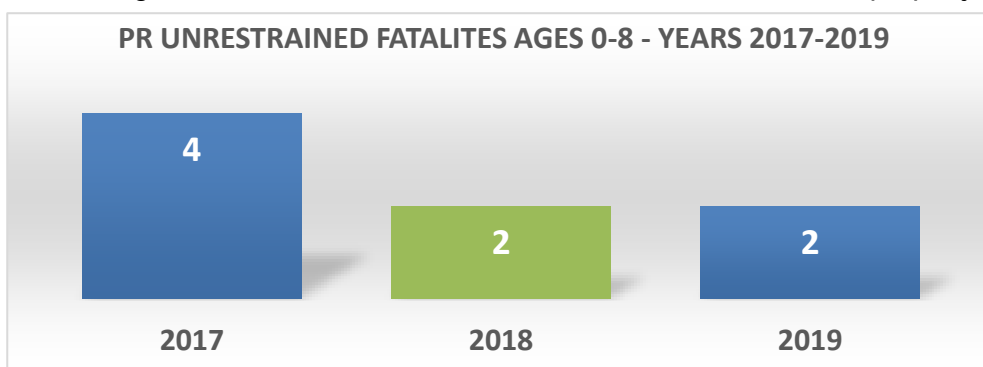
**Even though the benefits of using the seat belt are clear, there is a lot to be done for occupant vehicle to keep maximizing this educational message.**

### CHILD RESTRAINT PROBLEM IDENTIFICATION

In the United States, motor vehicle crashes are a leading cause of death among children. According to the Centers for Disease Control and Prevention Child restraint systems are often used incorrectly. An estimated 46% of car seats and booster seats (59% of car seats and 20% of booster seats) are misused in a way that could reduce their effectiveness. In Puerto Rico, three out of five car seats are not properly installed.

### FARS Child Restraint Data Analysis for years 2017-2019

Puerto Rico (PR) Reported 264 unrestrained fatalities between the three-year period. Out of these, eight (8) were children between ages 0-8 that were unrestrained or did not have a car seat properly installed.



- 75% were unrestrained or did not have a car seat properly installed.
- 88% were ages 3-8; age group 3-4 (50%) and ages 5-8 (38%).
- 75% of fatalities occurred on weekends (Friday-Sunday); the highest was Friday with 63%.
- 63% occurred between 6:00pm to 5:59am; evenings (6pm-11:59pm) were highest with 38%.
- By month August had the most with 38% followed by December with 25%.
- Municipalities with fatalities were Dorado and San Juan with 2 fatalities each; Aguadilla, Arecibo, Corozal and Rincón with 1 fatality each.

## Safety/Care Child Restraint Data Analysis for Years 2017-2019

A total of 6,271 injuries from unrestrained vehicle occupants, of these 38% (2,374) were ages 0-8.

- 15% were unrestrained or did not have a car seat properly installed.
- 52% were group age 5 to 8.
- 46% occurred from Friday to Sunday; the highest was Friday with 17%.
- 70% occurred between hours 6:00am and 5:59pm; noon (12pm-5:59pm) were the highest with 42%.
- Data by month is slightly even. Month with the highest injuries was March with 10%.
- Municipality injuries were Caguas, San Juan, Ponce and Aguadilla with 3%, Arecibo, Mayagüez, Carolina, Aguada and Río Grande with 2%.

## 2019 PRTSC Car Seat Use Attitude Survey

During Winter 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety and the occupant protection media campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. The gender distribution of the sample consisted of 258 males (51.6%) and 242 females (48.4%). The median and average age of the sample was 48 years old. The youngest participant was 17 years old and the oldest was 92 years old. 73.6% of the participants of the study drive their vehicles every day. In a typical weekday the median amount of time participants spend driving was two (2) hours. The main concern on road safety was “road conditions” with 69.8%. The following data summarizes the results of the survey:

- 23.2% of participants were responsible (father/mother/guardian) of children ages 0-8.
- 91.4% of participants “always” or “almost always” use a car seat while driving with children ages 0-8.
- 87.9% of participants “always” or “almost always” use a car seat while traveling with children ages 0-8.
- 93.9% of participants do not use booster seats while traveling with children ages 6-8.
- In terms of the participant’s knowledge about the age, weight and height needed to use the car seat, the profile is as follows. The median age was 7 years old, the median weight was 50 pounds and the median height was about four feet tall.
- 67.6% of participants identified the Fire Department as responsible for car seat inspections.
- 61.8% of participants do not know how much is the fine for not wearing a seatbelt.
- 93.4% have not receive a traffic ticket for not using a car seat during the past twelve (12) months.
- 81.8% responded that is “unlikely” or “very unlikely” to receive a traffic fine for not using a car seat while traveling with children ages 0-8.
- 75.6% responded not hearing or watched any kind of promotion of police enforcement for not using a car seat while traveling with children ages 0-8.
- 66.2% responded did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seatbelts.
- of the participants who did remember messages related to a campaign 36.4% remembered the slogan, theme or phrase “Proteger la vida”.

## PRTSC 2020 Car Seat Observational Survey

The five (5) regions of Puerto Rico were covered with the visits of the 17 counties (four road segments in each one selected for the sample). The number of observations per segment was 100 vehicles, for a total of 6,800 observed vehicles and 171 occupants of 0 to 8 years. In 58 segments visited following NHTSA procedure, 168 of the 171 cases a proper use of the car seat was observed. Considering all these aspects, **95.1% of car seat usage is estimated**, with a standard error of 1.7%.

**Child restraint facts leads the conclusion that only one death for not using the car seat is too much, which is why educational messages must be spread with more frequency.**

## OCCUPANT PROTECTION SEAT BELT PROPOSED SOLUTION

Promoting the seat belt usage for drivers ages 16+ and passengers ages 9+ thru these strategies are needed to eradicate occupant fatalities and injuries in all seating positions. The age group with more incidents identified in the Seat Belt PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

### TARGET MARKET

- **Audience-** primary- men 16-36; secondary- men 50-64
- **Zone-** primary- Metropolitan Region; secondary- Cabo Rojo, Caguas, Mayagüez, and Ponce
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Period-** will be according with PRTSC mobilization period
  - October's Mobilization- October 25 to 29, 2021
  - Seat-belt Speed Mobilization- 2<sup>nd</sup> Trimester FY2021-2022
  - May-June CIOT Mobilization- May 23 to June 5, 2022

### MEDIA TACTICS

- **Message-** the educational message will be developed based on this program goal and objective for the seat belt usage educational and media campaign. It can include - “De Día o de Noche, Si no te Amarras, Pagas” (Day and Night, Click It Or Ticket, from now on CIOT, for its acronym in English).
- **Talking Points**
  - Those who know buckle-up. Do you?
  - Day and night, click-it or ticket.
  - Fastening the seat belt prevents your body from bouncing inside the vehicle or being thrown out of the vehicle.
  - Most fatal crashes occur within a few miles of home. Wear your seat belt and make sure all passengers do so.
  - If you do not tie up, you pay
  - The seat belt protects you, reduces the risk of severe trauma, and can help you maintain control of your vehicle in the event of a crash.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2020 “Los que saben se amarran, ¿y tú?” (The ones who knows buckle-up, do you?) to achieve the proposed strategies for this project.



## CHILD RESTRAINT PROPOSED SOLUTION

Promoting car seat and/or booster seat usage for passengers ages 0-8 thru these strategies are urgently needed to eradicate unrestrained fatalities and injuries of children ages 8 and under. Other data exposed on the previous section determined target audience, period, cities, weekdays, hours period, among others.

### TARGET MARKET

- **Audience-** primary- women 25-36; secondary- women 37-49
- **Zone-** primary- Metropolitan Region; secondary- Cabo Rojo, Caguas, Mayagüez, and Ponce
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Period-** September 18 to 24, 2022 (PRTSC's Planning and Operations Calendar)



## MEDIA TACTICS

- **Message-** the educational message will be developed based on program goal and objective for the child restraint educational and media campaign. It can include - “Asiento Protector, Úsalo Correctamente” (use the car seat properly).
- **Talking Points**
  - Do you know if your child travels safely?
  - Proper use of the car seat can prevent injuries and deaths in a crash.
  - If your child weighs less than 100 pounds and is between the ages of 0 to 8 years must use some type of protective seat.
  - It is incorrectly installed if it is not appropriate for its weight.
  - Car Seat use it correctly.
  - A single death from not using the car seat is too much.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2019 campaign “una sola muerte por no utilizar el asiento protector es demasiado” (A single death for not using a car seat is too much) to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety.



## OCCUPANT PROTECTION OVERALL PROPOSED SOLUTION

### GOALS

- Increase the use of seat belts from 84.75% in year 2020 to 85% by the end of year 2022.
- Increase the use of car seats and/or booster, according to proper stages, for ages 0-8, from 95.1% in year 2020 to 95.3% by the end for year 2022.

### OBJECTIVE

Reach at least 50% of target audience with the educational message of consequences of vehicle unrestrained driver and passengers in all seating positions and its legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 4.5 million impressions at the end of year.

### STRATEGIES

- **Number of posts published-** to promote the occupant protection message to engage target market through owned media platforms and publish at least 200 posts by the end of the year:
  - At least 40 posts on the 1<sup>st</sup> quarter (October-December)
  - At least 30 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 65 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 65 posts on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 25,000 pieces (brochures, flyers/posters, video and/or audio content) with the occupant protection message by the end of the year:
  - At least 5,000 flyers each for the 1<sup>st</sup> (Oct-Dec), 2<sup>nd</sup> (Jan-Mar) and the 3<sup>rd</sup> quarter (Apr-Jun)
  - At least 10,000 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.

- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least four (4) educational pieces with the occupant protection content by the end of the year:
  - At least 1 piece each on the 1<sup>st</sup> (October-December) and on the 3<sup>rd</sup> quarter (April-June)
  - At least 2 pieces on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all Occupant Protection Media Content according to media buy plan and target audience. The tables below accounts the buying preference for each program as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - Seat Belt Mobilization (October)
  - Seat-Belt Speed Mobilization (2<sup>nd</sup> quarter, subject to approval)
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - CIOT Seat Belt Mobilization (May-June)
  - Child Restraint Awareness, Prevention and Educational Effort (September)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.

#### Seat Belt

Population Media Consumption Target Gender- Male 18-34		
MEDIA	%	PROPOSED INVESTMENT
TV	86%	36%
TV Local	70%	
Paid TV	23%	
Radio	61%	25%
Internet	85%	30%
Social Network	96%	
Video Streaming	81%	
Online News	85%	
Internet Radio	79%	
Outdoor	45%	7%
Print	22%	3%
TOTAL		100%

#### Car Seat

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

- **Paid Media (Results)-** to analyze the post media buy report for each occupant protection campaign period to achieve 4.5 million impressions by the end of the year:
  - Seat Belt Mobilization: 1 million impressions
  - Seat Belt-Speed Mobilization: 250,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 250,000 impressions
  - CIOT Seat Belt Mobilization: 2 million impressions
  - Child Restraint Awareness, P&E Effort: 1 million impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the occupant protection P&E message thru Public Relations and obtain at least ten (10) interviews and/or media coverage by the end of the year:
  - 2 publicity media coverage on the 1<sup>st</sup> quarter (October-December)
  - 5 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - 3 publicity media coverage on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.

- **Massive Impact Event(s)**- to participate and/or develop two (2) Mass Impact Activities to spread awareness among attendees about occupant protection educational message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - 1 event for the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)**- to obtain at least \$35,000 on earned media from promoting the occupant protection content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.

## **OCCUPANT PROTECTION SURVEYS**

- **Attitude Surveys**- PRTSC has a mission to implement strategic plans to reduce vehicle occupant traffic crashes, injuries, and deaths. To evaluate all these efforts two (2) occupant protection attitude surveys will be conducted (one for seat belt and one for car seat usage). Will evaluate the 2022 Click It Or Ticket Seat Belt Campaign and the 2021 Child Restraint Awareness Effort. Results will be taking into consideration for decision-making. Feedback will allow PRTSC to compare results over time.
- **Seat Belt and Car Seat Observational Study**- will take on account the parameters and regulations established by NHTSA to conduct an observational study. The study will identify areas of improvement for future unrestrained passengers strategic planning and future campaigns, among other findings.

## NON-MOTORIZED SAFETY MEDIA CAMPAIGN

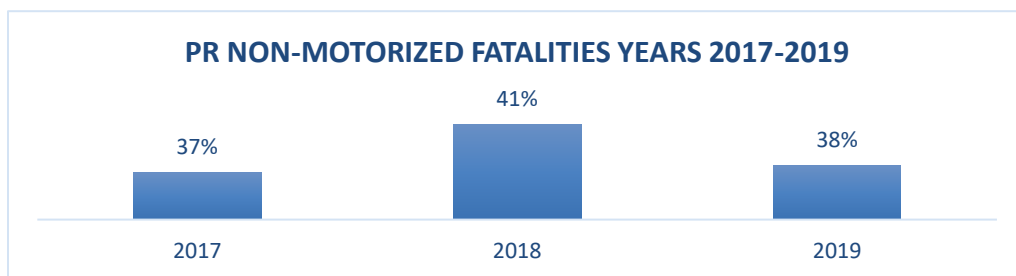
### Pedestrians and Bicyclists (PM12-10)

#### NON-MOTORIZED VEHICLE PROBLEM OVERVIEW

Non-motorized vehicle means a device in, on or by which a person or thing may be transported or drawn and which is propelled by human muscular power, and includes, pedestrian and a bicycle. Many of PR roads are local and rural roads maintained and operated by local city. Non-motorized modes of travel, such as biking, walking, and riding horses can be expected along these roads and may face safety concerns when utilizing the same roadway as motorized travelers. Non-motorized travelers face daily challenges and safety concerns when utilizing the same roadway as motorized travelers, making the non-motorized users especially vulnerable when a crash occurs. Recognizing and addressing non-motorized challenges and safety on local rural roads is an important step in improving safety for all road users.

#### FARS NON-MOTORIZED FATALITIES DATA ANALYSIS FOR YEARS 2017-2019

Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. Out of these, 342 fatalities (39%) were for non-motorized vehicle. Of the 342 Non-motorized fatalities for the three-year period (2017-2019), 92% were pedestrian.

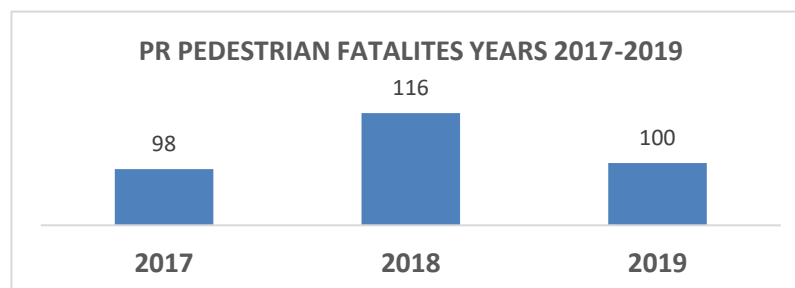


#### PEDESTRIAN PROBLEM IDENTIFICATION (PI)

There is no doubt that nationwide, pedestrian fatalities have become an issue that has to be solved. According to a report from the Governors Highway Safety Association, 6,590 pedestrian fatalities occurred in 2019, the highest number in more than 30 years. In Puerto Rico, 100 fatalities were reported in 2019, and even though there was a decrease of 36 by 2020, the number was still high taking into consideration that most of the time people were not leaving their houses do to the Covid-19 curfew implanted by the government. On that matter, it is important to add that, at some point, we are all pedestrians, which is why the educational message must be spread among drivers for them to respect the space given by law for pedestrians to walk freely and safe. <https://www.ghsa.org/resources/news-releases/pedestrians20>

#### FARS Pedestrian Fatalities Data Analysis for years 2017-2019

According to NHTSA Fatality Analysis Report System (FARS), 314 fatalities (35% of total fatalities) were pedestrian.



- 79% of fatalities were men.
- 52% of fatalities are ages 50+. ages 63+ with 30%, followed by ages 50-62 with 22%.
- 52% of fatalities occurred on weekends (Friday-Sunday); the highest was Saturday with 18%.
- 74% occurred between 6:00pm to 5:59am; evenings were the highest with a 42%.
- Fatalities by month revealed that 34% of fatalities occurred on the first trimester period (October to December), followed by the third trimester period (April to June) with 26%; November had the most fatalities with a 13%.
- Fatalities by Municipality and Region showed that 18% of fatalities occurred on the Metropolitan Area. The six (6) Municipalities with most fatalities were: San Juan (36%), Mayagüez (15%), Ponce (14%), Bayamón (13%), Caguas and Río Grande (both with 11%).

### Safety/Observatory Pedestrian Injuries Data Analysis for years 2017-2019

- Puerto Rico (PR) reported a total of 2,988 pedestrian injuries during the three-year period.
- 63% were male.
- The highest injuries in an age group was ages 50+ with a 47%.
- 29% occurred on the first trimester period (October to December); followed by the second trimester (January to March) with a 26%; October was the highest with a 11% of injuries.
- Injuries by Municipality and Region showed that 13% of fatalities occurred on the west Region; followed by the Metropolitan Region with 10%. The six (6) Municipalities with most injuries were: San Juan (5%), Aguadilla (3%), Ponce, Carolina, Bayamón and Mayagüez (all with 2%).
- 55% occurred from Friday to Sunday; the highest was Sunday with 24%.
- 31% occurred between 6:00am and 11:59am; followed by noon's (12:00pm-5:59pm) with 29%.

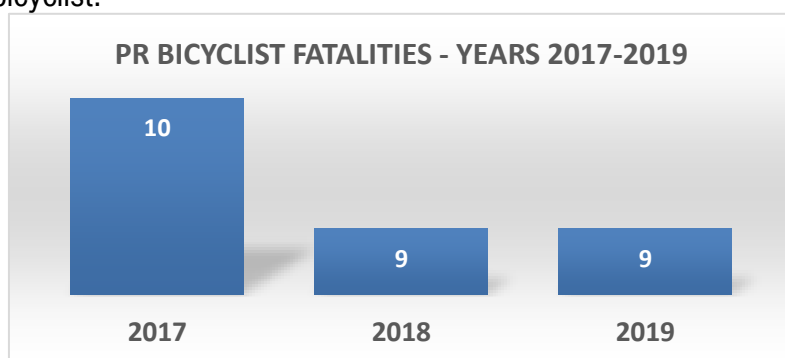
This data can summarize the problem as ***pedestrians' fatalities keep increasing rapidly.***

### BICYCLIST PROBLEM IDENTIFICATION (PI)

It is reported by the National Highway Traffic Safety Administration that in 2019, 846 cyclists' fatalities occurred in United States. This reality is not alienated from Puerto Rico, since by 2019, nine fatalities were reported, and eight were added by 2020. Although all users of public roads have specific rights and responsibilities, it is imperative to spread the educational message of sharing the road between cyclists and motorized vehicles. Taking that into consideration, this campaign is created to raise awareness among citizens, and to help decrease these unnecessary deaths caused by misinformation and bad behavior towards traffic.

### FARS Bicyclist Data Analysis for years 2017-2019

Puerto Rico (PR) Reported 342 non-motorized vehicle fatalities between years 2017 to 2019. Out of these, twenty-eight (8%) were bicyclist.



- 96% of bicyclist fatalities were men.
- 71% of fatalities are ages 37-62. Group 50-62 with 46%, followed by group 37-49 with 25%.
- 54% of fatalities occurred on weekends (Saturday-Sunday); the highest was Sunday with 36%.
- 64% occurred between 6:00pm to 5:59am; evenings were the highest with 39%.
- Fatalities by month revealed that 36% of fatalities occurred on the first trimester period (October to December), followed by the second trimester period (January to March) with 29%; November had the most fatalities with 18%.
- Fatalities by Municipality and Region showed that fatalities occurred on the Metropolitan and South Region, both with 29%. The table on the right show the six (6) Municipalities with most fatalities.

Municipality	QTY	%
Ponce	4	14%
Toa Baja	3	11%
Aguadilla	2	7%
Carolina	2	7%
Río Grande	2	7%
San Juan	2	7%

### Safety/Observatory Bicyclist Injuries Data Analysis for years 2017-2019

- Puerto Rico (PR) reported a total of 649 bicyclist injuries during the three-year period.
- 86% were male.
- The highest injuries in an age group was ages 37-62 with a 43%; 50-62 the highest with 22%.
- 29% occurred on the second trimester (January to March); followed by the first trimester period (October to December) with a 24%; March was the highest with a 11% of injuries.
- Injuries by Municipality and Region showed that 26% of fatalities occurred on the Center Region; followed by the East Region with 10%. The nine (9) Municipalities with most injuries were: San Juan (5%), Ponce (4%), Cabo Rojo (3%), Aguadilla, Caguas, Carolina, Arecibo and Mayagüez (all with 2%).
- 60% occurred on weekdays (Monday-Thursday); the highest was Monday with 16%.
- 74% occurred between 6:00am to 5:59pm; the highest was noon (12:00pm-5:59pm) with 39%.

**As it is well known, there is a lot to be done on behalf of bicyclist safety. It is imperative the necessity of producing awareness campaigns for both, bicyclists and drivers, to decrease the number of fatalities and injuries by knowing their rights and responsibilities.**

### PEDESTRIAN PROPOSED SOLUTION

It is imperative the necessity of producing awareness campaigns for pedestrian safety to decrease the number of fatalities and injuries by educating target audience and public on knowing their rights and responsibilities.

### TARGET MARKET

- **Audience-** primary- men 50+; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- Mayagüez, Ponce, Caguas and Río Grande
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Periods-** will be according PRTSC's Planning Division Schedule
  - Pedestrian Safety Awareness, Prevention and Educational Effort- October 13 to 23, 2021
  - Pedestrian-Driver Mobilizations- March 7 to 13, 2022 and August 8 to 4, 2022



## MEDIA TACTICS

- **Message-** the educational message will be developed based on the program goal and objective.
  - Pedestrian Safety- “Peatón Responsable” (be a responsible pedestrian)
  - Pedestrian-Driver- “Somos Responsables” (We are all responsible).
- **Talking Points**
  - Pedestrian Safety
    - ♦ Always use sidewalks if they are available.
    - ♦ Where there are no sidewalks, walk facing traffic.
    - ♦ Use bridges and crosswalks.
    - ♦ Wear light clothing at night.
    - ♦ Do not walk drunk on public roads.
    - ♦ Look both ways before crossing.
  - Pedestrian-Driver
    - ♦ Respect crosswalks.
    - ♦ Do not block the sidewalk.
    - ♦ Yield to pedestrians.
    - ♦ Do not pass a vehicle that is yielding to a pedestrian.
    - ♦ Walking on foot is not easy. Driver: place yourself in the pedestrian shoes
- **Produce/Reproduce/Edit educational pieces**
  - Pedestrian Safety- it is proposed to produce a new campaign with all its pieces to achieve the proposed strategies for this program.
  - Pedestrian-Driver- it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2019 “Ponte en sus zapatos” (place yourself in their shoes) to achieve the proposed strategies for this program.



## BICYCLIST SAFETY PROPOSED SOLUTION

It is imperative the necessity of producing awareness campaigns for both, bicyclists and drivers, to decrease the number of fatalities and injuries by knowing their rights and responsibilities.

## TARGET MARKET

- **Audience-** primary- men 50-62; secondary- men 18+
- **Zone-** primary- Metropolitan Region; secondary- Ponce, Aguadilla and Río Grande
- **Weekdays/Hours-** Saturday and Sunday; 6:00pm to 5:59am
- **Period-** May 19 to 22, 2022 (PR National Bicyclist Week)

## MEDIA TACTICS

- **Message-** the educational message will be developed based on the program goal and objective for bicyclists' safety. Will utilize program slogan “Comparte la Carretera” (Share the Road). Also, emphasize the message of maintaining the distance to keeps all of us safe.
- **Talking Points**
  - Sharing responsibility is saving lives.
  - Drive as close as possible to the right bank of the public road and always in favor of the traffic.
  - Ride your bike in a straight line.
  - You can use the width of the lane if you are running on a public road through an urban area at the same speed as a motor vehicle.



- Two cyclists can use a lane two by two, if they maintain a minimum speed allowed for a motor vehicle.
- Do not run on the sidewalks or elevated structures that are for pedestrian use.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces already created with slogan “en tres pies cabe mucha vida” (In 3 feet there is room for a lot of life) to achieve the proposed strategies for this project. One of the main pieces of the educational content is the brochure which contains PR ACT 22-2000 law and regulations on traffic safety.

## NON-MOTORIZED SAFETY OVERALL PROPOSED SOLUTION

Promoting the awareness, prevention and educational message thru these strategies are greatly needed to eradicate non-motorized traffic fatalities and injuries. The age group with more incidents identified in both non-motorized PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOALS

- Although and increase of 0.5% in pedestrian fatalities is expected, from 100.8 (2015-2019 rolling average) to 101.3 (2018-2022 rolling average by year 2022, our goal is to maintain pedestrian fatalities at 100 as reported on year 2019.
- To Reduce bicyclist fatalities 5.3%; from 9.6 (2015-2019 rolling average) to 9.1 (2018-2022 rolling average) by year 2022 and of bicyclist safety and its legal consequences as established on PR Act 22-2000.

## OBJECTIVE

To reach at least 50% of target audience (men group age 50+) with the Non-motorized P&E message and gain at least 2+ frequency in exposing the non-motorized safety message through published content and obtain at least 3.5 million impressions at the end of year 2022.

## STRATEGIES

- **Number of posts published-** to promote the non-motorized safety message to engage target market through owned media platforms and publish at least 200 posts by the end of fiscal year:
  - At least 65 posts on the 1<sup>st</sup> quarter (October-December)
  - At least 40 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 35 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 60 posts on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 35,000 pieces (brochures, flyers/posters, video and/or audio content) with the non-motorized safety message by the end of fiscal year:
  - At least 10,000 flyers for the 1<sup>st</sup> quarter (October-December)
  - At least 5,000 flyers for the 2<sup>nd</sup> quarter (January-March)
  - At least 10,000 flyers for the 3<sup>rd</sup> quarter (April-June)
  - At least 10,000 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.

- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least four (4) educational pieces with the non-motorized safety content by the end of fiscal year:
  - At least 2 pieces on the 1<sup>st</sup> quarter (October-December)
  - At least 2 pieces on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all Non-Motorized Safety Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for each program as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - Pedestrian Safety P&E (October)
  - Pedestrian-Driver Mobilization (March)
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - Bicyclist Safety P&E (May)
  - Pedestrian-Driver Mobilization (August)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.
- **Paid Media (Results)-** to analyze the post media buy report for each non-motorized safety campaign period to achieve 3.5 million impressions by the end of the year:
  - Pedestrian Safety P&E: 1 million impressions
  - Pedestrian-Driver Mobilization: 1 million impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 250,000 impressions
  - Bicyclist Safety P&E: 250,000 impressions
  - Pedestrian-Driver Mobilization: 1 million impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the non-motorized safety message thru Public Relations and obtain at least five (5) interviews and/or media coverage by the end of year:
  - 1 publicity media coverage on the 1<sup>st</sup> quarter (Oct-Dec) and on the 2<sup>nd</sup> quarter (Jan-Mar)
  - 2 publicity media coverage on the 3<sup>rd</sup> quarter (Apr-Jun)
  - 1 publicity media coverage on the 4<sup>th</sup> quarter (Jul-Sep)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop two (2) Mass Impact Activities to spread awareness among attendees about non-motorized safety message:
  - 1 event for the 1<sup>st</sup> quarter (Oct-Dec) and 1 event for the 3<sup>rd</sup> quarter (Apr-Jun)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$35,000 on earned media from promoting the non-motorized safety content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.

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

## MOTORCYCLE AWARENESS MEDIA CAMPAIGN (PM12-12)

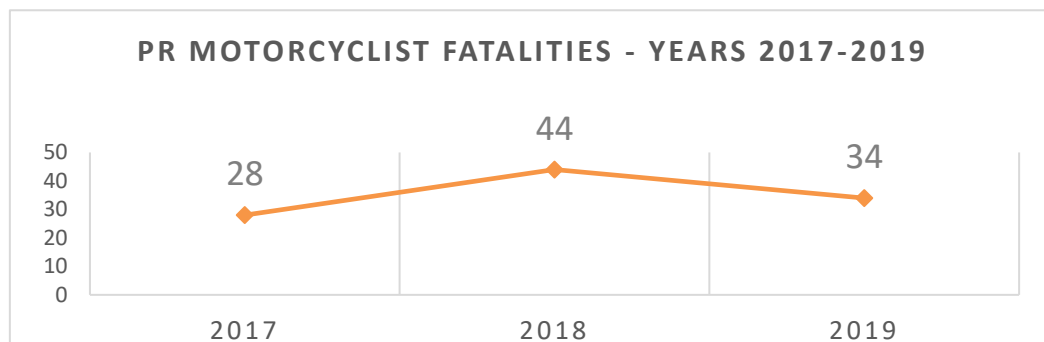
### PROBLEM IDENTIFICATION (PI)

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

The major problem a motorcycle experiences is no protection from drivers. This comes from the lack of information regarding motorcyclist safety. Many motorcycle crashes that involve other vehicles occur when the driver of the other vehicle fails to judge the speed or distance or does not see the motorcycle at all, and then stops or turns left in front of the motorcyclist. In other words, lack of judgment on how far away a motorcycle is or how fast it will reach you. On most motorcycles the directional signal does not go off automatically after the turn. Also, a motorcyclist can use a full lane to get a clear view of traffic, avoid hazards and be more visible to drivers. Drivers cannot pass or drive next to a motorcycle in the same lane and a motorcyclist cannot share a lane with a driver, but lack of education are causing motorcyclists injuries and fatalities.

### FARS Motorcycle Fatalities Data Analysis for years 2017-2019

Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. Out of these, 12% were for motorcyclists. These are the profile characteristics:



- 98% of motorcyclist fatalities were men.
- 39% fatalities were ages 25-36; followed by 16-24 with a 29%
- 69% of fatalities occurred on weekends (Friday to Sunday)
- 70% occurred between hours of 6:00pm to 5:59am; evenings (6:00pm-11:59pm) were the highest with 47% of fatalities.
- Fatalities by month revealed that 33% occurred on the third trimester (April to June); the highest month was November with 14% of fatalities.
- 38% occurred in the Metropolitan Area (San Juan, with 29%, Bayamón with 21% and Carolina with 12%).

### Safety/Observatory Motorcycle Injuries Data Analysis for years 2017-2019

A total of 1,482 injuries reported involved motorcyclists.

- 90% of motorcyclist injuries were men.
- 29% of motorcyclist injuries were ages 25-36.

- 58% occurred on weekends; the highest was Sunday with 30%.
- 69% occurred between hours of 12:00pm to 11:59pm; afternoon (12pm-5:59pm) were the highest with 39% of injuries.
- Injuries by month revealed that 27% occurred on the second trimester (January to March); the highest month was March 10% of injuries.
- Municipality with most incidents were San Juan (5%), Caguas (3%) and Carolina (2%).

In summary, problem statement is ***continuously increase of motorcyclist injuries and fatalities***. This reality has come with great concerns about motorcyclist's safety.

## PROPOSED SOLUTION

There is no doubt that educational efforts must be continued and with more frequency, specially to spread the message of the imperative need of sharing the road between motorcyclists and motor vehicles users. Promoting the educational thru these strategies are desperately needed to educate drivers and motorcyclists to share the road. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

To reduce motorcyclist fatalities by 0.9%; from 43.6 (2015-2019 rolling average) to 43.2 (2018-2022 rolling average) by year 2022.

## OBJECTIVE

To reach at least 50% of target audience\* (men, ages 16-36) with the educational message of motorcycle safety and its legal consequences as established on PR Act 22-2000. gain at least 2+ frequency in exposing the motorcycle safety message through published content and obtain at least 300,000 impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** Primary- men 16-36; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- Caguas, Mayagüez and Ponce
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Period-** May 5 to 8, 2022 (May Ranks# 2 with most motorcyclists' fatalities by month)

## MEDIA TACTICS

- **Message-** the educational message will be developed based on the program goal and objective for the motorcycle awareness message. It can include "Comparte la Carretera" (Share The Road) to encourage a designated driver and alternative transportation.
- **Talking Points**
  - Driver, take motorcyclists into consideration as they are part of the traffic on the road.
  - Vehicle drivers should include motorcycles in their traffic search pattern.
  - Both vehicles and motorcycles have blind spots, that is why we must take motorcyclists into consideration.
  - It is recommended that the motorcyclist stay out of the blind spot area.
  - Motorcyclists have the right to use a full lane.



- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces previously created to achieve the proposed strategies for this project.

- **Strategies**

- **Number of posts published-** to promote the motorcycle share the road awareness message to engage target market through owned media platforms and publish at least 50 posts by the end of year:
  - At least 5 posts for the 1<sup>st</sup> quarter (October-December)
  - At least 10 posts each for the 2<sup>nd</sup> (January-March) and 4<sup>th</sup> quarter (July-September)
  - At least 25 posts for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 5,000 pieces (brochures, flyers/posters, video and/or audio content) with motorcycle share the road awareness message by the end of year:
  - At least 500 flyers each on the 1<sup>st</sup> (Oct-Dec), 2<sup>nd</sup> (Jan-Mar) and 4<sup>th</sup> quarter (Jul-Sep)
  - At least 3,500 flyers on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least two (2) educational pieces with the motorcycle share the road awareness content by the end of fiscal year:
  - At least 2 pieces on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all Motorcycle Share The Road Awareness Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - Motorcycle Awareness, P&E Effort (May)
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.
- **Paid Media (Results)-** to analyze the post media buy report for each DUI campaign period to achieve 300,000 impressions by the end of the year:
  - Motorcycle Awareness, P&E Effort: 250,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 50,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.

Population Media Consumption Target Gender- Male 18-34		
MEDIA	%	PROPOSED INVESTMENT
TV	86%	36%
TV Local	70%	
Paid TV	23%	
Radio	61%	25%
Internet	85%	30%
Social Network	96%	
Video Streaming	81%	
Online News	85%	
Internet Radio	79%	
Outdoor	45%	7%
Print	22%	3%
TOTAL		100%



## MOTORCYCLE SAFETY MEDIA CAMPAIGN (PM12-13)

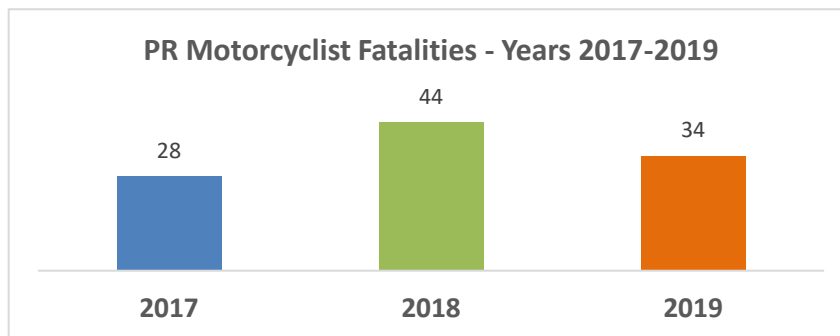
### PROBLEM IDENTIFICATION (PI)

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

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

### FARS Motorcycle Fatalities Data Analysis for years 2017-2019

Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. Out of these, 12% were for motorcyclists. These are the profile characteristics:



- 98% of motorcyclist fatalities were men.
- 39% fatalities were ages 25-36; followed by 16-24 with a 29%
- 69% occurred on weekends (Friday-Sunday); highest was Sunday with 31%
- 70% occurred between hours of 6:00pm to 5:59am; evenings (6:00pm-11:59pm) were the highest with 47% of fatalities.
- Fatalities by month revealed that 33% occurred on the third trimester (April to June); the highest month was November with 14%.
- 75% of motorcyclist fatalities were had no helmet.
- 49% of the total of motorcyclist fatalities were alcohol impaired driving or had a Blood Alcohol Concentration (BAC) of .02% or higher.
- 38% of the total of motorcyclist fatalities were speeding.
- 38% occurred on the Metropolitan Area (San Juan with 29%, Bayamón with 21% and Carolina with 12%).

## Safety/Observatory Motorcycle Injuries Data Analysis for years 2017-2019

A total of 1,482 injuries reported involved motorcyclists.

- 90% of motorcyclist injuries were men.
- 29% of motorcyclist injuries were ages 25-36.
- 58% occurred on weekends; the highest was Sunday with 30%.
- 69% occurred between hours of 12:00pm to 11:59pm; afternoon (12pm-5:59pm) were the highest with 39% of injuries.
- Injuries by month revealed that 27% occurred on the second trimester (January to March); the highest month was March 10%.
- Municipality with most incidents were San Juan (5%), Caguas (3%) and Carolina (2%).

In summary, problem statement is ***continuously increase of motorcyclist injuries and fatalities***. There is no doubt that educational efforts must be continued and with more frequency, specially to spread the message of the importance of using a helmet and the proper gear when riding a motorcycle.

## PROPOSED SOLUTION

Promoting the educational thru these strategies are desperately needed to eradicate motorcyclists' fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOALS

- To reduce motorcyclist fatalities by 0.9%; from 43.6 (2015-2019 rolling average) to 43.2 (2018-2022 rolling average) by year 2022 and reach at least 50% of target audience with the educational message of motorcycle safety and its legal effect as established on PR Act 22-2000.
- Although and increase of 15% in unhelmet motorcyclist fatalities is expected, from 26.0 (2015-2019 rolling average) to 30.0 (2018-2022 rolling average by year 2022, our goal is to maintain unhelmet motorcyclist fatalities at 24 as reported on year 2019.

## OBJECTIVE

To reach at least 50% of target audience (men, ages 16-36) with the educational message of motorcycle safety and its legal consequences as established on PR Act 22-2000. gain at least 2+ frequency in exposing the motorcycle safety message through published content and obtain at least 1 million impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** Primary- men 16-36; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- Caguas, Mayagüez and Ponce
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am
- **Period-** February 2 to 6, 2022 (Trimester January to March ranks# 1 in injuries)

## MEDIA TACTICS

- **Message-** the educational message will be developed based on the program goal and objective of Motorcycle Safety. It can include - Motociclista Seguro "Su uso tiene una razón de ser" (Motorcyclist Safety: Safety Gear, its use has a reason).



## ▪ **Talking Points**

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

- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces previously created to achieve the proposed strategies for this project.

## ▪ **Strategies**

- **Number of posts published-** to promote the motorcycle safety message to engage target market through owned media platforms and publish at least 50 posts by the end of the year:
  - At least 10 posts on the 1<sup>st</sup> quarter (October-December)
  - At least 20 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 10 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 10 posts on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the motorcycle safety message by the end of the year:
  - At least 1,500 flyers on the 1<sup>st</sup> quarter (October-December)
  - At least 5,500 flyers on the 2<sup>nd</sup> quarter (January-March)
  - At least 1,500 flyers on the 3<sup>rd</sup> quarter (April-June)
  - At least 1,500 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least two (2) educational pieces with the motorcycle safety content by the end of the year:
  - At least 2 pieces on the 2<sup>nd</sup> quarter (January-March)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.

- **Paid Media (Dissemination)-** To publish all Motorcycle Safety Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:

- Motorcycle Safety Campaign (February)
- PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
- Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.

Population Media Consumption Target Gender- Male 18-34		
MEDIA	%	PROPOSED INVESTMENT
TV	86%	36%
TV Local	70%	
Paid TV	23%	
Radio	61%	25%
Internet	85%	30%
Social Network	96%	
Video Streaming	81%	
Online News	85%	
Internet Radio	79%	
Outdoor	45%	7%
Print	22%	3%
TOTAL		100%

- **Paid Media (Results)-** to analyze the post media buy report for each motorcycle safety campaign period to achieve 1 million impressions by the end of the year:
  - Motorcycle Safety Campaign: 750,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 250,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the motorcycle safety message thru Public Relations and obtain at least two (2) interviews or media coverage by the end of the year:
  - 1 publicity media coverage on the 2<sup>nd</sup> quarter (January-March)
  - 1 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about motorcycle safety educational message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$20,000 on earned media from promoting the motorcycle safety content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.

## DISTRACTED DRIVING MEDIA CAMPAIGN (PM12-14)

### PROBLEM IDENTIFICATION (PI)

As we all know, distracted is defined as the action of driving a motor vehicle while doing an activity that can take your attention away from driving. In PR, distracted drivers are a main issue of concern for safety on our roads, since basically it is safe to say that almost everybody in this island has a cellular phone. This reality can unleash a series of actions that can put in danger the lives of every user of our public roads, mainly because drivers will not doubt in using their phones either it is for texting or make a call, which increase the chances of a crash.

### National Safety Council General Cell Phone Statistics

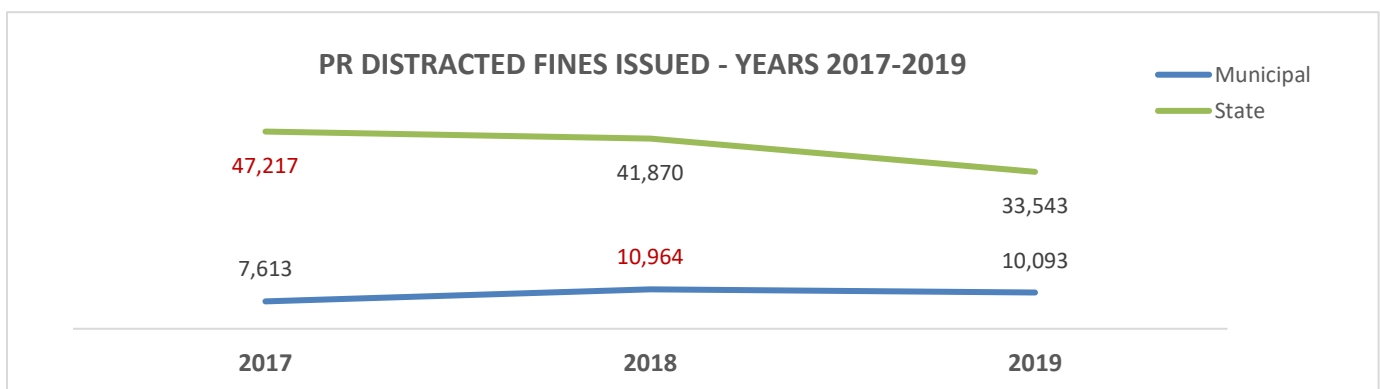
- Cellphone use while driving leads to 1.6 million crashes yearly, it's the most dangerous activity.
- Nearly 390,000 injuries occur each year from accidents caused by texting while driving.
- 1 out of every 4 car crashes in the United States is caused by texting and driving.
- Texting while driving is 6x more likely to cause an accident than driving drunk.
- Answering a text takes away your attention for about five seconds.
- Traveling at 55mph, five seconds is enough time to travel the length of a football field.
- Texting while driving causes a 400% increase in time spent with eyes off the road.
- 94% of drivers support a ban on texting and 74% of drivers support a ban on hand-held cell phone use.
- 94% of teen drivers acknowledge the dangers of texting and driving, but 35% admitted doing it anyway; 21% of teen drivers involved in fatal crashes were distracted by their cell phones.
- Teen drivers are 4x more likely to get into car crashes or near crashes when talking or texting.
- 3,166 people were killed by distracted driving in 2017.
- In 2017, there were 34,247 distracted driving crashes.
- 15,341 drivers aged 15-29 were involved in fatal crashes due to distraction or cell phone use.

### World Health Organization (WHO)

The Road Traffic Injuries Report published by the World Health Organization (WHO) on February 2020 states that Drivers using mobile phones are approximately 4 times more likely to be involved in a crash than drivers not using a mobile phone. Using a phone while driving slows reaction times (notably braking reaction time, but also reaction to traffic signals), and makes it difficult to keep in the correct lane, and to keep the correct following distances. Hands-free phones are not much safer than hand-held phone sets, and texting considerably increases the risk of a crash.

### PR Distracted Driving Fine Issued During Years 2017-2019

During the three-year period **a total of 151,300 fines were issued** for using a handheld device while driving.



- 81% of tickets were issued by the PR Police.
- A 32% increase between years 2017 and 2019 was observed by the Municipal Police.
- Year 2017 was the highest for the PR Police with 39% of tickets.
- Year 2018 was the highest for the Municipal Police with 38% of tickets.

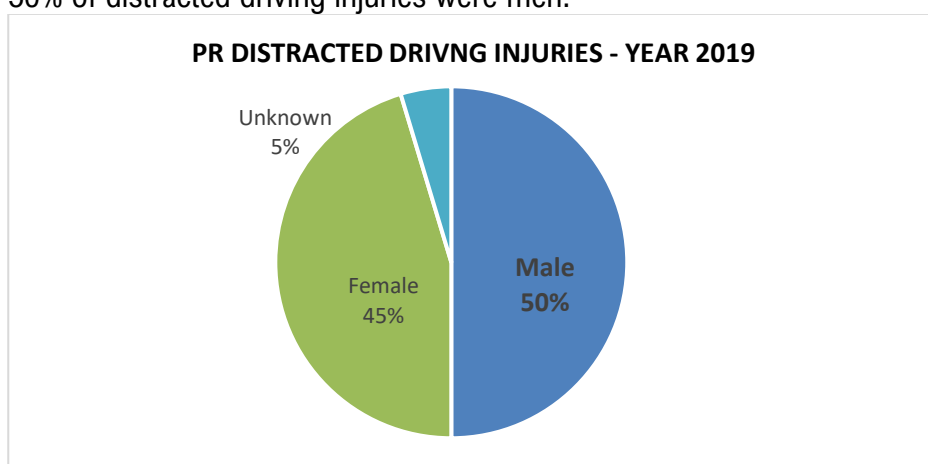
### **FARS Distracted Driving Fatalities Data Analysis for year 2019**

Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. The Observatory Platform started accounting data for distracted driving from year 2019. One (1) fatal crash was reported, the gender was female, and the age group was 25-36. The day of week was Saturday; on the time of day, the crash was between 12:00am and 5:59am. On the other hand, the month was October; the Municipality was Juana Díaz.

### **Observatory Distracted Driving Injuries Data Analysis for year 2019**

A total of 62,431 injuries were reported. Of these 86 involved distracted driving.

- 50% of distracted driving injuries were men.



- 30% of distracted driving injuries were group age 18-24 followed by ages 25-36.
- 43% occurred on weekends; the highest was Sunday with 19%.
- Analysis by hour of day revealed that 28% occurred between hours of 6:00am to 11:59am and 27% occurred between hours of 6:00pm to 11:59pm.
- Municipality with most incidents was the Metro Region with 27% of injuries. The highest were San Juan (13%), Bayamón (8%), Moca (6%), Caguas and Coamo (both with 5%).

### **2019 PRTSC Distracted Driving Attitude Survey**

In May of 2019, Puerto Rico Traffic Safety Commission (PRTSC) hired a consulting firm to design and conduct a survey to assess the impact of road safety, distracted driving and cell phone usage campaign. The estimated margin of error of + 4.4% with a reliability data level of 95%. The gender distribution of the sample consisted of 245 males (49%) and 255 females (51%). The median and average age of the sample was 48 years old. The youngest participant was 17 years old and the oldest was 93 years old. 76.2% of the participants of the study drive their vehicles every day.

In a typical weekday the median amount of time participants spend driving was two hours; on weekends two hours and eighteen minutes was the average participants spend driving. Distracted drivers was the main issue of concern for safety on the roads of Puerto Rico identified by 66.4%. However, 66.2% mentioned “road conditions” as their secondary concern. The following data summarizes the results of the survey:



- 99.8% own a cellular phone.
- 60.5% indicated that they don't use the cellphone while driving, but when inquired about what was "three most frequent concerns that I could face on the roads and which ones could I experience?" In both questions, the distraction while driving ranked first in their answers.
- 39.5% use the cellphone while driving.
  - 95.9% use handsfree devices
  - 61.2% used the cellphone while driving to make or receive phone calls
  - 87.8% think they are at risk when they use their cell phones while driving
- 98.0% knows it's illegal to use the cellphone while driving.
- 99.0% knows it's illegal to text while driving.
- 45.8% think that it's very unlikely to receive a traffic ticket if using a cellphone while driving.
- 73.2% responded not hearing or watched any kind of promotion of police enforcement for text driving or using a cellphone while driving.
- 65.8% responded not hearing or watched, remembering or have remembered any educational campaign for text driving or using a cellphone while driving.
- Other than using the cellphone, they also engage eating or drinking (44.6%), fixing or brushing hair and looking at the mirror (12.6%) and tending to children on the back seat (9.8%).

Cellphone Activity While Driving	
family purposes	61.9%
work purposes	51.3%
Emergencies	49.2%

**In summary, even though people may feel at risk when they use their cell phones while driving, they continue performing this bad behavior, rising the urge of continuous educational campaigns to decrease fatalities in this sector.**

## PROPOSED SOLUTION

Promoting the educational thru these strategies are desperately needed to eradicate distracted driving fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

To reduce the quantity of people making cell phone calls while driving by 0.5%; from 67% on year 2020 to 66.5% by year 2022.

## OBJECTIVE

Reach at least 50% of target audience\* (men, group age 18-24) with the awareness, prevention and educational message of distracted driving and its legal consequences as established on PR Act 22-2000 with a frequency 2+ and obtain at least 1 million impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** primary- men 18-24; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- Juana Díaz, Moca, Caguas and Coamo
- **Weekdays/Hours-** Friday to Sunday; 6:00am to 11:59am and 6:00pm to 11:59pm.
- **Period-** April 10 to 15, 2022; according with PRTSC's National Distracted Driving Mobilization

## MEDIA TACTICS

- **Message-** the educational message will be developed based on program goal and objective of distracted driving. It can include - “Si guías y *textéas* Pagas” (U Drive, U Text, U Pay).
- **Talking Points**
  - A single text can block your vision.
  - Driving and texting is a time bomb.
  - When you are behind the wheel and need to communicate, use hands-free accessories.
  - The technology exists to communicate without breaking the law or risking your life.
  - Using your cell phone while you drive is against the law.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces previously created on year 2020 “un solo texto puede bloquear to vision” (a single text can block your vision) to achieve the proposed strategies for this project.
- **Strategies**
  - **Number of posts published-** to promote the distracted driving message to engage target market through owned media platforms and publish at least 100 posts by the end of the year:
    - At least 20 posts on the 1<sup>st</sup> quarter (October-December)
    - At least 20 posts on the 2<sup>nd</sup> quarter (January-March)
    - At least 40 posts on the 3<sup>rd</sup> quarter (April-June)
    - At least 20 posts on the 4<sup>th</sup> quarter (July-September)
    - Performance measures: PRTSC’s Owned Media Analytics by Program Area Trimestral Report; number of posts published.
  - **Number Educational Pieces Distributed-** to distribute at least 20,000 pieces (brochures, flyers/posters, video and/or audio content) with the distracted driving message by the end of the year:
    - At least 4,000 flyers on the 1<sup>st</sup> quarter (October-December)
    - At least 3,000 flyers on the 2<sup>nd</sup> quarter (January-March)
    - At least 10,000 flyers on the 3<sup>rd</sup> quarter (April-June)
    - At least 3,000 flyers on the 4<sup>th</sup> quarter (July-September)
    - Performance measures: Supplier’s Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
  - **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least three (3) educational pieces with the distracted driving content by the end of the year:
    - At least 3 pieces on the 3<sup>rd</sup> quarter (April-June)
    - Performance measures: Supplier’s Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.



- **Paid Media (Dissemination)-** To publish all Distracted Driving Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:

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

- Distracted Driving Mobilization (April)
- PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
- Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.
- **Paid Media (Results)-** to analyze the post media buy report for each distracted driving campaign period to achieve 1 million impressions by the end of the year:
  - Distracted Driving Mobilization: 750,000 impressions
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 250,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the distracted driving message thru Public Relations and obtain at least six (6) interviews or media coverage by the end of the year:
  - 6 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about distracted driving educational message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$15,000 on earned media from promoting the distracted driving P&E content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.
- **Survey-** will present awareness attitudes and of respondents' essential to understand distracted driving practice. It will also allow a broader data analysis beyond statistic data provided by PRPD and FARS. Will aim to evaluate the 2022 campaign.

## PARQUE EDUCATIVO SEGURIDAD EN EL TRÁNSITO (PESET) EDUCATONAL CAMPAIGN (PM12-15)

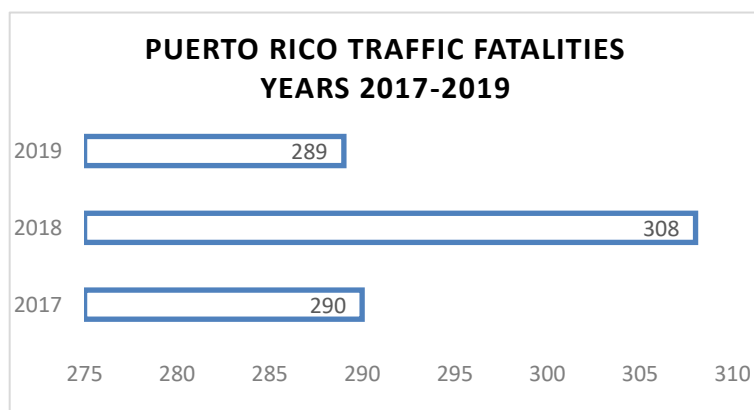
The Puerto Rico Traffic Safety Commission (from this point forward PRTSC) created the Parque Educativo de Seguridad en el Tránsito (PESET for its acronym in Spanish, which translates in Traffic Safety Educational Park) more than two (2) decades ago. PESET replicates any typical Island's town and its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

### General Data and Statistics Analysis

For problem identification (PI) and data analysis purposes, will use years 2017-2019 official data from NHTSA's National Center for Statistics and Analysis and FARS, Will also use Puerto Rico's Department of Transportation, Police Department, Forensics Sciences Institute, Automobile Accident Compensations Administration, and SAFETY/OBSERVATORY Platforms. The three years period, illustrated on the table below, demonstrates PRTSC's mission to prevent and reduce fatal crashes on the roadway, now more than ever since there were an increase in fatal crashes.

The Table Educational Priorities for Traffic Fatalities Years 2017 to 2019 shown on page 3 of this SCP has the Analysis of Program Priorities, which contains traffic fatalities and collision factors. As explained on that section, it is important to understand that one collision/fatality can present more than one contributing factor, for this projects purpose will summarize the traffic fatalities:

- Ranking #1 pedestrian fatalities
- Ranking #2 alcohol impaired driving fatalities
- Ranking #3 unrestrained deaths in all seating position
- Ranking #4 speed and aggressive driving

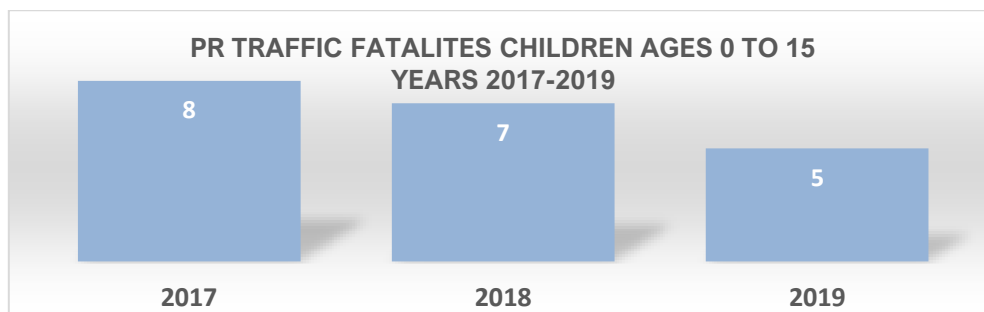


## PROBLEM IDENTIFICATION (PI)

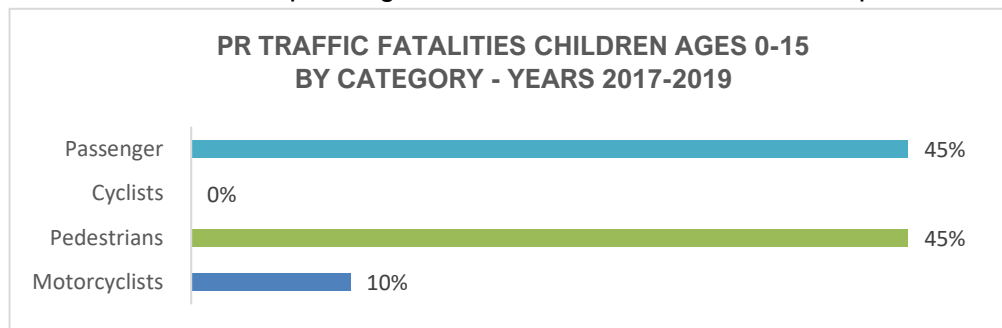
Cognitive development on children ages 5 to 8 and reasoning skills allow children on primary school to begin exploring the world to find answers to their questions. During first grade, most children begin to develop the skills to reason and think logically. They try to think before making decisions. They learn from what they hear and read, and not just from what they see and do. That is why it is necessary to educate children between the ages of 0 to 15 about the importance of road safety regardless of the behavior of the adult behind the wheel. Children need to learn that the seat belt saves lives. That you look both ways before crossing an intersection. That you must stop the march before a stop sign or a traffic red light. Children also make excellent emissaries. Here is the importance of educating them on road safety.

### FARS Fatalities Data Analysis for Children Ages 0 To 15 years 2017-2019

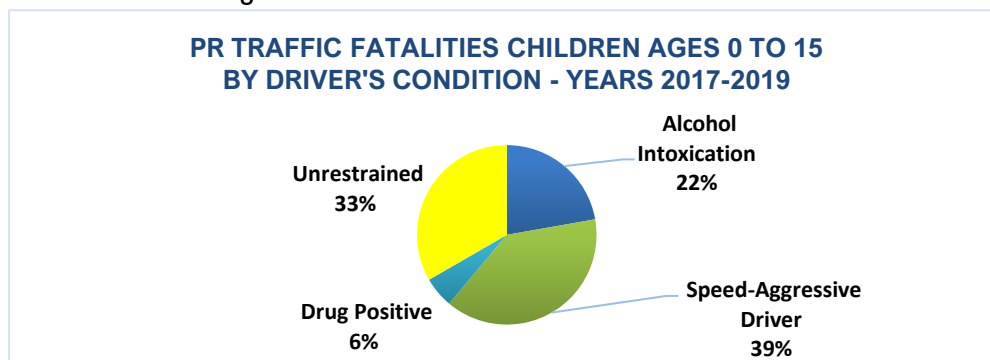
Puerto Rico (PR) Reported 887 fatalities between years 2017 to 2019. Out of these, 20 were for children ages 0 to 15. These are the profile characteristics:



- Tendency of pedestrian and unrestrained fatalities reflects on children ages 0 to 15. 45% of fatalities were passenger of a motor vehicle and 45% were pedestrians.



- below the graphic that reflects the conditions of the driver involved in the traffic crash for children fatalities ages 0 to 15:



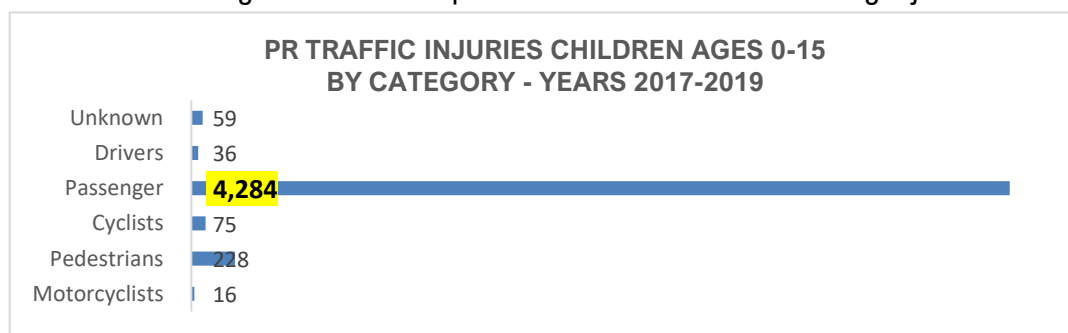
Other Relevant information regarding the three-year period are:

- 55% were ages 9 to 15; 45% were ages 0 to 8.
- were ages 60% of fatalities were female.
- 75% occurred between on weekends (Friday thru Sunday); highest was Friday with 50%.
- 40% occurred between 6:00pm and 11:59pm and 35% occurred between 6:00am and 11:59am.
- On fatalities by month August was the highest with 20%
- The municipalities with most fatalities were San Juan, Dorado, both with 15%, Carolina and Mayagüez, both with 10%.

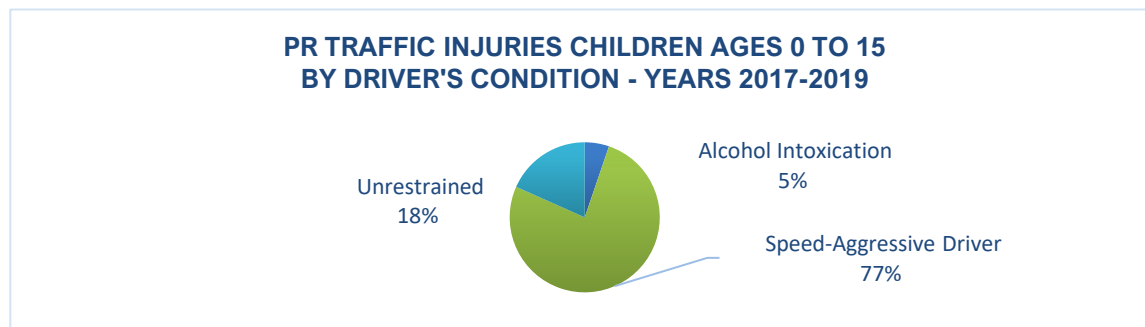
## SAFETY/OBSERVATORY INJURIES DATA ANALYSIS FOR CHILDREN AGES 0 TO 15 YEARS 2017-2019

Puerto Rico (PR) Reported 62,431 injuries between years 2017 to 2019. Out of these, 4,698 were for children ages 0 to 15. These are the profile characteristics:

- 91% of children ages 0 to 15 occupant on a motor vehicle are being injured



- The following graphic that reflects the conditions of the driver involved in the traffic crash for children injuries ages 0 to 15.



- 51% were ages 0 to 8; 49% were ages 9 to 15.
- 51% of fatalities were female.
- 47% occurred between on weekends (Friday thru Sunday); highest was Friday with 16%.
- 68% occurred between 6:00am and 5:59pm; highest were afternoons with 42%.
- On fatalities by month March was the highest with 10%
- Municipalities with most injuries were San Juan, Caguas, Aguadilla, Ponce and Mayagüez, all with 3%.

## Reports and Data about Educational Theme Parks

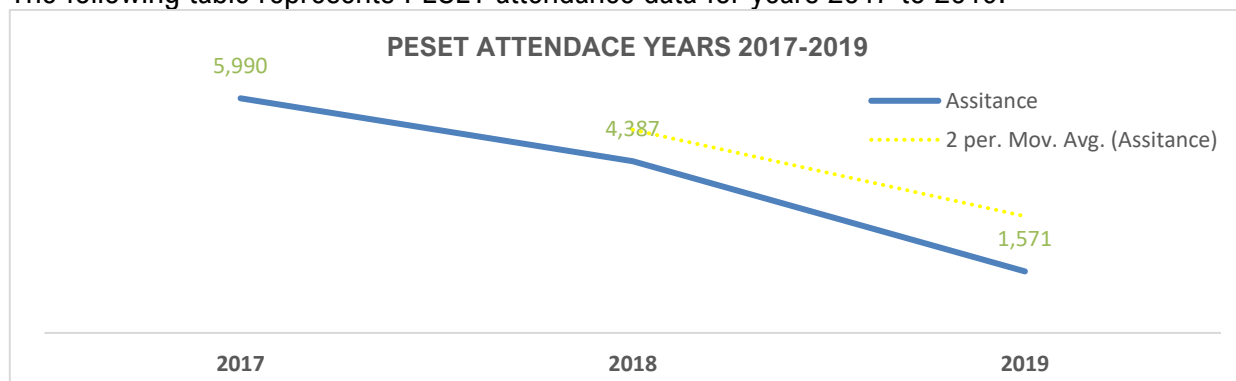
A blog note by mothership.sg titled *Road Safety Park Brought Unadulterated Joy to Generations of S'poreans Since 1961* (<https://mothership.sg/2017/11/road-safety-park-kallang-east-coast/>) explore the idea of how important it was and it is to children and adults of Singapore the existence of a theme park where they are able to be educated on road safety and also acquire a sense of the use of the road in a suitable place made for that purpose.



The Park above mentioned, just as our very own PESET, is a small-scale version of a network of roads that allows children to move on bicycles, pedal go-karts or on foot and where they are expected to observe proper road safety rules and etiquette. Open since 1961, the park was set up against the background of an increasing number of motor vehicles and licensed drivers, which began to put in danger all road users thanks to the road congestions that were emerging. It was pointed out that in 1960, there were 26,869 road crashes of which 154 were fatal. In contrast, there were 3,820 accidents resulting in injuries in the first half of 2017 and 61 that resulted in fatalities, proving that those children that were once educated in road safety back in 1960 develop a more comprehensive society towards road rules in Singapore.

This example leads to the knowledge of how imperative it is to educate children about how good manners while driving can keep all of us safe in our roads. As it was said by the creator of the park, “most accidents could be prevented if road users exercised more caution and were a little more considerate to other road users.”

The following table represents PESET attendance data for years 2017 to 2019.



Because of the rapid closure of schools and education centers around the world in response to the COVID-19 pandemic, children ages 0-15, particularly those in crisis-affected settings, have lost important space that provided stability, including when the environment around them became even more uncertain. The crises caused by COVID-19 have had devastating consequences and mental health has deteriorated due to confinement to their homes; both government and non-government agencies have reported a significant increase in violence and other threats that specifically targeting children ages 0-15.

PESET has more challenges in its surroundings that has limited education during years 2017-2019 period. The internet signal is weak which makes it difficult to provide virtual conferences. Any platform used to give a conference requires a high-speed internet, though facilitators have been using their personal gear to continue to educate and assist in achieving the goal and objective. Public schools require a written consent from the Department of Education to visit the PESET, in many cases the group is forced to cancel because the written consent it is not received by the scheduled date. This must be quantified as a double loss; the group that cancelled and the group that couldn't be accommodated because the date was reserved.

**In summary, PESET is desperately in need evolve to a modern theme park to make it attractive and wanted. This will facilitate the education to children and young adults about traffic safety, along with its laws and regulations.**

## PROPOSED SOLUTION

It is well known that children are the future of the world and some of our biggest hopes lies in the imperative necessity of a well education environment. Due to this reality, the PRTSC will continue to educate children and young adults thru PESET (Traffic Safety Educational Park) to promote, create and change future negative behaviors and create positive consciousness that will be put in practice when they reach adulthood. It is our purpose to plant these changes while promoting the elimination of negligent and aggressive driving conduct, negative behavior that constantly puts drivers in harm's way.

## GOAL

To maintain the number of participants in PESET from 8,187 in FY2019 for FY2022.

## OBJECTIVE

Reach at least 50% of target audience with the PESET promotional message with a frequency 2+ and obtain at least 100,000 impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** primary- women 25-36; secondary- women 37-49
- **Zone-** primary- Metropolitan Region; secondary- West Region
- **Weekdays/Hours-** Friday to Sunday; 6:00pm to 5:59am.
- **Period-** September 12 to 17, 2022 (PRTSC's Planning and Operations Calendar)



## MEDIA TACTICS

- **Message-** the educational message will be developed based on the program goal and objective of traffic safety education and practical skills as drivers, pedestrians, and cyclists for children between the ages 3-18 to young adults that can be experienced in PESET.
- **Talking Points**
  - It is a school-type park which main purpose is educate on PR Act 22-2000 rights and regulations and to strengthen road safety message.
  - Has the mission of providing practical and theoretical education in the roles of driver, cyclist, and pedestrian.
  - PESET is for children and adolescents between the ages of 3 and 18 participating in both the public and private educational system.
  - Recreates an urban area, with local homes, streets, signs, traffic lights, and sidewalks to make the educational experience a more dynamic and effective one.
  - Also offers the Fatal Vision Roadster Pedal Kart for youth ages 16 and up.
  - Interactively educate themselves on the dangers of driving drunk, drugged, drowsy or distracted to provide a unique experience in a safe environment.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces previously created to achieve the proposed strategies for this project.

## ■ Strategies

- **Number of posts published-** to promote PESET promotional message to engage target market through owned media platforms and publish at least 50 posts by the end of the year:
  - At least 5 posts for the 1<sup>st</sup> quarter (October-December)
  - At least 10 posts on the 2<sup>nd</sup> quarter (January-March)
  - At least 15 posts on the 3<sup>rd</sup> quarter (April-June)
  - At least 20 posts for the 4<sup>th</sup> quarter (July-September)
  - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.
- **Number Educational Pieces Distributed-** to distribute at least 15,000 pieces (brochures, flyers/posters, video and/or audio content) with PESET promotional message by the end of the year:
  - At least 4,000 flyers on the 1<sup>st</sup> quarter (October-December)
  - At least 3,000 flyers on the 2<sup>nd</sup> quarter (January-March) and
  - At least 5,000 flyers on the 3<sup>rd</sup> quarter (April-June)
  - At least 3,000 flyers on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least three (3) educational pieces with the PESET promotional content by the end of the year:
  - At least 1 piece on the 3<sup>rd</sup> quarter (April-June)
  - At least 2 pieces on the 4<sup>th</sup> quarter (July-August)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all PESET Promotional Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - PESET Promotional Campaign (August)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.
- **Paid Media (Results)-** to analyze the post media buy report for each PESET promotional campaign period to achieve 100,000 impressions by the end of the year:
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 25,000 impressions
  - PESET Promotional Campaign: 75,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about the PESET promotional and educational message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.

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

## IMPAIRED DRIVING MEDIA CAMPAIGN (PM12-16)

### PROBLEM IDENTIFICATION (PI)

In Puerto Rico the consumption of alcohol doesn't seem to be in reduction; to the contrary, many behaviorist specialists had expressed that economic distress and unemployment are triggers for the increase in alcohol intake and other legal and illegal drugs. This factor in combination with a culturally acceptance of alcohol consumption since early age (first drink at 11 or 12 years old at family gatherings), and an underdeveloped mass transportation infrastructure that requires most citizens to drive their own vehicle are reasons for alcohol impaired driving fatalities rank #2 of total PR traffic fatalities.

The decision to drive while alcohol or drug impaired is personal, although much of the time is an automatic action: most people don't see impaired driving as a criminal act just a "normal" act. Every impaired driving crash can be prevented if every person and driver really internalize the dangers for themselves and for other road users. **An impaired driver is a loose bullet... you'll never know who will be hurt!**

### Alcohol And Other Substance Consumption in Puerto Rico

The most recent edition of the Consulta Juvenil Study from April 2018, a biannual survey subsidized by the PR Administration of Mental Health Services and Against Addiction (from its acronym in Spanish, ASSMCA) shows that 38% of students began consumption before age 14. Following is more data:

- 44.5% of youngsters begin to consume alcohol before finishing high school.
- Other substances used were drugs with a 22.1% (20.8% of illicit drugs and 12.1% marihuana) and tobacco with an 8.9%.
- 17.6% obtained access to the substances from parents, other adults, siblings or friends
- 10.4% had access at parties or festivals, 5.4% in shops, 3.2% on pubs and 2.2% on sports competitions.

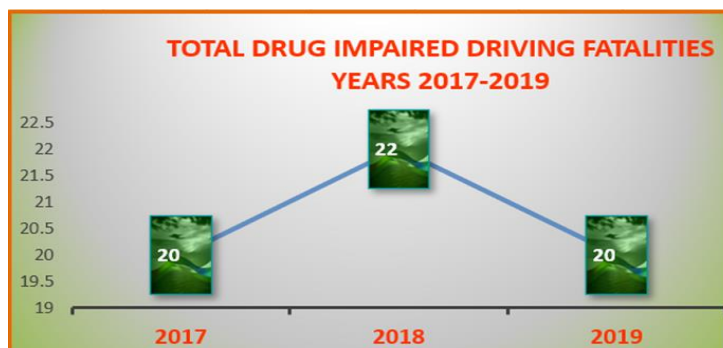
### Medicinal Cannabis Consumption

Medicinal Cannabis consumption is rising due to legalization. In addition, Puerto Rico has a very high drug dependency population and over 95% of crime activities are directly related to drug dealing:

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

### Drug Impaired Driving Fatalities years 2017-2019

For years 2017-2019 a total of 62 drug impaired driving fatalities were reported.



- Gender data analysis for drug-related driving fatalities shows an average of 97% of male fatalities.
- Analysis by age group shows that 40% were in the age group 50+, followed 25-36 with 29%.
- 37% of drug-related driving fatalities occurred from 6:00pm to 11:59pm. 24% of drug-related driving fatalities occurred from 12:00pm to 5:59pm, the most dangerous period for road users.
- When analyzing data of drug-related driving fatalities, by day of the week, Sunday reported the highest average of fatalities for the 3 years with 26%, followed by Saturday with 19%. Weekend period accounted for 61% of fatalities.
- Drug-related driving fatalities by month registered July the highest with 15%, March, May and December with 11% each and January with 10%.
- Municipalities with most Drug-related driving fatalities out of the 78 Island's Municipality. Carolina, San Juan and San Sebastián with 6%, followed by Bayamón, Caguas, Dorado, Salinas and Vega Baja with 5%.
- 66% were drivers and 24% motorcyclists.
- 60% of drug impaired drivers were also alcohol impaired.
- 77% of drug impaired drivers were unrestrained at the time of the crash.
- 87% of drug impaired motorcyclists were unhelmeted.
- A total of 55% reported speeding as a contributor factor.
- 60% of drug impaired driving fatalities occurred at nighttime.
- 44% percent of drug impaired driving fatalities occurred on primary roads.

Another problem is that only certain substances are currently detected within drug driving. According to the Puerto Rico Forensic Sciences Institute data, the list below are the drugs detected during forensic procedures, from greatest to least, on fatalities related to drug driving are Cocaine, Opium, Cannabinoids, THC.

In Puerto Rico, 90% of total criminal activities are directly related to drugs and drug trafficking, which is taken into consideration when traffic safety experts establish that impaired driving by drugs is much higher than our traffic data contains. It is also related to the lack of a driver's evaluation and drug detection. According to the latest study conducted by the Mental Health and Anti-Addiction Services Administration of (MHAASA)), titled Substance Disorders and Use of Services in Puerto Rico-Household Survey 2008 One in 50 people (1.8%) between the ages of 15-74 suffered from drug abuse. This rate of abuse represents about 52 thousand people. Similarly, one in 50 people (2.0%) between the ages of 15-74 years suffered from drug dependence. This dependency ratio represents about 59 thousand people. Taken both rates together, the study estimated that some 111,000 adults in Puerto Rico (3.8%) suffer from drug abuse or dependence.

### **Safety/Observatory Impaired Driving Injuries Data Analysis for years 2017-2019**

- A total of 56 injuries were reported.
- 68% were men; 32% were women.
- 32% were ages 50+; 25% were ages 37-49.
- 41% occurred between the hours of 12:00pm to 5:59pm; 32% between 6:00pm to 11:59pm.
- 63% occurred from Thursday to Sunday; 20% on Thursday, followed by Saturday with 16%.
- May and December was the highest of all months with a 13% each of injuries.
- Municipality with most injuries were San Juan with 13%, Bayamón with 11%, Las Piedras with 7% and Carolina and Ponce with 5% each.

The prosecution of drug-impaired driving in Puerto Rico is practically unknown. Little data is available. A study conducted by the PR Mental Health Administration in 2009 estimated that 100,000 people were actively using one or more types of drugs. By 2021, we can expect that number to be much higher since medicinal cannabis has been legalized and dependence on prescription drugs continues to rise in the nation.

Therefore, **all these facts keep demonstrating that drug-impaired driving is one of the main issues regarding Traffic Safety in Puerto Rico and require new approaches to detect impairment such as the field tests.**

## PROPOSED SOLUTION

Promoting the educational thru these strategies are desperately needed to eradicate DUI's traffic fatalities and injuries. The age group with more incidents identified in the PI will become the target market. Other data exposed on the previous section will determine period, cities, weekdays, hours period, among others.

## GOAL

Increase drug-impaired driving tests conducted to 100%; from 0 in year 2020 to 100 by year 2022.

## OBJECTIVE

To reach at least 50% of target audience with the educational message of awareness of drug impaired driving and its legal consequences as established on PR Act 22-2000 with a frequency 2+ obtain at least 1 million impressions at the end of year 2022.

## TARGET MARKET

- **Audience-** primary- men 50+; secondary- men 37-49
- **Zone-** primary- Metropolitan Region; secondary- North and West Region
- **Weekdays/Hours-** Thursday to Sunday; 12:00pm to 11:59pm
- **Period-** 3<sup>rd</sup> quarter of fiscal year 2022 (pending on PRTSC Planning's Division Schedule)

## MEDIA TACTICS

- **Message-** Will continue to educate citizens on the implementation of the Standard Field Sobriety Test (SFST) and will adapted the NHTSA slogan "si te sientes diferente, guías diferente" (if you feel different, you drive differently).
- **Talking Points**  
This program will support law enforcement officers and prosecutors to identify impaired drivers from roads and highways. It also serves so that these identified cases can be sustained in the judicial system.
- **Produce/Reproduce/Edit educational pieces-** it is proposed to produce, reproduce, and/or edit strategic pieces created on year 2021 to achieve the proposed strategies for this project.
- **Strategies**
  - **Number of posts published-** to promote the drugged driving prevention message to engage target market through owned media platforms and publish at least 50 posts by the end of the year:
    - At least 10 posts on the 1<sup>st</sup> quarter (October-December)
    - At least 10 posts on the 2<sup>nd</sup> quarter (January-March)
    - At least 20 posts on the 3<sup>rd</sup> quarter (April-June)
    - At least 10 posts on the 4<sup>th</sup> quarter (July-September)
    - Performance measures: PRTSC's Owned Media Analytics by Program Area Trimestral Report; number of posts published.

**IF YOU FEEL DIFFERENT  
YOU DRIVE DIFFERENT  
DRIVE HIGH GET A DUI**



- **Number Educational Pieces Distributed-** to distribute at least 10,000 pieces (brochures, flyers/posters, video and/or audio content) with the drugged driving prevention message by the end of the year:
  - At least 2,000 flyers each on the 1<sup>st</sup> (Oct-Dec), 2<sup>nd</sup> (Jan-Mar) and 4<sup>th</sup> quarter (Jul-Sep)
  - At least 4,000 flyers on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Supplier's Estimates, Invoice and Receipt and Distribution of Educational Report; number of educational pieces distributed.
- **Number pieces Produce/Reproduce/edit-** to reproduce/edit at least four (4) educational pieces with the drugged driving prevention content by the end of fiscal year:
  - At least 1 piece on the 1<sup>st</sup> quarter (October-December) and 3<sup>rd</sup> quarter (April-June)
  - At least 2 pieces on the 4<sup>th</sup> quarter (July-September)
  - Performance measures: Supplier's Production Estimates and Invoices; number of pieces produce, reproduce and/or edited.
- **Paid Media (Dissemination)-** To publish all DUI P&E Prevention Media Content according to media buy plan and target audience. The table on the right accounts the buying preference for this project as stated on the General Media Strategic Communications Plan section. Will use the proposed investment column for budget distribution for each campaign/effort:
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety (May)
  - DUI/SFST Mobilization (3<sup>rd</sup> quarter, subject to approval)
  - Performance measures: Approved Flowchart Number of Mobilization Conducted and Budget Assign, Media Buy Plan and Number of Publications of the Content.
- **Paid Media (Results)-** to analyze the post media buy report for each DUI campaign period to achieve 1 million impressions by the end of the year:
  - PRTSC 50<sup>th</sup> Anniversary of PR Highway Safety: 250,000 impressions
  - DUI/SFST: 750,000 impressions
  - Performance measures: Media Buy Post Reports; Number of Impressions Achieved.
- **Earned Media (Public Relations)-** to expose the DUI Prevention message thru Public Relations and obtain at least three (3) interviews and/or media coverage by the end of the year:
  - 3 publicity media coverage on the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Communication's Officer Public Relations Plan Report and Return of Investment Report; Number of Interviews and Media Coverage.
- **Massive Impact Event(s)-** to participate and/or develop one (1) Mass Impact Activity to spread awareness among attendees about DUI Prevention message:
  - 1 event for the 3<sup>rd</sup> quarter (April-June)
  - Performance measures: Event Action Plan and Number of Attendees Reported.
- **Earned Media (Exposure Results)-** to obtain at least \$15,000 on earned media from promoting the drunk driving prevention content by the end the year. Performance measure: Quantity Obtained / Return of Investment Report; Paid Media vs. Publicity Report.

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



## PRTSC Media Calendar FY 2021-2022\*

October 2021						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2021						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2021						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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

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

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

### NM<sup>1</sup> Pedestrian Awareness, Prevention and Educational Effort

Earned Media- October 13 to 23

Paid Media- October 13 to 23

### CIOT<sup>2</sup> Seat Belt Mobilization

Earned Media- October 25 to 29

Paid Media- October 25 to 28

Enforcement- October 25 to 31

### Alcohol ID<sup>3</sup> Halloween Awareness, Prevention and Educational Effort

Earned Media- October 30 to 31

Paid Media- October 30 to 31

### Alcohol Impaired Driving Thanksgiving Mobilization

Earned Media- November 18 to 29

Paid Media- November 23 to 30

Enforcement- November 18 to 29

### Alcohol Impaired Driving Pre-Winter Holidays Effort

Earned Media- December 1 to 15

Paid Media- December 1 to 15

### Winter Holidays Crackdown

Earned Media- Dec. to Jan. 2

Paid Media- December 16 to 31

Enforcement- Dec. 17 to Jan. 1

### Alcohol ID<sup>3</sup> San Sebastián Street Fests Awareness, Prevention and Educational Effort

Earned Media- January 13 to 16

Paid Media- January 13 to 16

### Seat Belt-Speed Mobilization

Earned Media- February 14 to 27

Paid Media- February 14 to 27

Enforcement- February 14 to 27

### Motorcycle Safety Campaign

Earned Media- February 2 to 7

Paid Media- February 2 to 6

### Alcohol ID<sup>3</sup> St. Valentine's P&E Effort

Earned Media- January 11 to 13

Paid Media- January 11 to 13

### Speed Driving Mobilization

Earned Media- February 14 to 27

Paid Media- February 14 to 27

Enforcement- February 14 to 27

### NM<sup>1</sup> Pedestrian-Driver Mobilization

Earned Media- March 7 to 13

Paid Media- March 8 to 11

Enforcement- March 7 to 13

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

### Alcohol ID<sup>2</sup> Intercollegiate Sports Competitions Awareness, Prevention and Educational Effort<sup>4</sup>

Earned Media- April 21 to 23

Paid Media- April 20 to 24

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

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

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

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

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

### Alcohol Impaired Driving Easter Mobilization

Earned Media- April 12 to 18

Paid Media- April 12 to 16

Enforcement- April 12 to 18

### Distracted Driving Mobilization

Earned Media- April 5 to 11

Paid Media- April 5 to 11

Enforcement- April 5 to 11

### Motorcyclist Share The Road Awareness, Prevention and Educational Effort

Earned Media- May 5 to 8

Paid Media- May 5 to 8

### PRTSC 50<sup>th</sup> Street Safe Effort

Earned Media- May 9 to 15

Paid Media- May 11 to 15

### NM<sup>1</sup> Bicyclist Awareness, Prevention and Educational Effort

Earned Media- May 19 to 22

Paid Media- May 19 to 22

### CIOT<sup>3</sup> Seat Belt Mobilization

Earned Media- May 23 to June 5

Paid Media- May 24 to 31

Enforcement- May 23 to June 5

### Alcohol Impaired Driving Pre-Summer Awareness, Prevention & Educ. Effort

Earned Media- June 8 to 12, 15 to 19,

22 to 26 and 29 to 30

Paid Media- June 9 to 12, 16 to 19,

and 23 to 25

### Alcohol Impaired Driving Summer Crackdown

Earned Media- July 1 to 31

Paid Media- July 1 to 10 and 21 to 25

Enforcement- July 1 to 10 and 22 to 31

### NM<sup>1</sup> Pedestrian-Driver Mobilization

Earned Media- August 8 to 14

Paid Media- August 10 to 14

Enforcement- August 8 to 14

### Alcohol Impaired Driving Labor Day Crackdown

Earned Media- August 26 to Sept. 5

Paid Media- August 31 to Sept. 5

Enforcement- August 26 to Sept. 5

### PESET<sup>5</sup> Awareness, Prevention and Educational Effort<sup>4</sup>

Earned Media- September 12 to 18

Paid Media- September 12 to 17

### Child Restraint Awareness, Prevention and Educational Effort

Earned Media- September 18 to 24

Paid Media- September 21 to 24

<sup>1</sup> Non-Motorized Safety Program

<sup>2</sup> Click It Or Ticket National Mobilization

<sup>3</sup> Alcohol Youth Impaired Driving Program

<sup>4</sup> Preliminary date submitted; subject to External Event Organizer's Official Schedule

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

Standard Field Sobriety Test (SFST) Awareness, Prev. & Educ. Effort date pending scheduling

\*Media Calendar subject to enforcement being carried out and/or NHTSA's Final Approval

Revised on June 24, 2021



**Communications**  
**Advertising Budget for Educational Campaigns**  
**Federal Fiscal Year 2021-2022<sup>1</sup>**

Project (Purchase Order)	Project / Program	FUNDS		
		Production /Reproduction and Editing	Paid Media <sup>2</sup>	Total
PM 22-12-01	<b>Alcohol Impaired Driving Media Campaign</b>	<b>\$ 50,130.00</b>	<b>\$ 1,113,016.00</b>	<b>\$ 1,163,146.00</b>
	Thanksgiving Mobilization	5,230.00	120,000.00	
	Winter Pre-Holidays P&E Effort	-	140,000.00	
	Winter Holidays Mobilization	10,162.00	245,000.00	
	Easter Mobilization	2,426.00	100,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	22,826.00	15,216.00	
	Pre-Summer P&E Effort	4,324.00	125,000.00	
	Summer Mobilization	5,162.00	245,000.00	
	Labor Day Mobilization	-	122,800.00	
PM 22-12-02	<b>Youth Impaired Driving Media Campaign</b>	<b>\$ 47,497.00</b>	<b>\$ 67,348.00</b>	<b>\$ 114,845.00</b>
	Halloween Education Effort	3,579.00	5,000.00	
	San Se Street Fests P&E Effort	20,000.00	28,000.00	
	St. Valentine's P&E Effort	-	5,000.00	
	Intercollegiate Sports Competitions P&E Effort	17,396.00	25,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	6,522.00	4,348.00	
PM 22-12-03	<b>Speed &amp; Aggressive Driving Media Campaign</b>	<b>\$ 10,720.00</b>	<b>\$ 108,174.00</b>	<b>\$ 118,894.00</b>
	Speed Mobilization	7,459.00	106,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	3,261.00	2,174.00	
PM 22-12-07	<b>Occupant Protection Media Campaign</b>	<b>\$ 19,900.00</b>	<b>\$ 223,696.00</b>	<b>\$ 243,596.00</b>
	Seat Belt-Speed Paid Media Mobilization	-	-	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	13,043.00	8,696.00	
	CIOT Seat Belt Paid Media Mobilization (October & May)	4,792.00	170,000.00	
	Child Restraint P&E Effort	2,065.00	45,000.00	
PM 22-12-10	<b>Non-motorized Safety Media Campaign</b>	<b>\$ 116,315.00</b>	<b>\$ 209,696.00</b>	<b>\$ 326,011.00</b>
	Pedestrian Safety P&E Effort	97,404.00	95,000.00	
	Pedestrian-Driver Mobilization (March & August)	2,368.00	86,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	13,043.00	8,696.00	
	Bicyclist Safety P&E Effort	3,500.00	20,000.00	
PM 22-12-12	<b>Motorcycle Awareness Media Campaign</b>	<b>\$ 7,191.27</b>	<b>\$ 14,174.00</b>	<b>\$ 21,365.27</b>
	Share The Road P&E Effort	3,930.27	12,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	3,261.00	2,174.00	
PM 22-12-13	<b>Motorcycle Safety Media Campaign</b>	<b>\$ 6,756.00</b>	<b>\$ 77,174.00</b>	<b>\$ 83,930.00</b>
	Motorcycle Safety P&E Effort	3,495.00	75,000.00	
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	3,261.00	2,174.00	
PM 22-12-14	<b>Distracted Driving Media Campaign</b>	<b>\$ 6,732.00</b>	<b>\$ 77,174.00</b>	<b>\$ 83,906.00</b>
	Distracted Driving Mobilization	6,732.00		
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety		77,174.00	
PM 21-12-15	<b>PESET Educational Media Campaign</b>	<b>\$ 16,162.00</b>	<b>\$ 12,174.00</b>	<b>\$ 28,336.00</b>
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	3,261.00	2,174.00	
	PESET P&E Effort	12,901.00	10,000.00	
PM 21-12-16	<b>Drug Impaired Driving Media Campaign</b>	<b>\$ 10,719.00</b>	<b>\$ 125,174.00</b>	<b>\$ 135,893.00</b>
	PRTSC 50 <sup>th</sup> Anniversary of PR Highway Safety	3,261.00	2,174.00	
	Drug Impaired Driving Mobilization	7,458.00	123,000.00	
<b>Total</b>				<b>\$2,319,922.27</b>

<sup>1</sup> Refer to the PRTSC FY22 Strategic Communications Plan and each Project's Proposal for specific campaigns/effort time period.

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