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Puerto Rico Public Private Partnership (P3) Initiative includes highway and road upgrades and “accelerated safety improvements”

A world-class Private Public Partnership (P3) initiative in 2012 was launched involving The Puerto Rico Public-Private Partnerships Authority along with the Puerto Rico Highways and Transportation Authority (PRHTA), and contractors Autopistas Metropolitanas de Puerto Rico, LLC; a consortium composed by Goldman Sachs Infrastructure Partners and Abertis Infraestructuras, was selected by the Government of Puerto Rico to rehabilitate their highways to modern world class standards for safety and visibility. This kicked off a historic major \$1.4 economic development for Puerto Rico that also included approximately \$350 million earmarked for Puerto Rico’s “accelerated safety improvements” of highway and roadway upgrades. It involved PR-22 (also known as the Jose de Diego Expressway) a 52-mile, 4- and 6-lane toll highway that stretches westward from San Juan to Arecibo along Puerto Rico’s northern coast. It is considered part of the U.S. Interstate Highway System as a component of the unsigned Interstate PR-2, being one of the island’s most heavily traveled roadway.

As part of phase-2 of the highway and road upgrades one of the leading objectives was focused on revitalizing and illuminating Interstate PR-2 for better road safety. The challenge was to address how dark the roads became at night causing night blindness that caused many vehicular accidents especially with tourists who frequented this roadway to access resorts in the northwest part of the island. The objective was to find sufficient delineator lighting for visibility while also maintaining the green and eco-centricity of the beautiful landscape of Puerto Rico. eNdoto Corp’s US Reflector innovative [360° Opti-Curb Markers](#) were chosen as the solution that address the key green features and safety improvements the project was seeking.

[US Reflectors 360° Opti-Curb Markers](#) are functional as well as aesthetically appealing on road curbing. The unique optical principle of the curb marker allows 360° visibility by bending and returning incoming light beams directly back to the motorists vehicle creating a “Sustained Safety light signal”. The reflective light beam is triggered by a vehicle’s headlights offering a safety guidance mechanism around a curb, center islands and roundabouts for the driver. During daylight the unassuming curb markers sit nestled in the curb waiting for the evening when headlights are turned on portraying OPTI-Curbs reflective illuminating safety features resembling street jewelry. The **US Reflectors 360° Opti-Curb Markers** will be strategically placed on all Interstate PR-2 intersections and exit and entrances of the miles of roadway.

In 2012, US Reflectors 360° Opti-Curb Markers were also used in Phase-1 of the roadway upgrades and provided a very efficient safety solution on some of Puerto Rico’s secondary roads resulting in accident reductions by 40%. Based on the success on these roads, the Opti-Curb Markers were the illumination solution of choice for the more highly visible and trafficked Interstate PR-2. The installation is projected to be completed by September, 2016. www.CommonwealthPuertoRicoP3Authority.com

US Reflectors 360° Opti-Curb Markers

FEATURES

- 360° visibility by driver only; Won’t distract other drivers
- Compact
- Easy installation
- No adhesive required
- Maintenance free
- Resilient
- Fits all curbing



Christina Andrianopoulos, MBA Bio

A Strategic Marketing and Business Development Specialist deriving her experience both from serving as a Senior level marketing and communication executive in Manhattan, and as a consultant implementing marketing and business development opportunities for 100+ businesses-from Fortune 500, to start-ups, and non-profits-serving B2B and B2C industries. Christina serves as eNdotoCorp’s Strategic Marketing & Business Development Consultant