

with a NHTSA evaluator, most likely an independent contractor, who will oversee the evaluation component of the program and individual community projects. The evaluator will work with successful applicants on evaluation design and overseeing implementation to ensure that results from all awarded projects remain consistent. Because evaluation are critical to the success of the Demonstration Project, NHTSA will require successful applicants to expend up to 20 percent of the project budget on evaluation activities, which must include: a process and impact evaluation of this effort in terms of the benefits to the community and the service provider (applicant organization), increases in safety belt use rates and enforcement of occupant protection laws, changes in knowledge and attitudes, and community awareness of impressions about the program, working under the oversight of a NHTSA evaluator.

Additional Resources and References

The following is a list of resources and references relevant to this demonstration program. All (*) items may be ordered either directly from the NHTSA Web site at: <http://www.nhtsa.dot.gov> by E-Mail to Webmaster (see bottom of home page) or by sending a fax request to: Communication Services Division at 202-493-6062. All requests should include the name, address, and telephone number of the person to receive the materials.

1. Presidential Initiative to Increase Seat Belt Use Nationwide, Fourth Report to Congress, Second Report to the President.* NHTSA. November 2001. DOT HS 809 349. This is the latest published report documenting activities of the Buckle Up America Campaign from April 2, 1999 through December 31, 1999, <http://www.nhtsa.dot.gov/people/injury/airbags/bua4threport/index.html>.

2. Traffic Safety Facts 2001, Rural/Urban Comparison.* National Center for Statistics and Analysis, NHTSA. DOT HS 809 524. Fact Sheet describing the overview and trends of motor vehicle crashes and fatalities based on 2001 data from NHTSA's National Center for Statistics & Analysis, <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/TSF2001/2001rural.pdf>.

3. Safety Belt Use in 2002—Demographic Characteristics.* National Center for Statistics and Analysis, NHTSA. DOT HS 809 557. Demographic results of National Occupant Protection Use Survey—2002. The data for this survey were collected between June 3, 2002 and June 22, 2002, at randomly

selected road sites throughout the nation, <http://www-nrd.nhtsa.dot.gov/pdf/nrd-30/NCSA/RNotes/2003/809-557.pdf>.

4. IBID (2).

5. Esposito, T.J., Sanddal, T.L., Reynolds, S.A. and Sanddal, N.D. (2003). Effect of a Voluntary Trauma System on Preventable Death and Inappropriate Care in a Rural State. *Journal of Trauma*, 54(4) 663-670, <http://www.jtrauma.com/>.

6. Operation ABC: America Buckles Up Children Mobilizations and Click It or Ticket. Current information can be found on the following websites: The Buckle Up America Online Headquarters at: <http://www.buckleupamerica.org> and The National Safety Council Air Bag and Seat Belt Safety Campaign's Web site at: <http://www.nsc.org/airbag.htm>. You can also find resource documents on NHTSA's Web site at: <http://www.nhtsa.dot.gov/people/injury/airbags/index.html>.

7. Achieving a High Belt Use Rate: A Guide for Selective Traffic Enforcement Programs.* NHTSA. April 2001. DOT HS 809 244. This is a short How To Guide for communities who want to do a selective traffic enforcement program (sTEP). It describes how Chemong County (Elmira), New York, increased their seat belt use rate from 63 percent to 90 percent in three short weeks. The Guide describes leadership and coordination, enforcement strategies, public information and education messages, and includes data sheets to track progress, <http://www.nhtsa.dot.gov/people/injury/research/ACHIEVE.pdf>.

8. Evaluation of Click It or Ticket Model Programs.* NHTSA. November 2002. DOT HS 809 498. Click It or Ticket (CIOT) is an intense, short duration, safety belt enforcement program that relies heavily on paid media to reach all motorists. During the Memorial Day 2002 holiday period, ten States that implemented the full CIOT model (5 weeks of earned media, 2 weeks of paid media, 2 weeks of intensive enforcement, and belt use observations surveys and public awareness surveys) were compared to four States that conducted belt use enforcement but with limited specific paid advertisement placement, and four other States that conducted enforcement but without specific paid advertisement placement. Belt use increased +8.6 percentage points averaged across the ten CIOT States, +2.7 percentage points across the four limited paid media States, and +0.5 percentage points across the four States using no specific paid advertisement placement.

9. Safe Communities Service Center,* c/o NHTSA Region VI, 819 Taylor Street, Room 8A38, Fort Worth, Texas 76102, Phone: 817-978-3633, Fax: 817-978-8339, or E-Mail:

Safe.Communities@nhtsa.dot.gov. Also visit the Safe Communities Web site on the Internet (<http://www.nhtsa.dot.gov/safecommunities>). These resources provide information on best practices, Safe Communities and traffic safety materials, and access to technical assistance sources.

10. Item # 5P0026 Safe Communities folio package.* NHTSA. 1997. DOT HS 808 578. Contains technical assistance materials on various topics including getting started, coalition building, partnering with traffic safety specialists and evaluation and monitoring tips.

11. Item #1P1239 Partners for Rural Traffic Safety Action Kit.* NHTSA. August 2001. DOT HS 809 299. This is a step-by-step guide on how to organize, plan and implement a 30-day campaign to increase safety belt use in rural communities based on demonstration projects conducted by the National Rural Health Association, <http://www.nhtsa.dot.gov/people/injury/airbags/ruralsafety/index.html>.

Application Procedures

Each applicant must submit one original and two copies of the application package to: NHTSA, Office of Contracts and Procurement (NPO-220), ATTN: Maxine D. Edwards, 400 7th Street, SW., Room 5301, Washington, DC 20590. An additional three copies will facilitate the review process, but are not required. Applications must be typed on one side of the page only. Applications must include a reference to NHTSA Program #NTS-01-3-05149, and specify if you are applying as a national, state or local applicant.

Only complete packages received on or before August 7, 2003, at 2 p.m. Eastern Standard Time will be considered.

Application Contents

1. The application package must be submitted with OMB Standard Form 424 (Rev. 4-88), Application for Federal Assistance, including 424A, Budget Information B Nonconstruction Programs, and 424B, Assurances—Nonconstruction Programs with the required information filled in and the certified assurances included. The OMB Standard Forms SF-424, SF-424A, and SF-424B may be downloaded directly from the OMB Internet Web site, <http://www.whitehouse.gov/WH/EOP/OMB/Grants/>.