

If a State elects to propose an additional high-visibility enforcement program in FY 2004 subsequent to the May 10–June 6 mobilization, NHTSA would consider a program that is integrated with some other traffic safety enforcement initiative (e.g., impaired driving). However, Section 157 Innovative grant funds may be used only to support the safety belt elements of an integrated campaign.

In order to be considered for funding, a proposed additional high-visibility enforcement program must at least have a strong earned media component to deliver the Click It or Ticket message, or other equally clear enforcement focused message that NHTSA explicitly approves. NHTSA recommends that States also include a paid media component, but will consider funding additional high-visibility enforcement programs that are not supported by paid media.

Apart from the required pre- and post-mobilization observational surveys of safety belt use (preceding and following the May 10–June 6 mobilization), no evaluation activities are required of the States for the FY 2004 Section 157 Innovative grants. However, NHTSA will consider funding additional evaluation activities (e.g., telephone or Motor Vehicle Department surveys of public attitudes and awareness), should States propose them.

A State submitting a proposal designed to increase safety belt use in only a limited number of jurisdictions within the State; or a proposal that lacks a commitment to the May 10–June 6, 2004 mobilization; or a proposal that lacks paid media support for that mobilization; or a proposal to employ a message other than Click It or Ticket or some equally clear enforcement focused message that NHTSA explicitly approves; or a proposal that lacks a commitment to conducting a full, statewide, Uniform-Criteria-compliant observational survey of safety belt use following the May 10–June 6, 2004 mobilization; or a proposal that lacks a commitment to conducting either a full statewide observational survey or a sub-sample survey derived from the full survey design prior to that mobilization will *not* be eligible for a grant award.

As a condition of award, States must agree to provide the results of their own pre- and post-mobilization observational surveys to NHTSA, within the prescribed deadlines, to facilitate NHTSA's overall evaluation of the effectiveness of the FY 2004 grant program. NHTSA will share the results of its telephone surveys with the States. These data will provide information regarding the extent to which the public

was aware of the enforcement, PI&E, and outreach efforts in each State, thus assisting statewide evaluation efforts. States may also propose to conduct additional evaluation activities (e.g., conducting motorist surveys at DMVs or licensing centers). NHTSA will aid the States in such efforts wherever possible, such as by tabulating and analyzing the results of motorist/DMV surveys.

Award of Funds and Funding Levels

In FY 2004, the decision to award a Section 157 Innovative Grant to a State will be based on the determination that the activities planned have potential to make a significant impact on safety belt use.

To maximize the potential for impact, it is anticipated that no State will receive a grant award of less than \$250,000, subject to the availability of funds. This \$250,000 minimum was derived based on experience gained by the agency over the past 4 years of this Innovative Grant program. It reflects the agency's estimate of the minimum resources needed, in smaller or less populated States, to implement an effective statewide safety belt program that includes intensive enforcement and media, appropriate outreach, and pre- and post-mobilization observational surveys.

We expect that some States will receive more than this minimum amount. When developing their proposals, States are encouraged to consider their level of effort and budget in FY 2003.

To the extent that the agency determines that activities proposed in a State's plan do not have substantial impact potential, these activities will not be recommended for funding.

Allowable Uses of Federal Funds

In FY 2004, the Section 157 Innovative Grants funds will be tracked in a fashion similar to other highway safety grants through the Grant Tracking System. Funds provided to a State under this grant program shall be used to carry out the approved activities described in the State's application for which the grant is awarded. In addition, allowable uses of Federal funds shall be governed by 49 CFR Part 18—Department of Transportation Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments and the cost principles contained in OMB Circular A-87.

Eligibility Requirements

Only the 50 States, the District of Columbia and Puerto Rico, through their Governors' Representatives for Highway

Safety, will be eligible to receive funding under this grant program.

Application Procedures

Each applicant must submit one original and two copies of its application to the appropriate NHTSA Regional Office (see Appendix A), to the attention of the Regional Administrator. Applications must be typed on one side of the page only and adhere to the requirements of the Application Contents and Grant Criteria Section below. Appendix B provides checklists to facilitate the preparation of the proposals. Only applications submitted by a State's Governor's Representative for Highway Safety and received in the appropriate NHTSA Regional Office on or before January 14, 2004 will be considered.

Application Options

In order to streamline this year's application and award process, simplified application options are available to most States.

Option A (Replication): Any State that received a Section 157 Innovative grant in FY 2003 and that converted at least one percent of its 2002 non-belt users into belt users in 2003 (based upon observational surveys conforming to the Uniform Criteria) may submit in lieu of a full application, the information required under the Application Contents and Grant Criteria section, Application Option A—Replication. Option A is available only to the 36 States listed in Appendix C, Option A.

Option B (Enhancement): Any State that received a Section 157 Innovative grant in FY 2003 may submit an application limited to the information required under the Application Contents and Grant Criteria section, Application Option B—Enhancement. Option B is available to 45 States, as indicated in Appendix C, Option B. Please note, however, that Option B primarily is intended for the nine States specifically named in Appendix C, Option B. Those States followed the high-visibility enforcement model in May 2003, but did not convert at least 1 percent of their non-belt users to users. Those nine States need to enhance their activities for the May 2004 mobilization to produce greater positive impact.

Option C (Complete Application): Any State may submit a complete application, including an Introduction, a detailed Program Plan, and all required checklists, certifications and budgetary information, as specified under the Application Contents and Grant Criteria section, Application Option C—Complete Application.