

Element	Check if included	Description
1a. Introduction	Describe the State's geographic and demographic population distribution and other unique characteristics relevant to State's plan?
1b. Introduction	Describe the State's current use rate and recent trends, and discuss factors contributing to recent progress or lack of progress?
1c. Introduction	Specify a realistic goal for increasing safety belt use in 2004?
2. Option C Checklist	Include a checkmark in the "check if included" column for every item?
3. Appendix C Certifications	Place a checkmark on application option C? Place a checkmark on all items appropriate, (i) through (viii) Signature from Governor's Highway Safety Representative for certification of all checked items?
4. May Mobilization Program Plan	Describe a credible plan for carrying out the May 10–June 6 Mobilization, including enforcement, earned and paid media and observational surveys?
5. Additional High-Visibility Enforcement program subsequent to the May 10–June 6 Mobilization (Optional)	Describe a credible plan for carrying out a Subsequent Stepped Up Enforcement program supported by (at least) earned media?
6. Appendix D Budget	Detail all cost elements and the total proposed cost, following the format in Appendix D?
7. Appendix D Budget	Include information on remaining grant funds from Section 157 Innovative, and how they will be applied to the FY 2004 program?
8. Appendix D Budget	Identify the share of the total proposed cost that will be allocated to the May 2004 Mobilization and each of its major sub-elements (earned media, paid media, intensified enforcement and safety belt observational surveys)?

Appendix C—Certifications

The State must select only one Option: Please place a check mark in the blank space next to the selected option.

Option (A) _____ State is submitting a Replication Application and plans to replicate its May, 2003 Mobilization in May, 2004.

Only the States of Alaska, Arizona, California, Colorado, Delaware, District of Columbia, Georgia, Hawaii, Iowa, Idaho, Illinois, Indiana, Kentucky, Louisiana, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, Nebraska, New Jersey, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington and West Virginia may choose this option, as their May, 2003 Mobilizations converted at least one percent of the 2002 non-belt users into users.

Option (B) _____ State is submitting an Enhancement Application and will include a description of its plans to modify or enhance the May, 2004 Mobilization, over its approach to the May, 2003 Mobilization.

Any State listed in item (A) above may choose Option (B). Also, the States of Alabama, Arkansas, Connecticut, Florida, Mississippi, North Dakota, New Hampshire, Puerto Rico and Vermont may choose Option (B).

Option (C) _____ State is submitting a Complete Application in FY 2004.

Any State may elect to submit a complete application. The States of Kansas, Maine, Montana, New Mexico, South Dakota, Wisconsin and Wyoming *must* submit

complete applications because those States did not receive a Section 157 Innovative grant in FY 2003.

The State must certify to the following items (i) through (v), and (vii) and (viii). The State may certify to item (vi). Please place a check mark in the space next to each selected item.

(i) _____ The State will use the funds awarded under this grant program exclusively to implement a statewide safety belt program in accordance with the requirements of Section 157(b) of Pub. L. 105–178 (TEA–21), as extended by the Surface Transportation Extension Act of 2003, Pub. L. 108–88.

(ii) _____ The State will administer the funds in accordance with 49 CFR part 18 and OMB Circular A–87.

(iii) _____ The State will conduct a statewide Mobilization of high-visibility enforcement of its safety belt law from Monday, May 10 through Sunday, June 6, 2004. The Mobilization will include earned media (press events, news conferences, etc.) spanning the entire 4-week period; a paid media campaign, from Monday, May 17 through Sunday, May 30, featuring broadcast advertisements delivering the Click It or Ticket message, or other equally clear enforcement focused message that NHTSA explicitly approves; intensified enforcement activities (e.g., safety belt checkpoints, enforcement zones, saturation patrols) spanning the period from Monday, May 24 through Sunday, June 6, and involving the participation of local law enforcement agencies serving at least 85 percent of the State's population.

(iv) _____ The State will conduct pre- and post-mobilization observational surveys of safety belt use. The post-mobilization observational survey will be a full statewide survey conforming to the Uniform Criteria, for which data collection will begin on or shortly after Monday, June 7 and will conclude no later than July 11, 2004. The pre-mobilization observational survey will be either a full statewide survey or a sub-sample survey derived from the full survey design; data collection for the pre-observational survey will begin no earlier than Thursday, April 1, and conclude no later than Sunday, May 9.

(v) _____ The State will provide pre- and post-mobilization observational survey data on safety belt use for the May, 2004 Mobilization within one month following the collection of the data.

(vi) _____ (Optional) The State will conduct an additional program of high-visibility enforcement of its safety belt law at one or more time periods during FY 2004, subsequent to the May 10–June 6 mobilization.

(vii) _____ The State will provide to the NHTSA Regional Administrator, no later than 15 months after the grant award, a report of activities carried out with grant funds and accomplishments to date.

(viii) _____ The State will comply with all applicable laws and regulations, financial and programmatic requirements.

Governor's Highway Safety Representative

Date

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