

# FY 2014 STEP Wave Calendar

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

  

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

## Halloween Wave

Pre Survey: OCT 20 - 22

Pre Media: OCT 23 - 25

### Enforcement Period

October 26 - November 1, 2013

Post Survey: NOV 2 - 4

Post Media: NOV 5 - 7

## Thanksgiving Wave

Pre Survey: NOV 19 - 21

Pre Media: NOV 22 - 24

### Enforcement Period

November 25 - December 2, 2013

Post Survey: DEC 3 - 5

Post Media: DEC 6 - 8

## Christmas / New Years Wave

Pre Survey: DEC 14 - 16

Pre Media: DEC 17 - 19

### Enforcement Period

December 20, 2013 - January 2, 2014

Post Survey: JAN 3 - 5

Post Media: JAN 6 - 8

## Valentine's Day Wave

Pre Survey: FEB 3 - 5

Pre Media: FEB 6 - 8

### Enforcement Period

February 9 - 15, 2014

Post Survey: FEB 16 - 18

Post Media: FEB 19 - 21

## Spring Break Wave

Pre Survey: MAR 1 - 3

Pre Media: MAR 4 - 6

### Enforcement Period

March 7 - 16, 2014

Post Survey: MAR 17 - 19

Post Media: MAR 20 - 22

## Memorial Day Wave

Pre Campaign Survey: Apr 29 - May 1

Pre Media: May 16 - 18

### Enforcement Period

May 19 - June 1, 2013

Post Survey: JUN 2 - 4

Post Media: JUN 5 - 7

## Independence Day Wave

Pre Survey: JUN 21 - 23

Pre Media: JUN 24 - 26

### Enforcement Period

June 27 - July 7, 2014

Post Survey: JUL 8 - 10

Post Media: JUL 11 - 13

## Labor Day Wave

Pre Survey: AUG 9 - 11

Pre Media: AUG 12 - 14

### Enforcement Period

August 15 - September 1, 2014

Post Survey: SEP 2 - 4

Post Media: SEP 5 - 7

*Subgrantees should use the survey and media dates as a guide. The enforcement periods must remain the same.*

## **Description of Activities**

### **Pre-Surveys**

Conduct pre-observational surveys for each Wave period to establish safety belt usage rates and/or speed limit compliance prior to conducting any wave enforcement activity. Surveys are only applicable to STEP Wave grants consisting of Occupant Protection and/or Speed components.

### **Pre-Media Campaign**

Conduct local media events immediately before the enforcement effort to maximize the visibility of enforcement to the public. These media events tell the public when, where, how and why the safety belt, impaired driving and/or speed limit laws are being enforced.

### **Enforcement Effort**

Intensify enforcement through an overtime STEP that places primary emphasis on increasing the number of citations or arrests for non-use of occupant restraints, impaired driving and/or speeding, during peak holiday traffic.

### **Post-surveys**

Conduct post-observational surveys for each Wave period to determine safety belt usage and/or speed limit compliance. Measure the impact of media/enforcement effort. Surveys are only applicable to STEP Wave grants consisting of Occupant Protection and/or Speeding components.

### **Post-media Campaign**

Conduct local media events to tell the public why the safety belt, impaired driving and/or speed laws are important and the results of the wave.