

Database

Evaluation Report – Projects over \$4,000

Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups /organisations to apply for and undertake projects, providing evidence of successful approaches

The following proforma is designed to assist you in preparing your final report for the project.

Please ensure you have attached copies of the following information:

- ✓ Financial acquittal/statement
- N/A Any resources produced for your project
- ✓ Any media associated with your project. (Include both print and audiovisual media).
- ✓ Photos

PART A.

Please provide a report using the following headings.

1. **EXECUTIVE SUMMARY** (The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website).
2. **OBJECTIVES**
3. **TARGET GROUP**
4. **STRATEGIES** (explain how successful the strategies were in achieving objectives)
5. **TIMELINE**
6. **EVALUATION** (include comments on evaluation of project materials and results of any promotional, educational, structural and community development activities. If you conducted a survey as part of your evaluation, comment on the process and any problems etc. Link this back to the evaluation you described as part of your application.)
7. **OTHER RESULTS** (any other anecdotal, qualitative or quantitative results of the project)
8. **COMMENT ON THE IMPLICATIONS OF YOUR WORK FOR ROAD SAFETY**
9. **COMMENT ON THE SUSTAINABILITY OF YOUR PROJECT** (how will the project outcomes be sustained in the community in the longer term).

PART B

1. Contact Details

Project ID:

Project Name: Cop Some Cash - September, December 2003, April 2004

Contact Person: Mel O'Brien

Name of Organisation: RoadWise

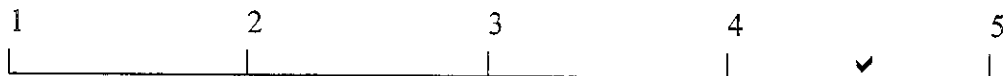
Email Address: roadwise@greenough.wa.gov.au

Phone number: 9965 0155

Fax number: 9921 8570

2. List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).

Objective 1 (*State Objective*): Increase public awareness of speed, drink driving and fatigue as a road safety issue before there is an increase of vehicles on the road and motorists leave for holidays



Not successful
at all

Very
successful

Please provide evidence of your rating:

The localised radio commercials (1 is attached as a sample) were played for 1 week prior to and during each Cop Some Cash campaign. Each phrase that was involved thought the SMS component and the "pick up" component of the project was part of the 30 second commercials. Anecdotal evidence was also received from listeners and community members that the commercials were hard hitting and very well done at delivering the message. All people involved in the "pick ups" answered the questions correctly as did those who were called back for the SMS component.

From those surveyed after each campaign, 95% of people responded unprompted when asked if they recall the message being promoted in the commercials and during Cop Some Cash. **(171 people from 180 surveyed)**

Objective 2: (*State Objective*): Increase of public awareness of general road rules and road user courtesy

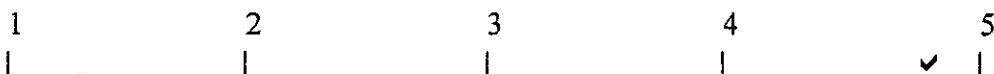


Not successful
at all

Very
successful

Please provide evidence of your rating:

Objective 3: (*State Objective*): Localised radio commercials and media coverage



Not successful
at all

Very
successful

Please provide evidence of your rating:

From those people who were surveyed after each campaign, 98% reported they had heard the localised commercial that had been running. They were played the commercial and asked if they had heard it played on a local radio station. (*176 from 180 people*) All of those surveyed reported that they thought the commercial was well made and gave a more localised feel to the campaign and making it relevant to them.

3. Project Activities

Briefly describe what activities/strategies were used to achieve these objectives:

Local Police from Geraldton Traffic Office go out on patrol – 6 times in a 1 week period with a radio announcer from 96.5M (who is also the RoadWise Regional Road Safety Officer – Mel O'Brien) and "pick up" safe drivers within the locality of Geraldton and Greenough Shires.

Each time the Police go out for a "pick up" a different driver is sought after for obeying certain traffic regulations. These could be from using a stop sign correctly, indicating correctly around a roundabout, cyclist wearing a helmet, pedestrians using a crosswalk correctly – all issues that are relevant to the people in the shires and that are considered to be problem areas.

Once a person is spotted, a live cross is made back to the radio station and goes to air where the person is told they have been picked up for doing the right thing and not the wrong thing. They are rewarded with vouchers from Tyrepower and asked to complete the latest road safety phrase that has been playing on the radio for 1 week prior to the project commencing.

The phrase corresponds to the latest Road Safety Council campaign – for example:-

September 2003 – "Fast Drivers are?" *Slow Learners*

December 2003 – "Some Hangovers last a lifetime, Don't?" *Drink and Drive*

April 2004 – "Daze, Doze.....?" *Dead*

If they complete the phrase correctly, they are then rewarded with \$50.00 cash on the spot.

To enable more and more people to participate, listeners are asked during the project (over a 2 week period) to SMS their name and number to a specific number with the phrase that is being promoted.

Once the live cross goes to air, the studio announcer then calls back one of the listeners who have SMS'd their details and asks them to complete the phrase. If they get it right, they also win \$50 cash.

By having the SMS component, we are allowing more recall of the phrase on air by listeners; can gauge how many people are hearing the commercials and also allowing more people to take part and not just those out

on the roads.

The last component of the project is the production of localised 30 second commercials. These commercials allow Mid West statistics to be inserted and have a local flavour to them also. The drink driving campaign allowed local sporting personalities to voice the commercials also to have a more personal touch and the local Police Superintendent to deliver a Christmas Road Safety message to the general public.

Were any resources produced specifically for this project? (E.g. Promotional items, educational literature)

Yes (Please attach a sample)

No

Were any other resources distributed during the project?

Yes

No

If yes, please indicate which resources were distributed and approximately how many of each and indicate the source e.g. litter bags from the Office of Road Safety

Litter bags

Air fresheners

Brochures

Posters

Balloons

Wallet cards

Coasters

Tattoos

Water bottles

Pencils

Stubby holders

Other _____

How did you promote your project?

The project was run on 96.5FM Geraldton and was promoted via the station and in the Geraldton Guardian newspaper.

Was there any publicity or media generated from the project?

Print media articles or advertising

Yes

No

Radio coverage or advertising

Yes

No

Television coverage

Yes

No

Other, please specify _____

Please attach copies of all publicity.

Where appropriate please attach photographs of the project activities and any information that was produced as part of the project. Please remember to date and describe the photographs.

4. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

Local Government

Police

Schools

Local businesses

Health Department

Youth Advisory Council

Department for Planning
& Infrastructure

✓

Other 96.5FM – Local Radio Station

Estimate the amount of in kind support and volunteer hours for the project e.g. Using Police Vehicle to tow trailer to Driver Reviver locations outside working hours

Estimate approximate number of volunteer hours: N/A

What, if any funding was provided from other sources?

Each Cop Some Cash promotion also includes comprehensive advertising in the Geraldton Guardian. This is provided at no charge from Geraldton Newspapers Limited as part of the campaign and would be approximately \$3,000.00 in value. 96.5FM also provides dollar for dollar support in the form of station promo's and 30 second commercials. Total value of in kind support is \$5,000.00

5. Conclusions and Recommendations

Were there any major obstacles with the project?

Yes

✓ No

Do you have any suggestions for overcoming them?

Yes

✓ N/A

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved.

We believe that this project has fulfilled its objectives and provided a positive spin on road safety to the community. Too many times do members of the public comment that road safety focuses on those who do the wrong things and not those who do the right things. By positively re-enforcing the actions of those who do the right thing, we believe we are striving to increase the awareness of those who drive well within the community and hopefully change the behaviours of those who do not.

By localising the commercial content also, we see that people don't have the attitude that it is a blanket campaign coming from Perth – something that local community members do not like. It also makes it more personal – they may know someone who is/was one of the statistics, therefore touching them on an emotional level as well.

Local Police and other community members are very keen to develop the concept within the community and we are currently working on a positive re-enforcement campaign, combined with education on the effects of drinking and driving, speeding, fatigue and non-use of restraints for a 12 month period in the coming months.

We thank the Local Government Community Road Safety grants Committee for allowing the Geraldton / Greenough Committee to pursue this concept through the funding they have provided and believe that yes, we have made a difference.

6. Signature of Project Officer

Name: Mel O'Brien

Organisation: RoadWise

Signature: 

Date: 10th October 2004

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au

Mel O'Brien

Adrian O'Brien