

## Community Road Safety Grants Program Evaluation report – projects over \$4,000

12 SEP 2009

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
- Any resources produced for your project
- Any media associated with your project. (Include both print and audiovisual media).
- Photos

### 1. Contact details:

Project ID: 435

Project name: Drop 5, Save Lives

Name: George Rimpas

Position: Acting Director Technical Services

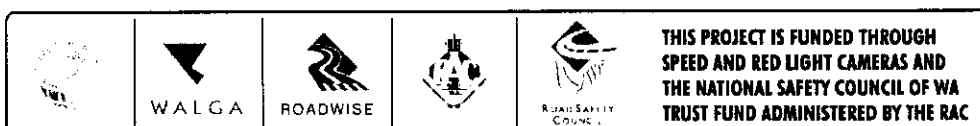
Organisation: City of Bayswater

Address: PO Box 467  
Morley  
Postcode: 6943

Phone: 9272 0622

Fax: 9272 0665

Email: george@bayswater.wa.gov.au



## 2. 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.*

The “Drop 5, Save Lives” project was launched to encourage motorists and members of the community to take an active responsibility to reduce speeds on local roads through community participation and ownership.

The “Slow Down Consider Our Kids” bin stickers were distributed to streets surrounding the Cities 16 primary schools by members of the community and schools. The stickers provide a visual reminder to reduce speed in these areas..

The project was promoted in the local community newspaper, City of Bayswater Bulletin, and on the web site. Brochures were distributed through the Centro Galleria, administration office, and at the councils open day.

## 3. Timeline

*How long did your project run for.*

Stickers commenced being distributed to streets surrounding schools in May 2007. A survey to determine residents response to the stickers was sent to these same households on June 2008.

## 4. 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.*

Reduce the number of vehicles speeding:

As per attached report.

Reduce travel speeds

Raise community awareness.

## 5. Other results

*Any other anecdotal, qualitative or quantitative results of the project.*

### **Community feedback.**

Volunteers from the community reported a positive response from householders. Morley Rotary club advised of positive feedback from the community when placing stickers on the bins.

A survey of 2,000 residents adjacent to schools has shown that 10% of the surveyed residents responded with positive results. A copy of the report is attached.

Staff at the Galleria office found that if clients were given bin stickers when they complained about traffic in their street the clients responded in a positive manner and were happy to take on ownership of the problem by distributing stickers to their neighbours.

Hampton Park primary school involved the children in distribution of the stickers which aided in raising awareness of traffic speeds with the children as well as their parents.

### **Community Awareness**

To continue raising awareness of the community and maintaining continuity of the message promotions on speed reduction were displayed in the Galleria Office. During the White Ribbons campaign 50 white ribbons were distributed to interested customers.

Community members and volunteers manned a stall at the Autumn River Festival in 2007 and 2008 promoting the message to reduce speed. Questions were asked of the general public and recipients answering correctly were entered into a prize draw. The winner received car care products.

## 6. Comment on the implications of your work for road safety

The "Drop 5, Save Lives" project has been a successful start for the City of Bayswater RoadWise Advisory Committee and shall provide a solid base for future projects. The ongoing use of the bin stickers and continued presence of the speed trailer on the roads will lead to ownership and shared responsibility for road safety among the community. This will in turn lead to an increase in positive driving behaviour resulting in less road trauma within the City of Bayswater.

## 7. Comment on the sustainability of your project

*How will the project outcomes be sustained in the community in the longer term.*

The speed trailers will be serviceable for at least 10 years. The stickers however may become damaged over a twelve month period.

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

*NB: If you have more than three objectives, please insert a row into the table and then highlight, copy and paste a new rating scale into the document.*

**Objective 1 (state objective):** \_ Reduce the number of vehicles speeding \_\_\_\_\_

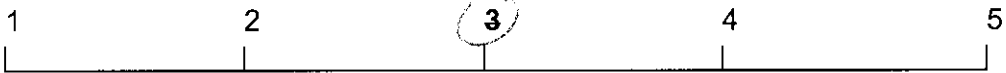


Not successful  
at all

Very  
successful

Please provide evidence of your rating: As per attached report of survey. \_\_\_\_\_

**Objective 2 (state objective):** \_\_\_ Reduce travel speeds



Not successful  
at all

Very  
successful

Please provide evidence of your rating: As per attached report . \_\_\_\_\_

**Objective 3 (state objective):** \_\_\_ Raise community awareness \_\_\_\_\_



Not successful  
at all

Very  
successful

Please provide evidence of your rating: As per attached report. \_\_\_\_\_

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**9. Project activities**

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

Distribution of "Slow Down Consider our Kids" bin stickers to streets around schools in the City of Bayswater. These were placed on residents bins by community organisations, P & Cs, school children and individual volunteers within the city.

Promotion through the Cities website, at the City's Open Day and Autumn River festival, in the local paper and the Bayswater Bulletin.

**10. Resources**

**a. Were any resources produced specifically for this project?** (e.g. promotional items, educational literature)

- Yes (Please attach a sample)
- No

**b. Were any other resources distributed during the project?**

- Yes (Please indicate type and amount below)
- No

Litter bags 300	office of Road Safety	Drink coolers	
Brochures 300	Office of Road Safety	Posters	
Water bottles Coasters		Wallet cards White Ribbons 50	Office of Road Safety

**11. Promotion and media** (please attach copies of all publicity as well as photos of project activities and information produces as part of the project):

**a. How did you promote your project?**

Public bulletin in local paper as attached and residents survey.

**b. Was any publicity or media generated from the project? (please indicate type below)**

Print media articles or advertising     Yes    No

Radio coverage or advertising         Yes    No

Television coverage                       Yes    No

Other, please specify \_\_\_\_\_

**12. Community participation and volunteer support**

**a. Please indicate the partnerships involved in implementing this project:**

Local Government	<input type="checkbox"/>	Police	<input type="checkbox"/>
Schools	<input checked="" type="checkbox"/>	Local business	<input type="checkbox"/>
Health Department	<input type="checkbox"/>	Youth Advisory Council	<input type="checkbox"/>
Department for Planning and Infrastructure	<input type="checkbox"/>	Other	<input type="checkbox"/> Community Groups _____

**b. 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 out of working hours):**

Approximate number of working hours: \_\_\_ 160 hours \_\_\_\_\_

**c. What, if any, funding was provided from other sources?**

Council Municipal Funds

**13. Conclusions and recommendations**

**a. Where there any major obstacles with the project?    Yes    No**

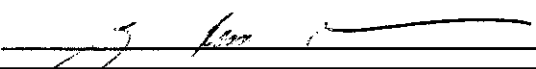
If yes, what were they?

Lack of resources

b. Do you have any suggestions for overcoming them?  Yes  No

If yes, please provide details:

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

<b>Signature of Project Officer</b>	
Name: <u>George Rimpas</u>	
Organisation: <u>City of Bayswater</u>	
Signature: <u></u>	Date: <u>7/7/08</u>
Please return by email to:	
<b>Community Road Safety Grants Officer</b>	
Email: <a href="mailto:roadwise@walqa.asn.au">roadwise@walqa.asn.au</a>	

## Helping to reduce traffic speed

In 2007, the City of Bayswater received a grant from the Road Safety Council for "Slow Down, Consider Our Kids" bin stickers.

These were placed on the bins near schools by P & C members, parents, students, the Morley Rotary Club, and home owners during the year.

The City's RoadWise committee has now been successful in obtaining further funding for a speed trailer, which will be positioned around local schools on a rostered basis, as well as being made available during community events.

In order to evaluate the stickers effectiveness, as well as determine the attitude towards speed trailers, we invite you to complete the attached survey and return it to:

"Drop 5, Save Lives" Survey  
City of Bayswater  
PO Box 467  
MORLEY WA 6943

Or in the reply paid envelope enclosed.

Thank you for taking the time to participate in this program.



Return your Survey by 5  
July 2008 to go in the  
prize draw for a \$50 petrol  
voucher!

## Speed Reduction Survey

As a driver, have you noticed bin stickers requesting drivers to slow down?

Yes  No

Do you think the stickers should be used in other areas of the City? (ie other streets)

Yes  No

How do you rate the stickers for effectiveness?

1  2  3  4  5

(Where 1 is ineffective and 5 is highly effective)

If your street has participated in the sticker program:

Do you think the stickers have reduced traffic speeds?

Yes  No

Do you think they have encouraged drivers to reduce their speed?

Yes  No

Do you feel that by participating in the program, you changed your driving habits?

Yes  No

## Speed Advisory Trailers

Have you noticed Speed Advisory Trailers on the road?

Yes  No

Do you feel that the trailers raise a driver's awareness of speeding?

Yes  No

Do you think the trailers are best suited as a deterrent or as an information tool?

Deterrent  Information tool

Where do you think trailers should be located to get the greatest benefit? \_\_\_\_\_

Other comments: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

(Disclosure—we will not use your details for any other purposes)