

Community Road Safety Grants Program 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
- Any resources produced for your project
- Any media associated with your project. (Include both print and audiovisual media).
- Photos

1. Contact details:

Project ID: 444

Project name: Please Slow Down – Consider Our Kids!

Name: Michael Wood

Position: Co-ordinator Safer Vincent

Organisation: Town of Vincent

Address: PO Box 82
Leederville
Postcode: 6902

Phone: 9273 6032

Fax: 9273 6099

Email: michael.wood@vincent.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 “Please Slow Down – Consider Our Kids!” project was developed to encourage motorists and community members to reduce speeds and improve safety of children and other high risk pedestrians near schools. After a pilot program in Mount Hawthorn, evidence showing a reduction of speed in the 85th percentile was tabled. The council then passed a recommendation to expand and develop “Road Safety on Mobile Garbage Bins” to all Primary Schools within the Town, with a Community Road Safety Grants Program in Western Australia funding submission developed. With funding successfully obtained in early 2007, the bin sticker program began with bin stickers strategically placed on bins surrounding vehicle travel routes around all Primary Schools in the Town. Bin stickers acted as a visual cue and a reminder to motorists the importance of slowing down and maintaining a safe travel speed. Road safety promotions through schools and dissemination of Office of Road Safety messages and material through the Town’s existing “Safer Vincent” program were conducted throughout the project. The project ran from January 2007 to October 2007, with ongoing road messages on road safety and relationship of vehicles and travel speed, being continually promoted on the Town’s website and through “Safer Vincent” events throughout the project and in the future. The Town also promoted Community Road Safety through literature and advertisements, by using the promotion logo and funding blurb provided. The post-project survey found that 31% of residents surveyed believed that placement of bin stickers changed residents driver behaviour, in contrast to 69% of residents surveyed believing that placement of bin stickers did not change residents driving behaviour. Positive results showed that 96% of residents surveyed stated they would be less likely to speed post completion of the project and 73% of residents post-project surveyed, believed that the stickers had reduced the social acceptability of speeding in local roads and near schools in the Town of Vincent.

3. Timeline

How long did your project run for.

The formal implementation of bin stickers around each school district with in the Town of Vincent ran from January 2007 to October 2007, with continuous road messages running beyond the timeline of the project that are ongoing.

4. Evaluation

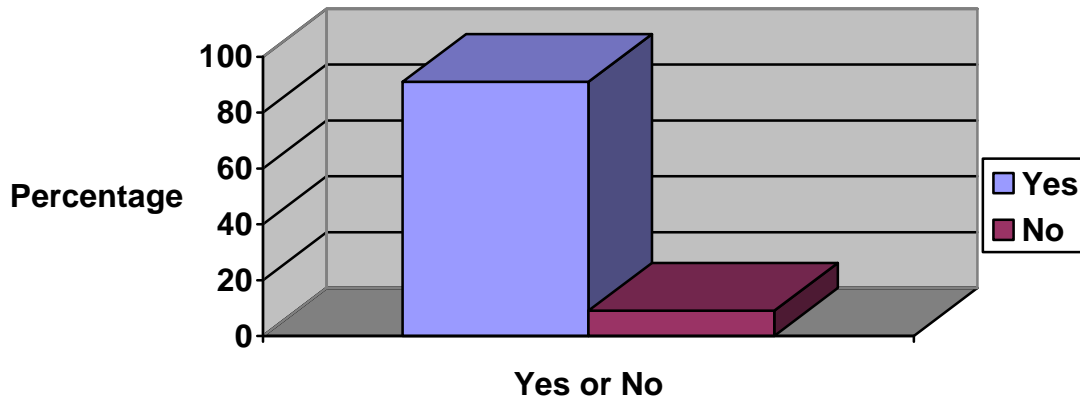
Include comments on evaluation of project materials and results of any promotional, educational, structural and community development activities. If you conducted a survey as part of your evaluation, comment on the process and any problems etc. Link this back to the evaluation you described as part of your application.

The Town promoted road safety through the Co-ordinator Safer Vincent Michael Wood and Town’s Environmental and Waste Management Officer Josephine Lockley, Mayor and Councillors attending school assemblies to distribute “Safe Routes to Schools” paraphernalia to school students, to encourage safer driving and reduced speeds around schools. Media releases in The Perth Voice (see appendix 1), Town of Vincent News (see appendix 2) and a media release on the 5th of February (see appendix 3) all promoted the project and encouraged people to “Slow Down – Consider Our Kids”.

Speed Alert Mobiles (SAM) as outlined in the original funding application were not able to be used in the current bin stickers program due to time and resourcing constraints. The Town does not have a SAM trailer at present, but depending on loan availability from other local Governments and any successful funding obtained to enable acquisition of a SAM trailer, the Town will consider future placement of a SAM trailer as ongoing reinforcement of safer travel speeds.

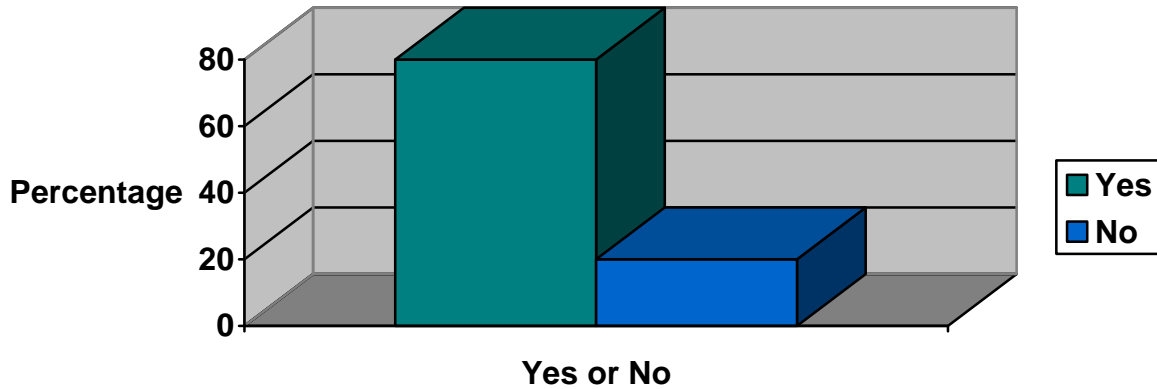
The following graphs show the results from the pre and post project surveys that were undertaken by the Town:

Do you feel speeding is socially unacceptable behaviour?



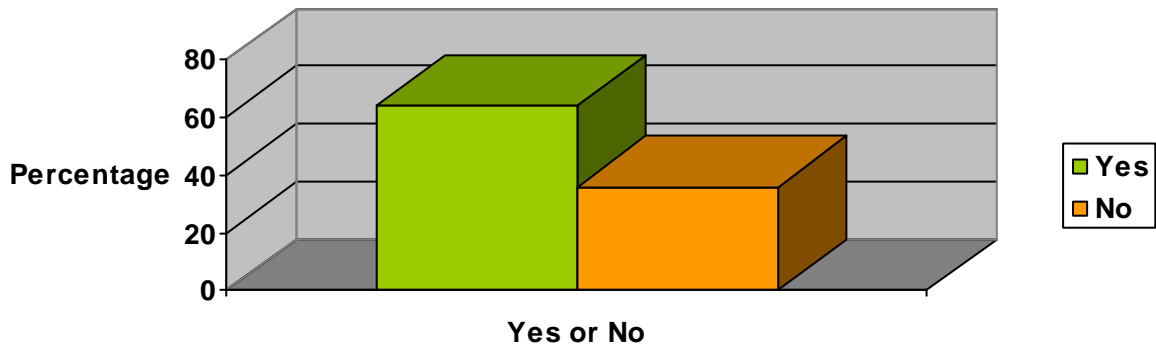
Graph 1 shows people's perception of speeding being socially unacceptable prior to the completion of the project. Participants were surveyed and asked if they felt speeding was socially unacceptable behaviour. 91% felt it was unacceptable and 9% felt it was acceptable behaviour.

Do you feel speeding is socially unacceptable behaviour?



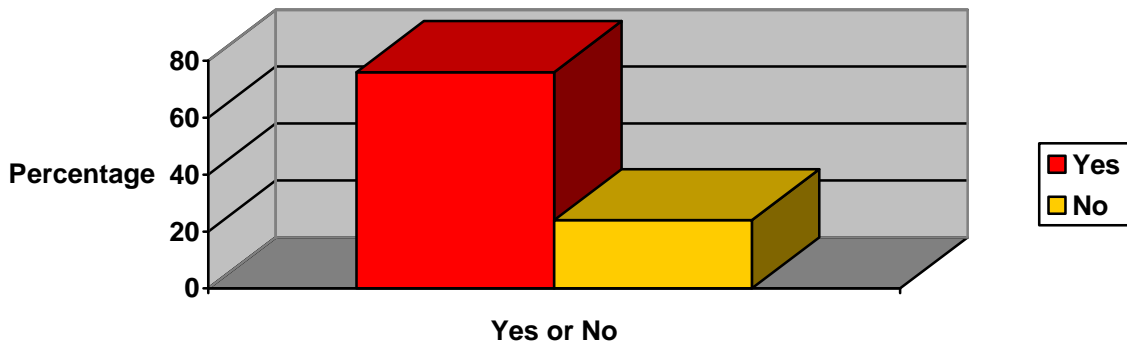
Graph 2 shows people's perceptions of speeding being socially unacceptable post the completion of the project. Participants were surveyed and asked if they felt speeding was unacceptable behaviour. 80% felt it was unacceptable and 20% felt it was acceptable behaviour.

Do you feel speeding is an issue on your street?



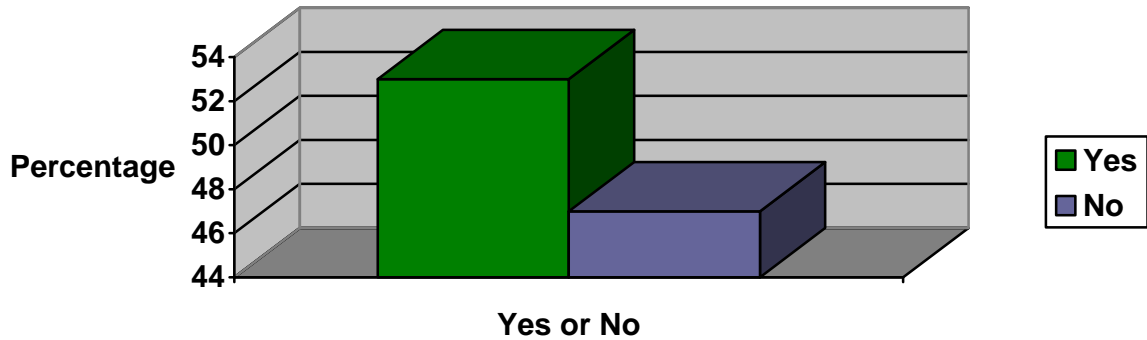
Graph 3 shows the perception of people's feelings about speeding being an issue in their street prior to the completion of the project. 64% felt speeding was an issue on their street and 36% felt it was not an issue on their street.

Do you feel speeding is an issue on your street?



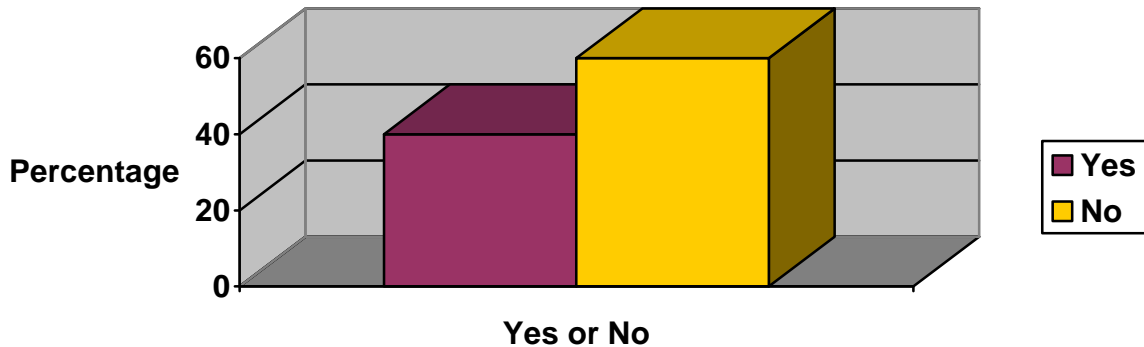
Graph 4 shows the perception of people's feelings about speeding being an issue in their street post the completion of the project. In contrast to prior to the project, an increase to 76% felt speeding was an issue on their street and 24% felt speeding was not an issue on their street.

Do you feel that the bin stickers were useful strategies to encourage lower speeds?



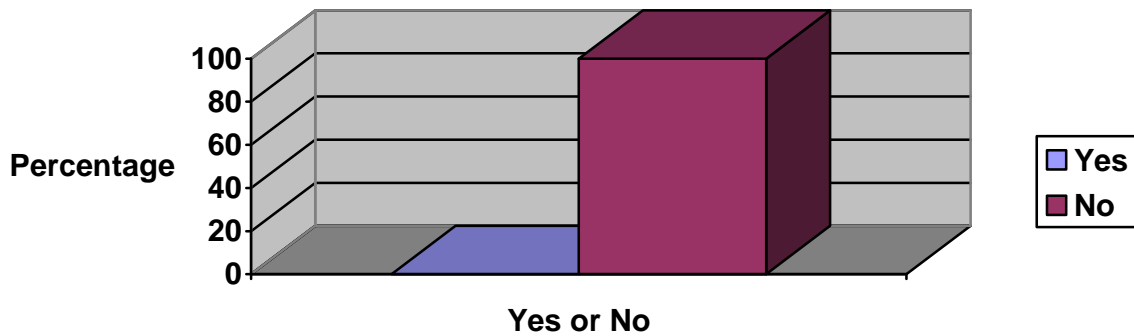
Graph 5 shows how many people felt that the bin stickers were useful or not, post the completion of the project. The results showed that 53% of residents surveyed felt the stickers were useful to encourage lower speeds in comparison to 43% of residents who felt the stickers were not useful to encourage lower speeds.

Do you feel the bin stickers reduced travel speeds on bin day?



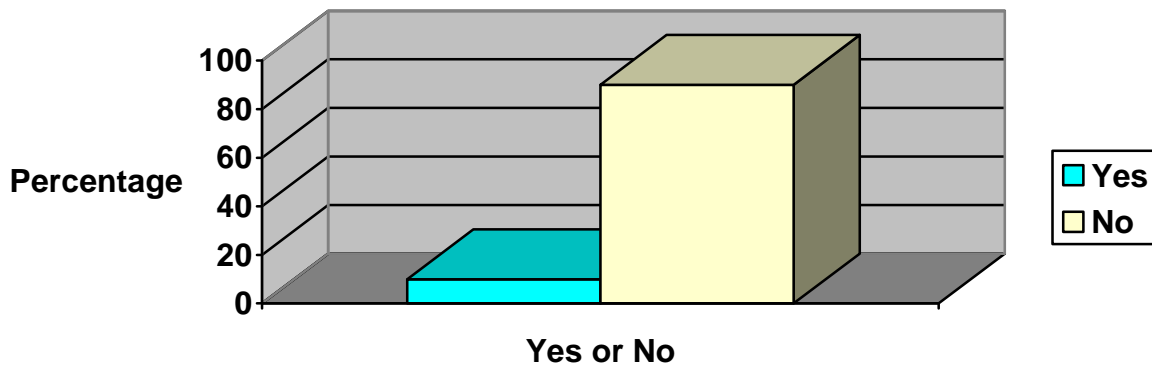
Graph 6 shows the percentage of residents surveyed post the project completion and their perception of whether they felt the bin stickers reduced travel speeds on bin day. 40% felt the bin stickers reduced travel speeds on bin days and 60% felt the bin stickers did not reduce travel speeds on bin day.

Do you feel the bin stickers reduced travel speed on the day after bin day?



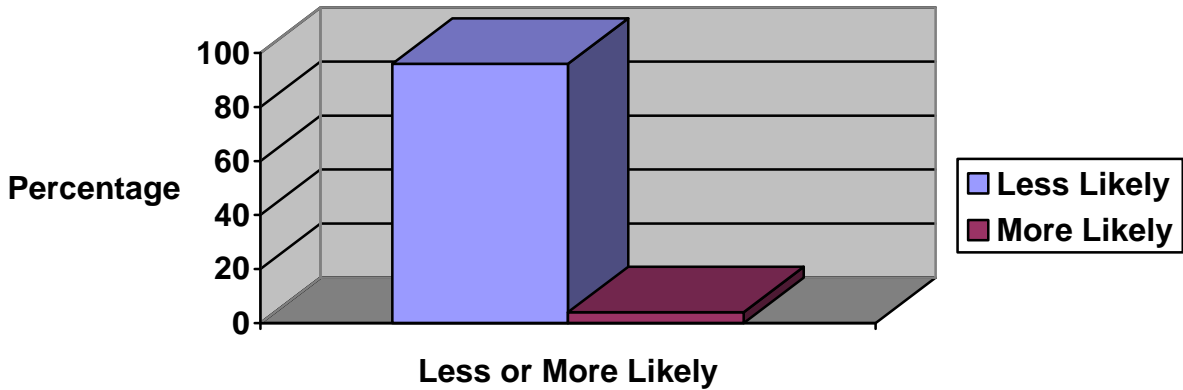
Graph 7 shows the percentage of residents surveyed post the project and their perception of whether they felt the bin stickers reduced travel speed on the day after bin day. Interestingly, 100% of residents surveyed felt the bin stickers did not reduce travel speeds on the day after bin day.

Do you feel that bin stickers reduced travel speeds in the street as a whole?



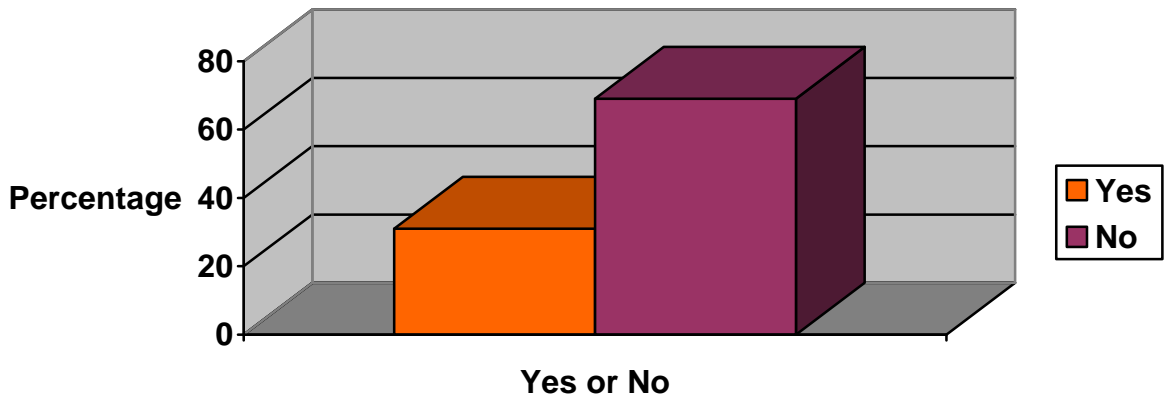
Graph 8 shows the percentage of residents surveyed post project completion and their perception of whether the bin stickers reduced travel speeds in the street as a whole. It shows that 10% of residents surveyed felt the bin stickers did reduce the travel speed in the street as a whole and 90% felt the bin stickers did not reduce the travel speeds in the street as a whole.

Are you more likely or less likely to speed?



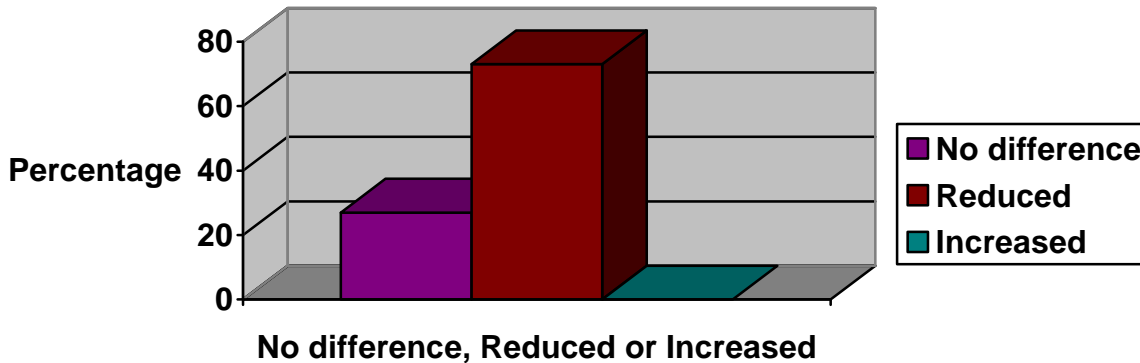
Graph 9 shows the percentage of residents surveyed and whether they are less or more likely to speed after the completion of the project. The results showed that 96% of residents surveyed stated they would be less likely to speed post completion of the project, in comparison to only 4% of residents who stated they would be more likely to speed after completion of the project.

Did placement of bin stickers change residents driving behaviour?



Graph 10 shows the percentage of residents surveyed and whether they felt the placement of bin stickers changed residents driving behaviour or not. The results showed that 31% of residents felt that the placement of bin stickers did change residents driving behaviour, while 69% felt that the placement of bin stickers did not change residents behaviour.

Do you believe that bin stickers made no difference or reduced or increased the social acceptability of speeding in local roads near schools?



Graph 11 shows the percentage of the residents surveyed and whether they perceived there to be a no difference, reduced or an increase in a social acceptability of speeding in local roads near schools post the completion of the project. The results showed that 27% of residents surveyed felt that there was no difference in social acceptability; 73% felt there was a reduced social acceptability of speeding in local roads near schools; finally 0% of residents surveyed felt there was an increase in social acceptability of speeding in local roads near schools.

5. Other results

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

The town received many positive responses on the resident survey post the completion of the Please Slow Down – Consider Our Kids project, using bin stickers. Some of the comments are as follows:

- o Speeding is only an issue at the high school crossing – no racing experienced (Bulwer Street).
- o Suggest a permanent street sign as bin stickers will only be seen on bin day.
- o Speeding is an issue sometimes at night (Bulwer Street).
- o People who speed – referring to hooners generally – are not likely to read bin stickers.
- o Two residents in Anzac Road – next-door – would like speed humps near their house.
- o The whole campaign has made people more aware that speeding is socially unacceptable.
- o The stickers are effective. There are other bad driving habits that need to be addressed also - so maybe the bin stickers could have other messages as well as speeding.
- o Residents like and support the bin stickers, but feel they haven't achieved the desired result yet because bins are not out long enough and when bins are out of sight, they are out of mind.
- o Would like to see the project continued.
- o Even if it is effective on only one day a week, it is better than not at all.
- o In Chelmsford Street, Mount Lawley there is a lot of street parking and this prevents people from speeding as much as they might otherwise (because drivers have to manoeuvre around the cars that are in the street).

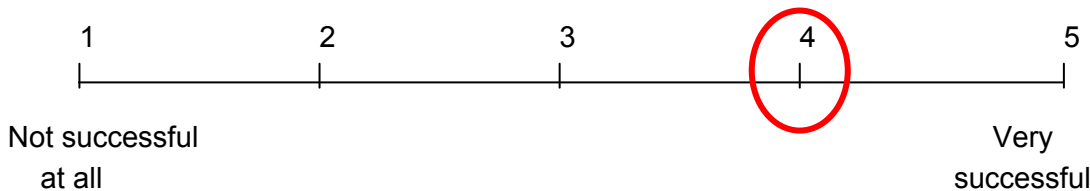
6. Comment on the implications of your work for road safety

The project highlighted the importance of utilising visual cues as 'another piece in the overall pie' of improving road safety locally. Whilst the bin sticker project as evidenced in prior and post evaluations, did not have dramatic effect in reducing driver speed behaviour. The community involvement of residents throughout the project evidenced the greatest outcomes with 96% of residents surveyed stating they would be less likely to speed post completion of the project and 73% of residents post-project surveyed believed that the stickers reduced the social acceptability of speeding in local roads and near schools.

Please provide evidence of your rating:

A considerable number and diverse groups of the community from children, families, teachers elected members and local government officers were evidenced as participating in this project; To launch the project, an assembly was held at Mount Hawthorn Primary School (see appendix 2) on 12th March 2007. Secondly, street volunteers were used to distribute the bin stickers to approximately 1900 households within the Town, participants were provided incentives through school Parents and Citizens (P&C's) to participate. Schools were encouraged to promote the program through the provision of two hampers per school for promotion through each school's P&C and the school newsletter. A promotion competition through the Town's Library was run in conjunction with a display in the Town's foyer and the Town's newsletter, which is delivered to 25,000 residents. Lastly, residents were encouraged to enter by posting an answer to the question – "What is the speed limit on your local road?". The Local Traffic Area Management Committee drew two (2) winners from the entries received. A further 60 evaluation survey responses were received.

Objective 3 (state objective): *To raise awareness and importance of reducing travel speeds and decrease social acceptability of speeding within the Town.*



Please provide evidence of your rating:

Community awareness of reducing travel speeds was evidenced at promotions run at community events and venues, material relating to speed, from the Office of Road Safety, was distributed (see Appendix 1-8 for variety of methods utilised to promote key messages). This took place at events such as, "Active Vincent Day" in October 2007; the Town ran restraint checking days and individual checks of restraints in vehicles. Brochures, litter bags, posters and speed dials were displayed and offered to the community at the Town's Administration Centre front counter, as well as the safety board in the Town's Library. This provided information regarding the relationship between travel, speed, crash occurrence and severity. The evaluation survey results with 73% of respondents indicating that the bin stickers were successful in reducing the social acceptability of speeding within the Town, supported that this project did meet the objective of decreasing social acceptability of speeding.

9. Project activities

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

Residents from each school area were invited to volunteer to apply the bin stickers on to the bins. They were informed by a letter drop to every house receiving a sticker and through the schools media. There was also advertising in the Towns newsletter and in the local newspaper. On the day of the sticker application residents attended the meeting point at each school and then under instruction, carried out the sticker application to all houses required.

This was well received by the residents and children from each school and many indicated they felt as though they were contributing a valuable contribution to their community. To encourage the volunteers a hamper was drawn, from a raffle of all the volunteers that attended each sticker application day.

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 <small>(Don't Trash Yourself. Drop 5 Save Lives)</small>	400	Drink coolers	0
Brochures <small>At 60km He Would Have Stopped Here The faster you go, the harder you hit, the more you suffer.</small>	200	Posters <small>There's a Reason behind it At Just 5 km over, the impact is 40x greater.</small>	10
Water bottles	0	Wallet cards	0
Coasters	0	Other <small>Speed dial - how fast can you stop</small>	200

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?

The project began with a media release in 'The Perth Voice' in February 2007 (see appendix 1). A media release followed closely after (see appendix 3). The project was then launched at Mount Hawthorn Primary School assembly on 12th March 2007, where promotional material was distributed and the project outlined to the school community (see appendix 2). Newsletter articles were distributed to 25,000 residents in the Town, outlining the project and its aims. The Town's website also has ongoing promotional material relating to safe travel speeds.

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 checked="" type="checkbox"/>	Police	<input type="checkbox"/>
Schools	<input checked="" type="checkbox"/>	Local business	<input checked="" type="checkbox"/>
Health Department	<input type="checkbox"/>	Youth Advisory Council	<input type="checkbox"/>
Department for Planning and Infrastructure	<input type="checkbox"/>	Other	Local Area traffic Management Committee (LATM) Safer Vincent Crime Prevention Partnership (SVCPP)

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: Volunteers to apply stickers, aprox 1-1 ½ hrs at each school event, 5 days therefore approximately 6hrs of time for with 4-6 volunteers at each school.

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

Town's in-kind resources were utilised to organise the events, hand delivering letters to all houses where the stickers were applied and organising volunteers to help apply stickers to bins, organising raffle materials, survey and advertising. Approximately 400 hours of officers time was spent throughout duration of the project. An average of 36 hours was utilised of volunteer time from residents and council members that attended the sticker application days, at each school. The Town utilised its own advertising through the Town's newsletter estimated at a further \$1500.00 in-kind contribution, based on comparative rates of advertising in local newspapers for similar sized articles. The Town contributed approximately \$1000.00 in administration costs, including telephone, stationary, photocopying and a further \$1500.00 in mailings and postage to residents before and after the program in evaluation.

13. Conclusions and recommendations

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

If yes, what were they?

There were no major obstacles with the project. The bin sticker application needed to be done on bin day and early in the morning (6am) so the bins weren't removed from the verge. Bins not out on the day were noted and officers returned at a later date to apply sticker or drop a letter with a sticker explaining the situation.

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

If yes, please provide details:

There is not much that can be done if a bin is not out on the day all the residents in the area received a letter from the Town explaining that they needed to put their bins out on the day of application. The 6am start was to ensure that the bins would still be out and this was a good initiative.

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

Project evaluation, supports within the Town of Vincent that speeding is an issue around schools, and this is of great concern to residents. Further findings indicated that the project was successful in reducing social acceptability of speeding on local roads. The level of community involvement indicated community willingness to support road safety messages at a local level. The residents that volunteered for the application of stickers indicated strong support for the project.

Conclusions from the survey would support that those volunteers who were engaged in affixing bin stickers were perhaps already aware of safe driving messages. Extending this conclusion further may indicate that more needs to be done with those not engaged in such a project, considering reasons why they were not engaged and better ways to target those who drive with unsafe driving practices.

Signature of Project Officer

Name: Michael Wood

Organisation: Town of Vincent

Signature: _____ Date: _____

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walqa.asn.au

Trashing speedsters in Perth's school zones

by CHRIS THOMSON

VINCENT council is enlisting a phalanx of wheelie bins in its latest assault against school zone speedsters.

"As drivers we should all exercise care and vigilance on our roads," mayor Nick Catania cautioned, launching a plan to paste 'slow down' stickers on homeowners' garbage bins around the town's primary schools.

"I encourage everyone to embrace this project and drive safe."

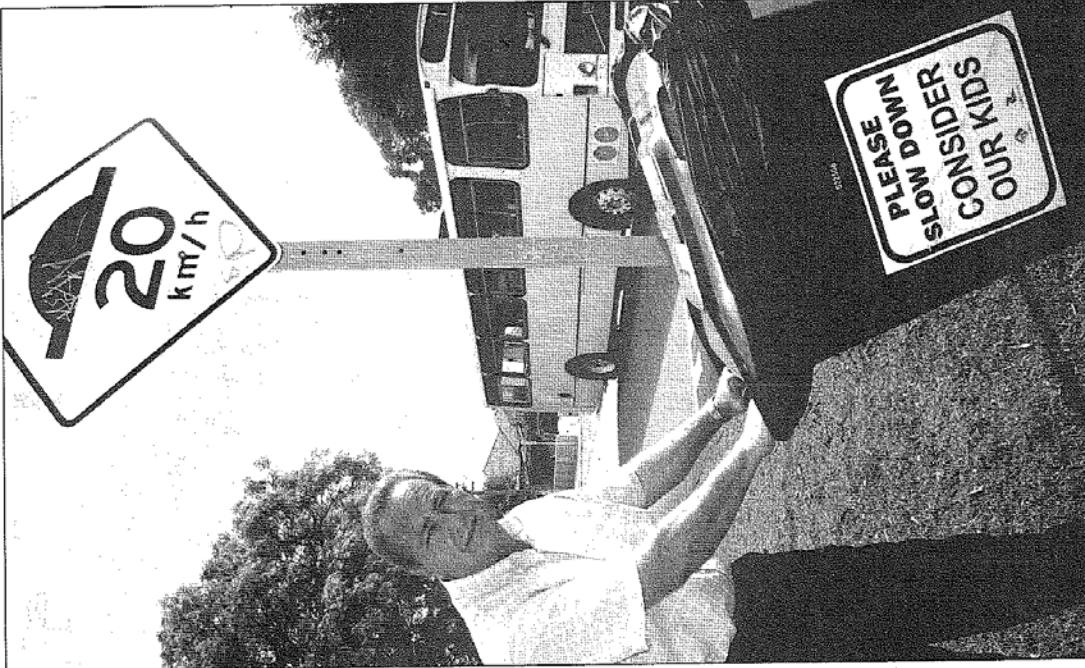
After a successful pilot project around Mount Hawthorn Primary School, the council has secured WA Local Government Association funding to affix the stickers to bins in all the town's primary school speed zones.

"Vehicle travel speeds are shown to be an important factor in reducing injuries and deaths on roads," Mayor Catania said.

"Even reducing our travel speed by 5-10kmh and exercising caution when driving, especially near high pedestrian routes or schools, can significantly improve our stopping distances."

Mr Catania said the pilot project had reduced garbage day speeding in nearly all streets where the large stickers had been placed.

Volunteers wishing to distribute the stickers should call Vincent's waste management officer on 9273 6065.



• Mayor Catania wheels his 'slow down' message to the kerb.
Photo by Chris Thomson

VALID FROM 2/1/07 TO 3/2/07 UNLESS SOLD

ACCESSORIES NOT INCLUDED

The Perth Voice, Saturday February 10, 2007 - Page 7



TOWN OF VINCENT

News

ISSUE No. 43 MARCH 2007

A PUBLICATION BY THE TOWN OF VINCENT TO KEEP OUR COMMUNITY INFORMED

'Please slow down – consider our kids' Bin Sticker Project

Following on from the successful pilot project in Mount Hawthorn of 'please slow down – consider our kids' the Town has secured funding support from the WA Local Government Association RoadWise Programme to implement the project Town-wide in areas surrounding all local primary schools. RoadWise administers the community grants for Road Safety (Fund) under the direction of Local Government and Community Road Safety Committee on behalf of the Road Safety Council and the National Safety Council of WA Trust Fund administered by the Royal Automobile Club of WA (RAC).



The project aims to encourage motorists and the community to take active responsibility in reducing travel speeds in and around school areas. Stickers are placed on the mobile garbage bins in the areas surrounding the schools to act as visual reminders to motorists to watch their speed using the slogan 'please slow down – consider our kids'. The pilot project run at Mt Hawthorn Primary School was successful in reducing travel speed on bin days, with decreases in the speed of motorists recorded for nearly all streets where bin stickers were placed and it is envisaged that with community support this success will be continued in all areas surrounding schools.

In order to repeat this success it is imperative that the community get behind and lend their support to the project. This project will cover all primary school areas within the Town and will be implemented throughout 2007. Residents of surrounding school primary school areas will receive notification in the mail of the upcoming application of bin stickers in their area which will coincide with bins going out on bin days. Volunteers and Town Officers will affix the bin stickers. If you would like more information, or to volunteer to distribute bin stickers throughout the planned areas, please contact the Town's Waste Management Officer on 9273 6065 to register your interest. As part of this project a number of road safety travel speed competitions will be run throughout schools, along with supporting activities to reduce travel speeds around local areas by WA Police. Road Safety Competitions will be promoted through the Town – please stay tuned to your local primary school newsletter and the Town's website and newsletters for further details.



Celebrating a Safer Vincent

The 'Celebrating a Safer Vincent' column is designed to give you, as a resident, business proprietor or visitor to the Town, helpful information and practical advice on safety and crime prevention. These articles aim to provide an accurate picture of, and current information on, issues and safety activities within Vincent. It is encouraging to know that Vincent is indeed a safer place to live with the Town recording decreases in most crime offences since 2003 (Office of Crime Prevention). To assist in getting an accurate picture of issues in your suburb you can access current Police statistics from www.police.wa.gov.au and follow links to 'About us/facts and figures'.

Bin Stickers Promotion Competition!



The Town's Officers along with school P&T members and volunteers have been busy applying stickers to mobile garbage bins (MGBs) in surrounding school areas.

The stickers' message of 'Please slow down – consider our kids' is used with the aim of making the roads around schools within the Town safer.

The implementation of the bin sticker project was made possible through funding from WA Local Government Association Roadwise. This programme is almost complete with stickers applied to areas around Mount Hawthorn (pictured), Aranmore, Kyilla and North Perth schools. Areas around Sacred Heart and Highgate Primary schools were completed in August. Accompanying the bin sticker project is a road safety message:

Even small reductions in the average travel speed on our roads can have a substantial impact on the number of crashes resulting in injury and death. The risk of being involved in a crash doubles with every 5km/h increase in speed over 60km/h. 'Speeding' refers to driving at speeds above the posted speed limit as well as driving too fast for road conditions. Your speed limit in your local residential area is 50km/h.

As part of this programme the Town is running a road safety competition with a gourmet hamper as the prize.

For your chance to win, simply answer this question: 'What is the speed on roads in your local residential area?' Please write your answer on the back of an envelope with your name, address and contact details and send to: Safer Vincent Co-ordinator, PO Box 82, Leederville WA 6902 (one entry per person please). Entries close COB 28 September 2007. In October the Town's Local Area Traffic Management Committee will award the prize and the first correct entry drawn will win the hamper (winner will be notified). Good luck!

Suzanne Wörner, pictured with Environmental Officer Josephine Lockley, was the last winner of the bin sticker hamper competition which was run with volunteers who applied stickers around North Perth Primary School.



Issues associated with Licensed Premises within the Town

From time to time the Town receives requests from residents asking what can be done with problems of anti-social behaviour that may be related to licensed premises.

In the first instance, the Town's Health Services and Ranger and Community Safety Services encourage residents to make direct contact with the Licensee/Venue Manager of the licensed premises to make them aware of issues and give them an opportunity to address any concerns. For the most part Licensees within the Town are willing to co-operate and alleviate residents' concerns. Many Licensees will provide a direct telephone number and/or that of their head of security, so that any issues/anti-social behaviour can be dealt with promptly.

Otherwise reports of anti-social behaviour should be directed to the WA Police (131 444) at the time that anti-social behaviour is taking place. The Police will attend to complaints wherever possible (resources permitting and depending on priority), and report complaints linked to licensed premises as alcohol-related statistics. If evidence of anti-social behaviour is only noted after the fact, it is still highly recommended that you report the matter to the Police and request that the details be logged. These statistics are used by the Police, Department of Racing, Gaming and Liquor and Liquor Accords to identify premises which may need to be investigated further.

Should your concerns be of an on-going nature, the Department of Racing, Gaming and Liquor is the appropriate government department to discuss your concerns regarding a particular licensed premises. The Department can be contacted on 9425 1888, or you may wish to visit their website www.rgl.wa.gov.au for further information.

HELPFUL SAFER VINCENT CONTACT NUMBERS



- For your Local Police Station (i.e. Wembley or Perth Police Stations) contact 131 444
- Crime Stoppers 1800 333 000
- Life Threatening Emergencies 000
- Safer Vincent Co-ordinator 9273 6032

In line with the Town's overall commitment to community safety we employ a full-time Safer Vincent Co-ordinator. Should you have any queries about this article or for advice on:

- the use of an engraver to mark valuables
- any general community safety and crime prevention advice
- if you are an individual or agency wanting to join the Safer Vincent Partnership/Network
- if you have any suggestions for topics for future Safer Vincent articles

please contact the Safer Vincent Co-ordinator on 9273 6032 (TTY 9273 6078).

Appendix 3



TOWN OF VINCENT

MEDIA RELEASE – FOR IMMEDIATE RELEASE

Issue Date: 5 February 2007

Motorists Urged to Slow Down Around Schools

The Town of Vincent is pleased to announce the Town-wide implementation of the successful 'Please slow down – consider our kids' Bin Sticker Project is set to begin.

Following on from the successful pilot project in Mount Hawthorn the Town has secured funding support from the WA Local Government Association RoadWise Program to implement the project Town-wide in areas surrounding all local primary schools.

"The Town is pleased to provide a leadership role in facilitating a project on such an important issue – reducing speeds around our schools. Vehicle travel speeds are shown to be an important factor in reducing injuries and deaths on roads. Even reducing our travel speed by 5-10kmh and exercising caution when driving, especially near high pedestrian routes or schools, can significantly improve our stopping distances, which in the event that we need to stop quickly is vital. As drivers we should all exercise care and vigilance on our roads and we hope that giving motorists a visual reminder to slow down as they travel through the school precincts will help reinforce the RoadWise messages for the sake of our community and especially our children," said Mayor Nick Catania.

The project aims to encourage motorists and the community to take active responsibility in reducing travel speeds in and around school areas. Stickers are placed on the mobile garbage bins in the areas surrounding the schools to act as visual reminders to motorists to watch their speed using the slogan 'please slow down – consider our kids'.

The pilot project run at Mt Hawthorn Primary School was successful in reducing travel speed on bin days, with decreases in the speed of motorists recorded for nearly all streets where bin stickers were placed and it is envisaged that with community support this success will be continued in all areas surrounding schools.

"In order to repeat this success it is imperative that the community get behind the project and lend their support. This project will cover all primary school areas within the Town and will be implemented throughout 2007. Residents of surrounding school primary school areas will be

notified when the stickers are due to be placed on their bins by volunteers and Town Officers. I encourage everyone to embrace this project and drive safe," concluded Mayor Catania.

If you would like more information, or to volunteer to distribute bin stickers throughout the planned areas, please contact the Town's Waste Management Officer on 9273 6065 to register your interest. RoadWise administers the community grants for Road Safety (Fund) under the direction of Local Government and Community Road Safety Committee on behalf of the Road Safety Council and the National Safety Council of WA Trust Fund administered by the Royal Automobile Club of WA (RAC).

Ends

AUTHORISED BY: MAYOR NICK CATANIA, Mobile 0438 181 245
ENQUIRIES: NATALIE GREAVES, PUBLIC RELATIONS OFFICER
PHONE: (08) 9273 6011 Mobile: 0438 407 776

Appendix 4



Appendix 5

Before Survey

Dear Resident

Reducing Travel Speed Survey

The Town of Vincent, in conjunction with Roadwise, is conducting a survey in your street to coincide with the upcoming Bin Sticker programme, which aims to reduce travel speeds in the Town. The Town is asking residents to answer this quick survey to evaluate current traffic speeds in your area (***please circle your answer***):

- 1. Do you feel speed is socially unacceptable behaviour? **YES/ NO**
- 2. Do you feel speeding is an issue on your street? **YES/ NO**

All respondents to this survey go in to a draw to win a \$60.00 gourmet hamper. If you wish to be entered in to this competition (drawn at the end of the year), please answer the survey, include your details below and return in the reply paid envelope provided (no stamp required). The winner will be notified.

Your name: _____
Contact No: _____
Address: _____

A follow-up survey will be conducted again in the coming months – should you not wish to participate, or if you have any questions, please call 9273 6032 or 9273 6543.

All contact details provided will be kept strictly confidential and will be used for the purpose of conducting a follow-up survey and for entry into the gourmet hamper competition.

Thank you for your support and participation in this project.

** Roadwise administers the community grants for Road Safety (Fund) under the direction of Local Government and Community Road Safety Committee on behalf of the Road Safety Council and the National Safety Council of WA Trust Fund administered by the Royal Automobile Club of WA (RAC).*



Appendix 6

SPEECH to Mount Hawthorn Primary School

Thanks Dale (Dale Mackesy – School Principal)

I am Michael Wood and this is Jo Lockley of the Town of Vincent and its been our pleasure along with elected members of the Town and the Local Area Traffic Management Committee, to get this program up and running through the Town of Vincent

Thankyou to you and all staff and supporting parents and families of Mount hawthorn Primary School and Mount Hawthorn P&C in supporting 'Slow Down – Please consider our kids' Bin Stickers Program and 'what is the speed on roads in your local residential area Competition?

And a special thanks to all children and students of mount hawthorn primary school who participated and reminded their mums or dads or family members of the importance of driving safely in the Town and anywhere on the roads- *Even small reductions in the average travel speed on our roads can have a substantial impact on the number of crashes resulting in injury and death. The risk of being involved in a crash doubles with every 5km/h increase in speed over 50km/h*

These road safety promotions that are now being run through every primary school within the Town, beginning with Mount Hawthorn Primary are proudly supported by the Town of Vincent in conjunction with Roadwise. Roadwise administers the community grants for Road Safety (Fund) under the direction of Local Government and Community Road Safety Committee on behalf of the Road Safety Council and the National Safety Council of WA Trust Fund administered by the Royal Automobile Club of WA (RAC).

Thanks to all participants in this competition- the correct answer the question: 'What is the speed on roads in you local residential area?' of course the answer is..... 50kmph

Before the winner is announced everyone is a winner with some promotional items and information here that I will leave with teachers to handout to students from roadwise

The first correct answer will now be drawn to win this great gourmet food hamper.

The winner is.....

If the student or parent is present if they can come up to receive the prize. If they can remain for a photo as well

Thankyou everyone

Appendix 7

AFTER PHONE SURVEY SCRIPT BIN STICKER EVALUATION

Good morning/ Afternoon.

Can I speak to Mr / Mrs _____ (whoever was respondent in last survey)

My name is _____ from the Town of Vincent

I am conducting a brief survey to evaluate and finalise placement of 'Please slow down consider the kids' bin stickers placement on mobile sulo garbage bins in the Town. This is a follow up survey to the written survey you completed earlier this year. All answers and information you provide will be kept confidential and used solely for the purpose of evaluating this program. Your participation will also will make you eligible for winning a gourmet gift hamper- all participants in survey will be put into a draw for winning this..

If you could answer the following 6 questions with a simple yes or no answer;

1. Do you feel speeding is socially unacceptable behaviour **(YES/NO)**
2. Do you feel speeding is an issue on your street **(YES/NO)**
3. Do you feel that bin stickers were useful strategies to encourage lower speeds **(YES/NO)**
4. Do you feel the bin stickers reduced travel speeds on bin day **(YES/NO)**
5. Do you feel that bin stickers reduced travel speeds on the day after bin day **(YES/NO)**
6. Do you feel that bin stickers reduced travel speeds in your street as a whole **(YES/NO)**

I have just 3 more questions to ask a little more detailed answers

7. What is your behavioural intention to speed- are you more or less likely to speed? **(MORE LIKELY TO SPEED/LESS LIKELY TO SPEED?)**
8. Did placement of bin stickers change your driving behaviour **(YES/NO)**
9. Do you believe that bin stickers made no difference or reduced or increased the social acceptability of speeding in local roads and near schools **(NO DIFFERENCE/REDUCED/INCREASED SOCIAL ACCEPTABILITY TO SPEED?)**

Thankyou for your time today. If you have any further question please feel free to contact the Safer Vincent Coordinator at any stage regarding this program. You will be notified should you be successful in winning the survey competition prize hamper

Appendix 8

Instructions

'Please Slow Down Consider Our Kids' Sticker Placement on Mobile Garbage Bins in Mount Hawthorn 12/3/07

Thankyou for your time and volunteering today- you are making an important contribution to reducing travel speeds in the Town- the bin stickers you are placing on bins act as a visual countermeasure for motorists to drive safely, slow down and consider our kids and other road users..

This project is made possible by the support and funds from;

- *You as volunteers*
- *Mount Hawthorn P&C*
- *Mount Hawthorn Primary School*
- *The Town of Vincent*
- *The towns local Area Traffic Management Committee*
- *The Road Safety Council, The National Safety Council of WA Trust Fund (administered by RAC) and Roadwise*

Placement of Bin Stickers

1. Your safety is paramount- all volunteers must wear fluorescent vests and work in pairs if possible or stay in close proximity to other volunteers and Town staff
2. Only affix bin stickers to bins that are placed on verge- If bins are not present do not enter property to access bins- instead note no of house and street and provide details to Town Officers who will arrange affixing of bin stickers at a later date.
3. For information on how to Apply Bin Sticker- 4 easy steps please refer to info sheet attached 'How to apply Bin Sticker'.
4. Only apply Bin stickers to streets marked and highlighted on the map provided
5. If a bin already has a sticker there is no need to re-apply another sticker
6. **All volunteers to meet back at Mount Hawthorn Primary school Canteen are by 7.45am for refreshments.** Please notify Town Officer if you are not intending to stay for refreshments so you can be marked off participant registration.
7. **Should there be any problems or assistance required, immediately contact the Town Officer on 0419 195 581.**



TOWN OF VINCENT

