

Evaluation Report – Projects under \$4,000

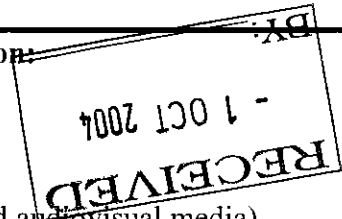
Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include 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: 159

Project Name: Operation "Road Runner"

Contact Person: Senior Constable Dave Walker 7643

Name of Organisation: Meekatharra Police Station

Email Address: dave.walker@police.wa.gov.au

Phone number: (08) 99 811 007 Fax number: (08) 99 801 192



- 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).

This project was to be run in conjunction with Strategic Traffic Enforcement Program funding which enabled Meekatharra Police to perform long range patrols of Great Northern Highway outside of the townsites immediate vicinity. The project enabled the purchasing of insulated thermal mugs bearing an anti-speeding message to encourage adherence to the posted speed limits. Motorists who were stopped on the Great Northern Highway travelling towards Meekatharra were issued a voucher by Police that could be used at the Shell Roadhouse, Meekatharra, to redeem the insulated mugs and obtain a free hot beverage to revive them encouraging them to stop for a break from driving the long distances involved on the inland Highway in the Mid West-Gascoyne District.

500 insulated thermal mugs and vouchers were obtained to be issued in this initiative. Free media coverage was given by WAFM and Meeka FM of the program.

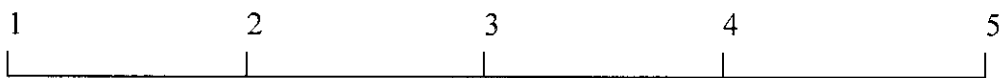
During this initiative there has been no fatal or serious motor vehicle traffic crashes with the Meekatharra Police Sub District. It was found that over 95% of the vouchers were redeemed at Shell Meekatharra the same day that they were issued indicating that the motorists had stopped and taken a break from driving. This figure may actually be under estimated as some vouchers were redeemed and the redemption date not placed on the rear of the voucher due to new staff being employed at the roadhouse and unaware of this requirement for later evaluation purposes.

It was found that this initiative could be improved by inclusion of service stations that offer free coffee stop beverages north and south of Meekatharra. This would enable the vouchers to be offered to motorists travelling out of Meekatharra that were encountered by Police returning to Meekatharra at the conclusion of their highway patrol. This would be the recommendation for any future projects of a like nature.

3. 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*): Encourage motorists to stop at Shell Roadhouse Meekatharra and use the coffee stop facilities, thereby reducing the number of non-collision road crashes due to fatigue and inattention.

Outcome: Very Successful

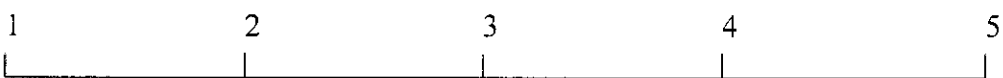


Not successful
at all

Very
successful

Please provide evidence of your rating: 95% of recorded redeemed vouchers were redeemed on the day of issue and no serious or fatal crashes have been recorded in the Meekatharra Sub District during this initiative.

Objective 2 (*State Objective*):

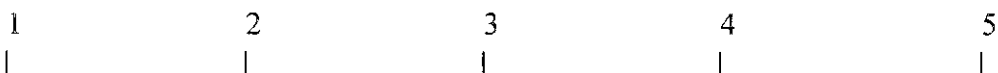


Not successful
at all

Very
successful

Please provide evidence of your rating:

Objective 3 (*State Objective*)



Not successful
at all

Very
successful

Please provide evidence of your rating:

(NB: If you have more than three objectives, please insert a row into the table and then high light, copy and paste a new rating scale into the document)

4. Project Activities

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

Using Strategic Traffic Enforcement Program Funding and normal local Police budgets, Police conducted long range patrols of the Great Northern Highway stopping motorists for traffic offences and random breath testing/driver's licence checks. Those motorists travelling towards Meekatharra were issued with a voucher that when produced at the Shell Roadhouse Meekatharra enabled them to redeem a free insulated thermal mug and make use of the coffee stop facilities located at the Roadhouse. The issue of a voucher encouraged them to stop at the Roadhouse to redeem the insulated coffee mug for free and in the process have a break from driving to revive before continuing on their trip.

The insulated thermal mugs also were endorsed with an anti-speeding message to encourage adherence to the posted speed limits on the Great Northern Highway.

Litter bags containing car air fresheners and traffic educational material was also issued at the time to all motorists stopped either travelling to Meekatharra or away from Meekatharra.

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.

400	Litter bags	400	Air fresheners
400	Brochures		Posters
	Balloons		Wallet cards
	Coasters		Tattoos
	Water bottles		Pencils
	Stubby holders		Other

How did you promote your project?: Promotion was by free radio coverage on WAFM and Meeka FM, to a lesser extent also word of mouth from motorists that had received a voucher telling others.

Was there any publicity or media generated from the project?

Print media articles or advertising	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
Radio coverage or advertising	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No
Television coverage	<input type="checkbox"/>	Yes	<input type="checkbox"/>	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.

5. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

<input type="checkbox"/>	Local Government	<input checked="" type="checkbox"/>	Police
<input type="checkbox"/>	Schools	<input checked="" type="checkbox"/>	Local businesses
<input type="checkbox"/>	Health Department	<input type="checkbox"/>	Youth Advisory Council
<input type="checkbox"/>	Department for Planning & Infrastructure	<input checked="" type="checkbox"/>	Other Meeka FM & WAFM

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.

Estimate approximate number of volunteer hours: Unable to be ascertained

What, if any funding was provided from other sources? Free beverages and staff participation from Shell Roadhouse Meekatharra.

6. Conclusions and Recommendations

Were there any major obstacles with the project?

<input type="checkbox"/>	Yes
<input checked="" type="checkbox"/>	No

If yes, what were they? Only minor obstacles encountered were new staff at Shell Meekatharra not being advised to put the redemption date on the rear of the voucher for evaluation purposes at the conclusion of the initiative. Also from previous data it was known that approximately 500 motorists would be stopped during the S.T.E.P. funding patrols however it was not taken into account the number of motorists travelling away from Meekatharra that would be unable to redeem the voucher and therefore were not issued with a voucher.

Do you have any suggestions for overcoming them?

Yes

No

Please provide details: 1) Provide a space for a redemption date on the rear of the vouchers.

2) If a similar future initiative is undertaken include coffee stop road houses north and south of Meekatharra to include motorists travelling away from Meekatharra in this initiative.

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved: **This initiative was very well accepted by the motorists issued with a voucher which was demonstrated by the high redemption rate of the vouchers at the Shell Meekatharra and by verbal feedback from the motorists to the Police that issued the voucher. In addition as previously stated there were no fatal or serious crashes during the period that this initiative was undertaken, which was extended beyond the planned time frame due to the number of vouchers remaining at the conclusion of Operation "Road Runner". Recommendations for improvement as above.**

6. Signature of Project Officer

Name: Dave L. Walker

Organisation: Meekatharra Police Station

Signature: _____ Date: _____

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au



Stay Alive

oil

use

95

Drive

Revive

Arrive

Survive

Exceeding The Speed Limit
Trying To Save A Minute
If We Don't Miss You!!!



Your Loved Ones Will



Roadwise
SAFETY IS THE WAY TO LIVE



Community Road Safety Grant Assessment Sheet

Project ID: 159	Amount: \$3,350.00
Project Name: OPERATION ROAD RUNNER	
Project Description:	

1. How well, overall, did the project meet its stated objectives?

5

2. How appropriate was the merchandise produced for the target group/risk factor?

4

3. Were resources and message distributed effectively to the target group?

5

4. Considering the project scale and budget was the promotion and publicity or media generated from the project adequate?

3

5. What degree of community participation did the project foster?

3

6. Comment as to whether the project would be considered for funding again:

Great idea - ~~even though~~ ~~travel mugs~~ good way to get people to stop. Provide an incentive

7. Overall quality of the project:

4.5

Comments: (Make three overall comments regarding the project evaluation)

*1. good combination of education + enforcement strategies
2. Speeding message on mugs - project targeting.
Fatigue.*