

PROJECT SPECIFIC GUIDELINES - STRATEGY DEVELOPMENT

The TAC reviewed 26 local government and community road safety strategies funded by the Community Road Safety Grants Program (CRSGP). Findings from this review have been used to create guidelines and examples to assist applicants to achieve successful and sustainable projects. These guidelines should be taken into account when developing new project applications and plans.

Consider who else has been funded to undertake road safety activities in your area and whether you could link up with them

A wide range of community groups have an interest in road safety; some may have been funded by TAC or other bodies such as VicRoads or local government to do something about it. Such groups may include registered Victorian Community Road Safety Partners, providers of community services, service clubs such as Rotary or Lions, sports clubs and others.

1. Check with local government, Police and funding bodies to find out who is involved locally, and get in touch with them to talk about possible overlaps or opportunities to share experience or resources.
2. Effective communication and cooperation between local government, funding bodies and the community is essential to making the most of limited resources.

Consider partnering with neighbouring Shires or Councils to develop a generic road safety strategy that suits the whole region, but which can be adapted to meet local needs and priorities

Limited funding, resources and/or expertise can often be overcome by joining up with others. Some smaller councils joined forces to develop common road safety strategies. This allowed each participant to:

1. Add value to their local efforts by accessing a broader range of specialist road safety advice and expertise.
2. Combine resources and commission more extensive research and planning.
3. Identify common needs and opportunities to introduce new road safety initiatives.
4. Maximize the use of existing resources (not 'reinventing the wheel').
5. Build a greater sense of purpose and teamwork across partners.
6. Increase the profile of their project locally by being more significant regionally (helping to increase awareness and generate more support including new sources of financial and in-kind support).

Look for Leaders as well as Helpers, and share the load with them

Capture project partners who will be interested, committed and able to add value to project design and implementation:

1. The most successful projects established steering committees and action plans to distribute the work to particular individuals. This was particularly true when committee members were high profile or active in the community through:
 - Establishing a profile for the project in the community and media

- Facilitating ‘whole of Council’ responsibility for road safety strategy development and implementation (road safety is more than just engineering and enforcement).
2. Reporting and accountability processes kept projects on track where they were clearly described in project plans.

Engage the community

An essential element of your road safety strategy is consulting the community about their concerns and priorities. Successful community engagement programs used a broad range of written and verbal processes, public meetings and workshops as well as other road safety activities to encourage community input. The most successful programs were able to:

1. Tap into existing community networks.
2. Work with experienced community development facilitators (found often within Council departments).
3. Maintain community engagement and interest both during the design phase (identifying local issues and concerns) through to the end of the project.
4. Develop a detailed, well-thought out communication strategy based on *continuous* engagement with community. This could include some combination of:
 - Strategically timed and placed local and regional media articles to coincide with specific phases of the project e.g. initiation, steering committee membership, community consultation
 - Regular Council briefings to ensure current and accurate information when Councillors are responding to questions
 - Updates in Council and community newsletters as well as newspapers
 - Interviews on community radio (Mayor, Project Manager)
 - Public meetings, chaired by Mayor or local Councillor and held at local community venues and at various times to optimize community attendance
 - Commissioning and assisting active community and resident groups to plan and host road safety forums and meetings
 - ‘Piggy backing’ on other community events and activities

Support your application with the most up-to-date research and data

Successful projects used a range of sources and references to help demonstrate the need of actions to address road safety issues. CrashStats help but applicants should also draw information from a range of sources such as:

1. Locally relevant, current crash data provided by Victoria Police.
2. Local government reports and analysis.
3. Research by Monash University Accident Research Centre.
4. Bureau of Transport modelling on the economic and community cost of crashes.
5. Recommendations and research from the Victorian and National Road Safety Strategies.

6. The State Government planning policy (particularly relating to demographic changes and impacts on road safety).
7. ABS Census data to help identify 'at risk' cohorts in your area.

Other factors that can speed up the process and encourage positive results

1. A clearly nominated project manager with authority to keep plans on track.
2. Plans which combined long term 'aspirational' goals (to inspire and mobilise communities) with 'functional' goals (practical, measurable and achievable within a specified period).
3. Ensuring the road safety strategy is included in 'whole of Council' planning e.g. Council Plan, City Plan, Community Safety Plan, Community Wellbeing Plan.
4. A comprehensive evaluation plan which included:
 - Clear road safety strategy deliverables and deadlines (KPIs).
 - CrashStats/data review to measure change in accident numbers/casualties.
 - Annual household/attitude surveys to measure impact of the Strategy.
 - Monitoring attendances at road safety related activities and events.
 - Satisfaction surveys administered at road safety activities and events.
 - Road safety audits including pre/post-tests to chart behaviour change.

These guidelines provide comprehensive suggestions and examples for achieving meaningful and successful outcomes for local government and community applicants creating Road Safety Strategies. They will also assist the TAC to ensure that Road Safety Strategies are being funded for areas where they will be most beneficial.

The Victorian Community Road Safety Partnership Program also has a range of guidelines to support community road safety at www.vicroads.vic.gov.au, search for VCRSPP.