

Community Road Safety Grants Evaluation Information

Evaluation Information for Community Road Safety Grant Projects

Evaluation is a necessary step for all road safety projects and activities and will help everyone improve the quality of projects all around the state leading to greater reductions in road trauma. When planning your program for a Community Road Safety Grant remember:

- Plan to evaluate in the early stages
- Understand the problem you are addressing first, next write your goals and objectives, then decide upon your strategies and plan how you are going to evaluate if these activities have been successful in making a positive change in the target group.
- Make sure that there is a good rational fit between what activities/strategies you are planning to implement and the objective and goals you have set.
- When designing your evaluation consider both the pros and cons of each of your options as well as the resources and skills that are available.
- Only start your impact and outcome evaluation once you have completed your process evaluation and you know that your program was implemented as planned.
- Ensure that you use appropriate data collection methods and only collect the information you need. Consider whom you are writing the evaluation report for and if there are any special requirements.
- Always make known your results – even if your program has not been successful. Let yourself and everyone learn from both your successful activities as well as your not so successful activities.

Evaluation is defined as the process by which we judge the worth or value of a project (Hawe Degeling & Hall 1990). This is done by

1. Observation and measurement
2. Comparison of what you observe with some criterion or standard of acceptability, or standard of what you would consider an indication of good performance.

Evaluations can either be done using quantitative methods or by qualitative methods. The quantitative method is where data is recorded as frequency of response and probability theory is used to generalise from the study to the population (Hawe Degeling & Hall 1990). For example you may conduct a survey before to find out the number or percentage of people who speed all of the time. Qualitative methods are not concerned with numbers or percentages but records data, which describes the range of response and the variation between two responses (Hawe Degeling & Hall 1990). It is all about looking for the pattern/s in the data. For example you would gather all of the participants responses during a focus group to your questions about speeding attitudes and look for patterns and differences to help you explain why people made the behaviour change.

Why do you need to evaluate?

- o To ensure that your program is making a useful contribution to road safety and at the very least not making the problem worse.
- o To provide rewarding feedback, recognition and greater support for your activities by reinforcing to others the value of your activities. .
- o Evaluation contributes to improving the quality of road safety activities run everywhere. A program or activity that brings about improvement shown by good evaluation should and can be communicated to others so that more people can benefit.
- o While it is disappointing when your evaluation shows that your program has not achieved its goal, it is important and valuable to find this out. If your program does not work out as planned you can investigate to find out why and this can be used to improve yours and other group's future road safety programs or activities (Hawe Degeling & Hall 1990).

Where does evaluation start?

Evaluation begins at the start of your program or activity in its planning stages to ensure that the project or activity can be evaluated. In planning your program or activity consider:

- o The goals, objectives and strategies of the project – Are they achievable and measurable?
- o Your own expertise – not sure what to do, see if anyone can help, talk to your RoadWise Officer etc.
- o Funding available – as a guide 10-15% of your total budget should be for evaluation
- o Purpose of the evaluation report – To show that you has or has not achieved your program's goals and objectives.

The evaluation **guidelines** listed below for Community Road Safety Grant projects should be included in the evaluation section of your application.

Speed Display Trailers

1. Usage diary/log book information
2. Traffic counts/classifier information
3. Media/publicity generated
4. Enforcement activity
5. Community survey

Local Area Targeted Enforcement signs (LATES)

1. Installation information
2. Media/publicity generated
3. Enforcement Activity
4. Community Survey

Driver Reviver Trailers

1. Usage information – when, where, numbers of people utilizing the trailer, number of coffees/teas given out etc.
2. Media/publicity generated
3. Community Survey

Child Car Restraints Fitting Service

1. Number tested
2. Number correct/incorrect fitted
3. Media/publicity generated
4. Community Survey

Bin Stickers

1. Number distributed
2. Traffic classifier information on 85th percentile speeds
3. Media/publicity generated
4. Community survey

General Projects

1. Media/publicity generated
2. Community Survey

TOWARDS ZERO



getting there together