Community Safe Speed Promise:
A joint initiative between the Cities of Joondalup and Stirling

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Abstract

The City of Joondalup and the City of Stirling received a Community Road Safety Grant in December 2008 to fund the ‘Community Safe Speed Promise’ initiative. The initiative was established from a former initiative known as the ‘Neighbourhood Pace Car Pledge’ developed by David Engwicht. The initiative asks residents to sign a ‘Community Safe Speed Promise’ and commit to driving within the speed limit. Participants receive a bumper sticker and fridge magnet so they are easily identifiable and can set an example for other motorists. The aim of the initiative is to reduce the average travel speeds in the City of Joondalup and the City of Stirling. The initiative was launched on 31 March 2009 and has been heavily promoted with press and radio advertising. Other methods of increasing participation in the initiative were to advocate to schools, action groups, local businesses, Council staff and residents. Evaluation is to be conducted in two phases. Phase one, which has been partially completed, investigated the participant’s attitudes towards speeding through a pre-questionnaire. A post-questionnaire will provide comparison to show whether the social acceptability of speeding has reduced. Phase two, will measure the actual 85th percentile traffic speeds on local roads and will be undertaken in the long term. Preliminary results collected through the pre-questionnaire, between March 2009 and August 2009, showed that participants appeared to be older (aged over 55 years) and already recognised speeding as an issue in society. The results were limited by low response rates and the short length of time the initiative has been running. Completion of evaluation is necessary to provide more accurate results and to limit assumptions. There are various recommendations which include sustainability of the initiative into the future and investigation of ways to improve engagement of different groups.

Keywords

Speeding, speed, participation, community

Introduction

Speeding is the most frequent traffic offence and a major factor in serious and fatal traffic crashes (Alberg, Larsen, Glad & Beilinsson, 1997; Carcary, Power & Murray, 2001). Speeding is not just driving faster than the posted speed limit. It is also driving too fast for the prevailing weather, light, traffic and road conditions without full regard for the vehicle condition and driver skills and experience. Dropping three to five kilometres an hour on average travel speed could see an 18 per cent decrease in fatalities in urban areas and a nine per cent decrease across the state. Pedestrians would also benefit with a recent study showing that 32 per cent of pedestrians killed would have survived if the vehicle was travelling five kilometres slower and one in 10 would not have been hit at all (Office of Road Safety, 2009).
Speeding is a concern for the Cities of Joondalup and Stirling in terms of increased likelihood of car crashes, injury and death. Of the 1019 roads assessed in the last 5 years in the City of Stirling, approximately 23% of these roads recorded an 85th percentile over 60km/h. This includes an unacceptable number of 50km/h roads recording an 85th percentile over 65km/h. This was not dissimilar to the City of Joondalup which continuously receives numerous complaints about speeding on local roads and petitions from residents requesting traffic treatments to be installed to reduce these incidences. Local statistics from the City of Joondalup have also shown during the five year period from 2004 to 2008 there was a total of 11,247 crash records which caused 22 fatalities (Main Roads Western Australia, 2008). Overall, there is a cause for concern for the amount of speeding occurring in the Cities of Joondalup and Stirling. This was the reason for the development and implementation of the ‘Community Safe Speed Promise’ initiative.

The ‘Community Safe Speed Promise’ was established from an initiative known as the ‘Neighbourhood Pace Car Pledge’ initiative. The ‘Neighbourhood Pace Car Pledge’ was founded by David Engwicht, who developed the initiative when he realised how his car use was impacting on the neighbourhoods through which he drove. He initially worked with a community in Boise, Idaho in the United States to conceive the idea. Within four days, 200 residents of Boise had signed the pledge ready for a media launch of the initiative (Engwicht, n.d.). Similar initiatives like these have been developed in other states in the United States.

Based on the existing program by David Engwicht, the City of Stirling implemented a similar initiative in March 2005. The City of Stirling’s ‘Neighbourhood Pace Car Pledge’ initiative was promoted through the newspapers, website, displays at libraries and shopping centres, brochures at community centres, City newsletters, direct mail to complainants, and a competition as an extra incentive to recruit participants. The Minister for Police and Emergency Services signed the ‘Neighbourhood Pace Car Pledge’ on 2 April 2007 and a story about this appeared on Channel 10 news.

Evaluation of the initiative was completed in March 2006 through the ‘Neighbourhood Pace Car Evaluation Survey’ (Kelly, 2006). These results showed that:

- For the question, “Did you feel that the City of Stirling provided you with enough encouragement to continue being a Neighbourhood Pace Car Driver by driving consistently within the speed limit?” 40% of respondents answered yes, 40% answered no and 20% did not answer the question.
- Forty per cent of respondents encouraged other persons (friends, family or neighbours) to join the initiative.
- Of all the respondents, 60% believed the Neighbourhood Pace Car initiative reduced the social acceptability of speeding.
- Of all the respondents, 80% felt that as a result of becoming a Neighbourhood Pace Car Driver that they have been able to improve the environment that they live in.
- All survey respondents believed being involved in the initiative made them more aware of the speeds at which they are travelling.
Although the City of Stirling ‘Neighbourhood Pace Car Initiative’ had achieved success there was more than could be undertaken to improve the success of this initiative.

During 2007, Officers from the Cities of Stirling, Joondalup and Melville discussed with the WALGA - RoadWise Road Safety Officer (Metropolitan North) how the Neighbourhood Pace Car Pledge initiative could be improved. It was determined that the term ‘Pace Car’ was too ambiguous and likely to cause misconceptions as to what the initiative is about. As a result, several names were brainstormed until the term ‘Community Safe Speed Promise’ was decided upon. The key improvements which were prioritised as being of importance were:

- Improving the communication plan of the initiative by including a highly extensive media campaign.
- Increasing the validity and reliability of the evaluation results by using a rigorous evaluation instrument. This included measuring norms, attitudes and habits of speeding behaviour to gauge the success.

The Cities of Joondalup and Stirling then entered into a partnership agreement to run the ‘Community Safe Speed Promise’ initiative jointly. A joint grant application was submitted to the WALGA RoadWise program’s ‘Community Road Safety Grants Program’ which was successful in December 2008.

The initiative asks residents to sign a ‘Community Safe Speed Promise’ and commit to driving within the speed limit and being a courteous driver. Committed drivers are provided with a bumper sticker and fridge magnet so they are easily identifiable and can set an example for other motorists to follow. When ‘Community Safe Speed Promise’ drivers slow down, they reduce the impact of their car use on the communities they drive through and encourage following cars to observe the speed limits. Having a small percentage of vehicles driving the speed limit city-wide is expected to start a positive cycle. The Community Safe Speed Promise provides an alternative and cost-effective approach to reducing travel speeds on local roads, without installing traditional traffic calming measures.

Overall, the Cities of Joondalup and Stirling have an issue with speeding on local streets. The initiative developed by David Engwicht offered a possible solution to aid in reducing the incidence of speeding on local streets for both Local Governments. By working together both Cities decided to implement the initiative through obtaining a Community Road Safety Grant.

**Theoretical Framework**

The ‘Community Safe Speed Promise’ can be linked with three theoretical frameworks or models; the Cognitive Dissonance Theory, the Community-based Approach and the Social Learning Theory.

The Cognitive Dissonance Theory proposes that individuals have a need for coherence in their beliefs, attitudes and behaviours. If an inconsistency exists between a person's beliefs and behaviour then this creates a feeling of imbalance,
which is psychologically uncomfortable, motivating the person to change their attitude or behaviour to regain balance (Harré, 2003). By making the commitment by signing the ‘Community Safe Speed Promise’ and placing a sticker on their vehicle, a person is choosing to commit to driving within the speed limit. Driving above the speed limit therefore becomes inconsistent to their beliefs and attitudes, and the individual may be persuaded by the need for consistency to drive at or below the speed limit.

The community-based approach is also another way in which the ‘Community Safe Speed Promise’ can be applied. Participation is a key importance for the initiative; the more people who participate in the initiative, the more successful it will be. Through participation in the initiative, people will become empowered, to gain control over their environment. In doing so, they can influence other people and contribute to lowering the social acceptance of speeding in their local streets (Nilsen, 2006).

Social Learning Theory identifies the important influence of social norms on the behaviour of individuals in that if the social environment promotes, enables and rewards behaviour; individuals are more likely to behave this way. The theory suggests that you can influence the social environment through community mobilisation so that it promotes and enables desired behaviour at an individual level by setting social norms. The ‘Community Safe Speed Promise’ initiative is one way in which the community can be mobilised to influence the social environment. Community members join the ‘Community Safe Speed Promise’ initiative and show this to the community via the bumper sticker. Collectively the ‘Community Safe Speed Promise’ drivers promote and encourage others to travel at lower speeds changing the environment so that travelling at lower speeds is the social norm (Bandura, 1977).

Overall, the ‘Community Safe Speed Promise’ is based on three theoretical frameworks. This has enabled the initiative to be planned, implemented and evaluated in a logical theory based approach and has improved the chances of success (Nutbeam & Harris, 2004).

**Methods**

**Aim**

To decrease the average travel speeds in the City of Stirling and the City of Joondalup.

**Objectives**

- To reduce the social acceptability of driving over the posted speed limit.
- To reduce the 85th percentile of motorists in the City of Stirling and the City of Joondalup.

**Activities**

In March 2009, the initiative was launched to the community by the City of Joondalup Mayor and Deputy President WALGA; Mr Troy Pickard, the City of Stirling Mayor; Mr

(Pope, S. & MacDonald, M. 2009)
David Boothman, Mr Howard Sattler (6PR radio) and Councillor Bill Mitchell (President, WALGA). Also in attendance at this launch were Mr Iain Cameron (Executive Director, Office of Road Safety), Mr Vick Evans (CEO, Constable Care), Ms Deborah Costello (CEO, Injury Control Council WA) and the WA Police (Mirrabooka Traffic, Warwick Traffic & North West Metro Crime Prevention & Diversity Unit). The launch of the initiative was featured in the Joondalup Times community newspaper on 7 April 2009.

The ‘Community Safe Speed Promise’ has been promoted through various communication channels. This includes advertising in the Stirling Times and Joondalup Times community newspapers and a radio advertising campaign on 6PR for six weeks. Local businesses and community ratepayer/resident association groups have also been contacted for their support. Both of the Cities have placed the initiative information onto their website and have created online forms for people to sign-up electronically. The Cities have distributed the initiative brochures to Libraries, Community Recreation/Leisure Centres and Halls to improve accessibility to the initiative. The Cities have also developed a referral initiative which asks residents to suggest people to sign-up and win a prize. In addition, both Cities have run competitions with the community at libraries, at schools and in the office for staff to encourage further participation in the initiative.

The City of Joondalup has a prompt on their ‘messages on hold’ system about the initiative. Distribution to schools in the City of Joondalup has been completed through the Constable Care initiative and through school P&C groups. The initiative has been promoted through various displays and expos including the Joondalup Festival, a three week display at Craigie Leisure Centre, at senior’s events, at school health days (i.e. Ocean Reef High School August 2009) and Edith Cowan University Open Day (Joondalup Campus July 2009). The Joondalup Health Campus is assisting with the promotion by agreeing to display the initiative brochures. The City of Joondalup Road Safety Officer completed an interview in May 2009 on Twin Cities FM radio station to promote the initiative. Connolly Residents Association has agreed to work with the City to help disseminate the initiative further.

The City of Stirling has promoted the initiative at the Osborne Park Fair and at a Nollamara Shopping Centre display along with promotion through the City of Stirling’s external publications; the *Stirling Scoop* and the *Stirling Scene*. Concerned local volunteers have hand delivered over 1000 brochures along their streets after hearing about the initiative through various communication mediums.

The initiative has featured in the WALGA RoadWise program’s ‘Regional Round-Up’ newsletter, the Australian Health Promotion Association (WA Branch’s) quarterly newsletter and the School Drug Education and RoadAware’s newsletter.

**Evaluation design**

There are two phases to the evaluation of this initiative. The first phase evaluated the participant’s social acceptability towards speeding through using a pre-test and post-test design. This type of design is particularly beneficial for measuring the actual impact of the initiative on the community as it provides baseline data for comparison.
(Robson, Shannon, Goldenhar & Hale, 2001). The second phase aimed to evaluate the actual 85th percentile traffic speeds recorded on local roads in the City of Joondalup and the City of Stirling. These have not been completed for this paper; however, they will be completed during the twelve month evaluation of this initiative.

Data analysis

The responses to the pre-questionnaire were entered into Microsoft Excel for analysis. The data was presented using descriptive statistics, in particular frequencies. These have been displayed as tables and graphs.

Validity of the evaluation tool

The initiative has been evaluated so far using a pre-questionnaire. The pre-questionnaire includes statements asking people to respond on a five point likert scale. The scale component of the pre-questionnaire measures participant’s attitudes towards the speed limit and speeding, plus their norms, habits, standards and intentions regarding the speed limit and speeding. The statements were derived from an existing research instrument from De Pelsmacker and Janssens’ study (2007). In this study the questionnaire was checked by three experts from the Belgian Institute for Traffic Safety and then pilot tested using four respondents. The other questions included in the pre-questionnaire were derived from the survey used in the City of Stirling’s evaluation of the Pace Car Initiative (Kelly, 2006). The pre-questionnaire used to evaluate the initiative is included in the Appendices.

Reliability of the evaluation tool

Before launching the initiative, it would have been practicable to test the reliability of the pre-questionnaire. During this study, an assessment of the questionnaire through the reliability methods such as ‘test re-test’ or ‘split-half reliability’ was not undertaken (Colton & Covert, 2007). The scale component, however, which was derived from De Pelsmacker and Janssens’ study (2007), was checked for composite construct reliability which exceeded the recommended acceptable value of 0.70. In addition, Cronbach’s alpha was calculated for the test and re-test sample was larger than 0.65 which indicated it was reliable (De Pelsmacker & Janssens, 2007).

Results

The preliminary pre-evaluation results provided initial baseline data for comparison with the post-evaluation which will be collected later. The following results were preliminary results collected from 31 March 2009 up to 31 August 2009.

i) Response rate

At 31 August 2009, there were 138 participants in the initiative at the City of Stirling and 84 participants at the City of Joondalup. There were 66 (48%) respondents who completed the pre-questionnaire at the City of Stirling and 30 (36%) respondents who completed the pre-questionnaire at the City of Joondalup.
ii) Age characteristics

At 31 August 2009, the majority of participants in both City of Stirling and City of Joondalup were over 55 years old; 66.7% for both Cities. In the City of Stirling there were 3% of participants aged 17-24 years old, 3% aged 25-34 years old, 7.6% aged 35-44 years old, and 13.6% aged 45-54 years old and 6% not responding. In the City of Joondalup there were no participants aged 17-24 years old, 10% aged 25-34 years old, 10% aged 35-44 years old and 13.3% aged 45-54 years old.

iii) Reasons for participation

Respondents were asked why they joined the initiative. Responses were coded into common themes. At 31 August 2009, the main reasons why City of Joondalup and City of Stirling participants joined the initiative were because they were ‘annoyed and concerned about speeding’ in their street, so that they could be ‘reminded as they drive’ to keep to the speed limit, so they could ‘act as role models to other drivers’ and so they could ‘contribute to improving road safety’.

iv) Initiative recognition

Respondents were asked in the pre-questionnaire the location they had recognised the initiative. At 31 August 2009, the majority of initiative participants in the pre-questionnaire had recognised the initiative through newspaper advertisements both at the City of Stirling and City of Joondalup (34.9% and 70% respectively). Other respondents at the City of Stirling recognised and registered in the initiative through the following (descending order); being a former Neighbourhood Pace Car Pledge member (24.2%), family/friends/neighbours (15.2%), Other (13.6%), website (4.6%), email (1.5%), school (1.5%) and brochures (1.5%). There were 3% of respondents who did not respond. Other respondents at the City of Joondalup recognised and registered in the initiative through the following (descending order); brochure (10%), family/friends/neighbours (10%), other (3%) and website (3%).

v) Perceptions towards speeding

To assess the participant’s attitudes, norms, habits and intentions towards speeding participants’ were asked to respond to statements about speeding/speed limits on a five point likert scale from strongly agree to strongly disagree. Only certain statements have been used in this paper (six out of 13). The results from this are displayed in Table 1. The results have shown the following responses to six of the 13 statements in the pre-questionnaire:

*Exceeding the speed limit by 5km/hr is reckless*

At 31 August, nearly half of respondents (46.7%) agreed with this statement at the City of Joondalup. While at the City of Stirling, respondents
either agreed (10.6%), disagreed (10.6%) or responded neutral (25.8%) to this statement.

**Speeding is one of the least important problems**
At 31 August 2009, majority of respondents at City of Stirling (68.2%) and the City of Joondalup (60%) strongly disagreed with this statement.

**Passengers find I never exceed the speed limit by more than 5km/hr**
At 31 August 2009, majority of respondents at the City of Stirling either strongly agreed (45.5%) or agreed (36.4%) with this statement. Similar results were found at the City of Joondalup with 43% of respondents who strongly agreed and 33% who agreed with this statement.

**I drive at the same speed as the flow of traffic**
At 31 August 2009, majority of respondents at both Cities either strongly disagreed or disagreed with this statement. At the City of Stirling, just over half (54.5%) strongly disagreed and 30.3% disagreed with this statement. At the City of Joondalup 40% strongly disagreed and 50% disagreed with this statement.

**I have a strong personal obligation to drive at the speed limit**
At 31 August 2009, majority of respondents at the City of Stirling (74.2%) and at the City of Joondalup (70%) strongly agreed with this statement.

**It is unacceptable to exceed the speed limit**
At 31 August 2009, just over half of respondents strongly agreed with this statement at the City of Stirling (57.6%) and the City of Joondalup (56.7%).

**Table 1**
**Attitudes towards driving**

<table>
<thead>
<tr>
<th></th>
<th><strong>b. Exceeding the speed limit by 5km/h is reckless</strong></th>
<th><strong>Stirling</strong></th>
<th><strong>Joondalup</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>0</td>
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<tr>
<td></td>
<td>Disagree</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>7</td>
<td>14</td>
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<tr>
<td></td>
<td>Strongly Agree</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Non-response</td>
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<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>66</td>
<td>30</td>
</tr>
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<tr>
<th></th>
<th><strong>c. Speeding is one of least important problems</strong></th>
<th><strong>Stirling</strong></th>
<th><strong>Joondalup</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Disagree</td>
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<td>18</td>
</tr>
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<td></td>
<td>Disagree</td>
<td>14</td>
<td>11</td>
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<td></td>
<td>Neutral</td>
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<tr>
<td></td>
<td>Agree</td>
<td>1</td>
<td>0</td>
</tr>
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<td></td>
<td>Strongly Agree</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Non-response</td>
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<td>0</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td>66</td>
<td>30</td>
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</tbody>
</table>

(Pope, S. & MacDonald, M. 2009)
### e. Passengers find I never exceed the speed limit by

<table>
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<th></th>
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<th>Joondalup</th>
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<tbody>
<tr>
<td>Strongly Disagree</td>
<td>2 (3%)</td>
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</tr>
<tr>
<td>Disagree</td>
<td>4 (6.1%)</td>
<td>4 (13%)</td>
</tr>
<tr>
<td>Neutral</td>
<td>3 (4.5%)</td>
<td>2 (6.7%)</td>
</tr>
<tr>
<td>Agree</td>
<td>24 (36.4%)</td>
<td>10 (33%)</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>30 (45.5%)</td>
<td>13 (43%)</td>
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<td>Non-response</td>
<td>3 (4.5%)</td>
<td>1 (3%)</td>
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<tr>
<td><strong>Total</strong></td>
<td>66 (100%)</td>
<td>30 (100%)</td>
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### g. I drive the same speed as the flow of traffic

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<th>Joondalup</th>
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<td>Strongly Disagree</td>
<td>36 (54.5%)</td>
<td>12 (40%)</td>
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<td>20 (30.3%)</td>
<td>15 (50%)</td>
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<td>Neutral</td>
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<td>Agree</td>
<td>4 (6.1%)</td>
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</tr>
<tr>
<td>Strongly Agree</td>
<td>4 (6.1%)</td>
<td>1 (3%)</td>
</tr>
<tr>
<td>Non-response</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total</strong></td>
<td>66 (100%)</td>
<td>30 (100%)</td>
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### j. I have a strong personal obligation to drive at the

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<th>Joondalup</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1 (1.5%)</td>
<td>3 (10%)</td>
</tr>
<tr>
<td>Disagree</td>
<td>1 (1.5%)</td>
<td>0</td>
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<td>Neutral</td>
<td>4 (6.1%)</td>
<td>0</td>
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<td>Agree</td>
<td>11 (16.7%)</td>
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<td>Strongly Agree</td>
<td>49 (74.2%)</td>
<td>21 (70%)</td>
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<tr>
<td>Non-response</td>
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<tr>
<td><strong>Total</strong></td>
<td>66 (100%)</td>
<td>30 (100%)</td>
</tr>
</tbody>
</table>

### k. It is unacceptable to exceed the speed limit

<table>
<thead>
<tr>
<th></th>
<th>Stirling</th>
<th>Joondalup</th>
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</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
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</tr>
<tr>
<td>Disagree</td>
<td>1 (1.5%)</td>
<td>1 (3%)</td>
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<tr>
<td>Neutral</td>
<td>6 (9.1%)</td>
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<td>Agree</td>
<td>21 (31.8%)</td>
<td>10 (33%)</td>
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<td>38 (57.6%)</td>
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<tr>
<td><strong>Total</strong></td>
<td>66 (100%)</td>
<td>30 (100%)</td>
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</table>

**Discussion**

The Community Safe Speed Promise appears to be encouraging mainly people aged 55 years and older, to participate in the initiative. Results have shown for both City of Joondalup and City of Stirling, that majority respondents who completed the pre-questionnaire were 55 years or older (66.7% for both Cities).

The reasons for joining the initiative were similar for the respondents in the City of Joondalup and City of Stirling. Respondents joined the initiative mainly because they were concerned and annoyed about speeding and wanted to be role models for other drivers. Other respondents joined the initiative because they thought it would improve road safety and that the sticker would remind them as they drove to drive within the speed limit. This suggests that participants in the initiative are those who are concerned about speeding.

(Pope, S. & MacDonald, M. 2009)
The main communication channel through which respondents recognised the initiative for both City of Joondalup and City of Stirling was through the newspaper advertisements in the Joondalup Times and Stirling Times community newspapers.

The respondent’s perceptions towards speeding based on the six statements selected for this paper appeared to be similar for both City of Joondalup and City of Stirling. The majority of respondents for both Cities agreed/strongly agreed with the statements ‘passengers find I never exceed the speed limit by >5km/h’, ‘I have a strong personal obligation to drive at the speed limit’ and ‘It is unacceptable to exceed the speed limit’. The majority of respondents for both Cities disagreed/strongly disagreed with the statements ‘Speeding is one of the least important problems’ and ‘I drive at the same speed as the flow of traffic’. The only statement which produced differing results was ‘exceeding the speed limit by 5km/hr is reckless’. The results indicated that those participating in the initiative already believed speeding was a priority issue and perceived that they drove within the speed limit. This suggests that people who sign-up to the initiative are people already concerned about speeding. This can be viewed positively, suggesting that individuals within the community are genuinely concerned with speeding and therefore believe the initiative can make a difference by participating. However, this has implications since the aim of this initiative is to reduce travels speeds and this may not occur if majority of the participants are those which are already driving within the speed limits. Although, this is assumed based on the limited evaluation data collected between March 2009 and August 2009.

The results from the preliminary evaluation were limited due to the small response rates collected by both City of Joondalup and City of Stirling. Due to this, generalisations of the results to the initiatives participants are limited. Since the evaluation is still continuing, larger response rates should be encouraged through different methods to increase the accuracy of the results. In addition, based on the assumption that the initiative participants are those already concerned with speeding, it is likely that post-evaluation results will show no changes in the perceptions towards speeding.

There are also limitations for the City of Joondalup alone. The City of Stirling community have been exposed to the previous ‘Neighbourhood Pace Car Initiative’ since 2005 which provides an advantage. Whereas, the City of Joondalup community members are still being introduced to road safety initiatives which began in 2008. It may be inappropriate to compare final results between both City of Joondalup and City of Stirling.

**Conclusion**

The Community Safe Speed Promise initiative is a joint initiative run by the City of Joondalup and the City of Stirling. The initiative aimed to ‘reduce the average travel speeds in the City of Stirling and the City of Joondalup’. The objectives of this initiative were ‘to reduce the social acceptability of driving over the posted speed limit’ and ‘to reduce the 85th percentile of motorists in the City of Stirling and the City of Joondalup’.

(Pope, S. & MacDonald, M. 2009)
The pre-evaluation questionnaire, collected between March and August 2009, has provided baseline data which has suggested the types of people involved in the initiative; those who are aged 55 and over, who already view speeding as a concern and perceive themselves to drive within the speed limit. The positive side to this is that there are people in our community who genuinely perceived speeding to be an issue and believed joining the initiative will make a difference. However, this means that people who are actually speeding are not joining the initiative. This is a threat to achieving the aim of this initiative. The preliminary results are based on a small response rate and a short time frame which has limited these results. Since the Community Safe Speed Promise initiative is long term, the results from this paper are assumed.

Recommendations

Based on the vague results which have been collected in the short time period there are some recommendations. An investigation into the barriers and enablers for participation in the ‘Community Safe Speed Promise’ initiative may be necessary. This would assist in improving the implementation of the initiative such as providing ways to engage certain groups through specific methods. In addition, this type of research would also be of assistance in improving the other road safety initiatives run by the City of Joondalup and the City of Stirling. It is also recommended that the initiative be sustained in the long-term along with varied promotional and communication methods. This would require subsequent funding either from the Cities budgets or by identifying other forms of funding and/or sponsorship. Another possible recommendation as this stage would be for other local governments in WA to run similar initiatives. This would mean increased awareness of ‘speeding’ as an issue throughout WA and might increase the chances of success for this initiative.

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References


APPENDICES
APPENDIX A

Community Safe Speed Promise stickers and fridge magnets

City of Stirling

City of Joondalup

City of Stirling

City of Joondalup

(Pope, S. & MacDonald, M. 2009)
APPENDIX B

Pre-evaluation questionnaire

Community Safe Speed Promise – Pre-Questionnaire

1. Please circle the appropriate response to the following statements:

Answer Key: 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Driving at the speed limit in a built up area annoys me</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>b. Exceeding the speed limit by 5km/h is reckless</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>c. Speeding is one of the least important problems in our society</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>d. I become mad when others speed in a built up area</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>e. My passengers find that I never exceed the speed limit by more than 5km/hr</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>f. Driving at the speed limit means that I will incite other drivers to drive close to my car</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>g. I drive the same speed as the flow of traffic rather than the speed limit</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>h. I frequently drive faster than the speed limit</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>i. Speeding is something I do without realising</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>j. I have a strong personal obligation to drive at the speed limit</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>k. It is unacceptable to exceed the speed limit</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>l. I am a better driver than the average driver</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>m. I will do my best to drive at the speed limits next time I drive in a built up area</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

2. Why did you decide to join the Community Safe Speed Promise initiative?

__________________________________________________________________________

__________________________________________________________________________

3. How did you hear about the Community Safe Speed Promise Initiative?

- Family, friends or neighbours
- Newspaper advertisement
- Website
- Email
- Radio
- Brochures
- Saw the sticker on someone’s car
- School
- Other ________________________________

4. Which age group do you represent?

- 17-24
- 25-34
- 35-44
- 45-54
- 55+

5. Will you encourage any other persons (friends, family or neighbours) to join the Community Safe Speed Promise initiative?

- Yes
- No

(Pope, S. & MacDonald, M. 2009)
APPENDIX C

Joondalup Times community newspaper article – 7 April 2009

Safety pledge, prayer

PASTOR Spencer Nicholls from Joondalup’s Sunset Coast Church prayed for road safety over Easter at the City of Joondalup’s annual Blessing of the Roads ceremony on Tuesday, March 31.

He prayed for the safety of all road users as well as emergency services staff who often deal with road trauma over the Easter break.

The ceremony took place outside Warwick Community Hall in Dorchester Avenue and coincided with the launch of a new local government initiative, the Community Safe Speed Pledge.

Joondalup Mayor Troy Pickard said the program, a joint venture between the cities of Joondalup and Stirling, encouraged the community to work with their local government to reduce travel speeds.

“Resident participation is the cornerstone of this outstanding initiative,” he said.

“When people in the community adhere to the road rules and the speed limit they set an example.

“We hope that people who make a personal pledge to the promise engender broader community support and awareness.

“By these drivers slowing down, they are setting an example and encouraging other cars on the road to observe the speed limits, thereby promoting good driver behaviour and starting a positive cycle.”

He said it was important to reinforce the driver safe message as the Easter long weekend approached and that the blessing aimed “to create a positive road safety culture in local communities and engage local leaders to help demonstrate that road safety is valued and that road trauma is not accepted.”

Mr Pickard was joined by Stirling Mayor David Boothman, and WA Office of Road Safety executive director Iain Cameron among others.

(Pope, S. & MacDonald, M. 2009)