

Estimating the value of contributions to community-level action for road safety

Andrea Smithson and Terri Anne Pettet

WA Local Government Association's RoadWise Program

Abstract

The WA Local Government Association (WALGA) RoadWise Program supports a state-wide network of groups and individuals involved in road safety. The Program has undertaken a study which sought to measure the in-kind and financial contributions made by the community road safety network. The results of the study have quantified the additional value that is leveraged from the State Government's investment in the Program. The results provide insight into the range of inputs that are made to the network across the state, which have enabled community participation in a shared responsibility approach to road safety.

Background

Community road safety programs are recognised for playing a role in generating the community support, partnerships and engagement that is central to achieving a safe road transport system. The Austroads Guide to Road Safety Part 4 (Cairney 2009, p.10) lists “mobilising resources to tackle road safety issues at a local level” as one of the four key objectives of community road safety.

The community road safety network (the network) in Western Australia (WA) consists of a wide range of individuals and organisations with an interest in working in a partnership approach to prevent or reduce death and serious injury from road crashes. With State Government funding (Road Trauma Trust Account and the State Road Funds to Local Government Agreement), the WALGA RoadWise Program supports the network by assisting local road safety committees; providing access to resources and training; and increasing road safety skills and knowledge, all of which contribute to building the capacity of the network to make an effective contribution to road safety in WA. This approach benefits the community by improving the reach of programs, and increasing the level of local participation, engagement and commitment to action (Liberato, Brimblecombe, Ritchie, Ferguson & Coveney, 2011).

The network has been built up since the establishment of RoadWise in 1994 and now reaches across remote, rural and urban areas of the state (see Appendix A). More than 4500 individuals, 61 RoadWise or local road safety committees and around 50 other groups with an interest in road safety are involved (as recorded in the RoadWise Network database as at 27 April 2016). The network participates in the planning and implementation of local road safety activities associated with programs, projects and campaigns aligned to the WA road safety strategy. In 2014-15, the year of this study, 983 local level road safety activities¹ were reported via the RoadWise network.

In addition to the funding that enables the delivery of the RoadWise Program, resources are generated and contributed through the network itself to enable these activities to take place. This includes the time contributed by individuals to plan and implement road safety activities; facilities and equipment provided by Local Government or State Government agencies; and sponsorship by local businesses.

It was recognised that this contribution, including both in-kind and financial support, was of significant value and important information that was not already captured or readily able to be

¹ The WALGA RoadWise Program recorded 983 road safety activities generated by the network as part of the RTTA quarterly reporting process 2014/15

reported. This study was undertaken to explore and quantify these contributions from the network, supported by the RoadWise Program, to enable local road safety activities to be planned and implemented.

Method

The challenge for this project was to develop a means of capturing the relevant information across 11 regions, each operating with a unique mix of characteristics and capacity for road safety. Work undertaken by ARRB for the Department of Infrastructure, Energy and Resources to value a Community Local Government Road Safety Partnership in Tasmania provided valuable background for this study (ARRB Group Ltd, 2014). The ARRB study provided particular guidance on the identification and valuing of the range of inputs (the resources required for the group to function) into a community road safety group.

The initial steps involved identifying the elements to be included. Broadly, the criteria was that the input must be assessed to be in support of the network, rather than as core business of the individual or agency involved. It was important not to include resources that are provided by the RoadWise Program as part of the State Government's direct funding allocation.

Data was collected retrospectively for a three month timeframe (1 February – 30 April 2015) by RoadWise Program staff in liaison with members of the network, and as follows:

- The number of paid and unpaid hours contributed by individuals within the network to:
 - Attend and participate in road safety meetings,
 - Plan road safety activities,
 - Implement road safety activities, and
 - Evaluate road safety activities.
- The in-kind and financial support provided for the following road safety activities in the network:
 - Meetings,
 - Events,
 - Presentations/workshops/seminars,
 - Displays/trailers, and
 - Media print articles.
- The level of direct financial support provided to road safety committees via budget allocations, local sponsorships, and/or grants;
- The level of hosting arrangements including:
 - Provision of office space for Regional Road Safety Advisors; and
 - Provision of storage space and maintenance for road safety display trailers.

The range of inputs into the network required extensive research in order to apply specific values to each item. The ARRB project outlined two broad approaches to valuing inputs:

- Market value method – which values the product or service according to the market value (when such a product or service is available commercially); and
- Direct costs method – which rely on documented costs (or estimates of costs) for items such as paid and unpaid time, kilometres travelled, etc. (ARRB Group Ltd, 2014)

This study utilises both methods, as appropriate, and applied the Regional Price Index to reflect regional variation in the cost estimates (Department of Regional Development, 2013). The value of individual hours was calculated by using the position title for each individual to code into the major employment groups utilised by the ABS (Australian Bureau of Statistics, 2013). Using these

groups, an average hourly rate (as calculated by the ABS) was applied, multiplied by 1.5 to estimate the additional costs such as leave, training etc (ARRB Group Ltd, 2014). For volunteers, the hourly rate of \$32.53 was used as recommended by Volunteering WA (Volunteering WA, 2015). Detailed costs and relevant references can be found in Appendix B.

Results and Discussion

Summary of total contributions

The overall value of financial and in-kind contributions to road safety through the community road safety network in the three-month period from February – April 2015 was **\$404,321**. Table 1 shows that the most significant inputs were in the form of individual hours (both paid and unpaid), and contributions to road safety activities.

Table 1. Total value of inputs, by activity type (Feb-Apr 2015)

Item	Value (\$)	% of total
Individual hours	233,489	58%
Activities (events, meetings, displays, presentations, media)	129,998	32%
Financial contribution	26,875	7%
Hosting and storage	13,959	3%
TOTAL	404,321	100%

Almost half of the contributions to the network can be attributed to Local Government. Table 2 shows the value and percentage representation of the contribution from each organisation type. It should be noted that the private sector category includes the value of print media articles.

Table 2. Total value of inputs, by organisation type

Organisation	Value (\$)	% of total
Local Government	198,159	49%
Private sector	101,714	25%
State Government	59,420	15%
Community group	23,392	6%
Non-government agency	13,860	3%
Other/combined	7776	2%
TOTAL	404,321	100%

The following sections explore the results in more detail.

Hours contributed to road safety by individuals

Data was collected on the number of hours contributed by individuals within the network during the reporting period; whether paid or unpaid; for the type of activity undertaken; and the type of organisation the individual was representing. The sample included in the study was limited to individuals who had taken part in network activities during the specified time period, giving a total of 681.

The total number of hours contributed to network activities in the period 1 February - 30 April 2015 was 4077 hours (an average of just under 6 hours per person in the sample), representing a value of \$233,489. As outlined in Table 3, almost two thirds of the total hours were contributed by Local Government staff and elected members (2488 hours, 61%), followed by State Government agency employees (630 hours, 15%) and people from community groups (577 hours, 14%). Overall, just under three quarters of the hours contributed were paid hours (71%), with the remainder contributed as unpaid hours (29%).

Table 3. Hours contributed, by organisation type

Organisation type	% of sample	Hours contributed	% of total hours contributed	Value of hours contributed (\$)	Paid vs unpaid
Local Government	48%	2488	61%	153,163	83% paid 17% unpaid
State Government	22%	630	15%	39,390	82% paid 18% unpaid
Community group	18%	577	14%	18,785	8% paid 92% unpaid
Non-government organisation	8%	213	5%	12,477	76% paid 24% unpaid
Private sector	5%	169	4%	9674	64% paid 36% unpaid
TOTAL	100%	4077	100%	\$233,489	71% paid 29% unpaid

When considering the type of activity, as seen in Table 4, the majority of hours were spent planning road safety activities (1665 hours, 41%), followed by implementing road safety activities (1313 hours, 32%). Attending road safety meetings, to enable collaboration and coordination, made up a quarter of all hours contributed (1039 hours, 25%).

Table 4. Hours contributed, by activity type

Activity type	Number of hours	% of total	Value of hours (\$)	Paid vs unpaid
Planning	1655	41%	104,066	82% paid 18% unpaid
Implementing	1313	32%	73,517	70% paid 30% unpaid
Attending meetings	1039	25%	52,938	56% paid 44% unpaid
Other	37	1%	1544	27% paid 73% unpaid
Evaluating	23	1%	1424	78% paid 12% unpaid
TOTAL	4076	100%	\$233,489	71% paid 29% unpaid

Regional variations evident in the hours contributed are highlighted in Table 5. The Metro North region contributed the highest number of hours (1415 hours, 35% of the total), which may be attributable to the number of large, relatively well resourced Councils in that region, which in several cases employ their own specialist road safety staff and generate a large number of activities. By contrast, other regions encompass a small number of Local Governments (for example, there are four Local Governments in each of the Gascoyne, Kimberley and Pilbara regions), are vast in size and significantly smaller in population.

There are also noteworthy differences in the split between paid hours and unpaid hours, ranging from 100% paid hours in the Gascoyne and Pilbara regions, to a more even split in the Metro South, South West and Metro South regions. The Kimberley region recorded 100% volunteer hours during this period, however this is considered atypical and reflects the re-establishment of relationships after the Road Safety Advisor position had been vacant for some time.

Table 5. Hours contributed, by region

Region	% of sample	Hours contributed	% of total hours contributed	% paid	% unpaid
Gascoyne	1%	26	1%	100%	0%
Goldfields-Esperance	6%	271	7%	75%	25%
Great Southern	13%	419	10%	69%	31%
Kimberley	3%	23	1%	0%	100%
Metro North	10%	1415	35%	91%	9%
Metro South	10%	298	7%	50%	50%
Mid West	15%	392	10%	66%	34%
Pilbara	3%	111	3%	100%	0%
South West	10%	760	19%	45%	55%
Wheatbelt North	11%	201	5%	64%	35%
Wheatbelt South	19%	161	4%	65%	35%

Support for network activities

Data was collected on the financial and in-kind support provided for road safety activities including meetings, events, presentations/workshops, displays (including display and speed trailers) and print media. Each activity was broken down into separate elements for valuation (such as the provision of venues and catering; the chairing and administration of meetings; provision of event equipment; size of media articles) to capture the scope of contributions. This excludes hours contributed by individuals. The activities recorded for this study are only those that required a financial or in-kind contribution, therefore it is not an exhaustive list.

Using this methodology, the value of the financial and in-kind contributions to road safety network activities during the February – March 2015 period was \$129,998, generated from the 191 activities that were implemented by the network with support from RoadWise. Table 6 provides a summary of the number and value of each activity type.

Table 6. Contribution to road safety activities, by activity type

Activity type	Number of activities	Value (\$)	% of total
Media	42	81,284	63%
Events	47	21,484	16%
Meetings	76	15,708	12%
Displays	21	8613	7%
Presentations	5	2909	2%
TOTAL	191	\$129,998	100%

Largely due to the value of media related activities, the majority of contributions were made by the private sector (\$87,139; 67%), followed by Local Government (\$23,372; 18%) (see Table 7).

Table 7. Contribution to road safety activities, by organisation type

Organisation type	Value (\$)	% of total
Private sector	87,138	67%
Local Government	23,372	18%
Other	7776	6%
State Government	5822	4%
Community group	4607	4%
Non-government organisation	1283	1%
TOTAL	\$129,998	100%

Direct financial contributions

In addition to the in-kind support provided for road safety activities in the network, there are a number of important direct financial contributions made to support road safety committees. For this study, data was collected on the financial contributions made in the reporting in terms of budget allocations to road safety committees, and grant funding awarded for road safety activity.

The value of the direct financial contributions for this period was \$26,875. Just over half of this total (\$13,600; 51%) was in the form of road safety grants awarded by the State Government, with the remainder from Local Government budget allocations to support road safety committees (\$8375; 31%), and an RAC grant to fund road safety activities in the Goldfields-Esperance region (\$4900; 19%).

Contributions to hosting and storage

Another important contribution to the road safety network is the support provided in the form of hosting and storage arrangements. Included in this study were the provision of office space for RoadWise Road Safety Advisors (RSA) as well as the storage and maintenance of display trailers. In five regions, RSAs are hosted within host Local Government offices. In six regions, Local Governments also provide storage space for road safety display trailers, which are a RoadWise resource available to the network.

The values allocated for these items were based on current market rates. Using this methodology, the value of the support provided for hosting and storage was valued at \$13,958.

Limitations

The nature of this study meant that much of the data relied on the knowledge and judgement of the individual officers involved in collecting and reporting data. Given that these officers are involved and engaged with their networks on a daily basis, it is feasible to expect that the data entered would be reasonable and realistic. However, it is possible that some items have been under or over estimated. It should also be acknowledged that the validity of the study findings is reliant on the suitability of the methods used to calculate the market value or direct costs of each item.

Using a relatively short time period (three months) for the data reporting, while allowing for greater accuracy, means that there is the potential for regional variations to be overly emphasised. The level of activity in each region is determined by a range of factors, including other major regional events and local industry/agricultural activity (e.g. grain harvest). Fluctuations occur in the level of support from agencies, and their cycle of planning and implementing which in turn influences local activity. However, this three month cross sectional capture was considered reasonably representative of the activity of the Network.

Given the challenges in assigning a value to online social media (e.g. Facebook and Twitter) and the limited capture of regional and local media by WALGA's media monitoring service, the economic value attributed to media was restricted to print media. It is therefore known that this study understates the value of media generated.

Conclusions

This study sought to explore and quantify the in-kind and financial contributions made by the community road safety network, supported by the RoadWise Program, to enable local road safety activities to be planned and implemented. This is the first time a study of this kind has been undertaken for the RoadWise Program, and has allowed the additional value leveraged from the State Government's investment in the RoadWise Program to be quantified. The results also provide insight into the range of inputs that are made to the network, which facilitates the local level road safety activities that are integral to achieving positive road safety outcomes, across the state.

The total value of in-kind and financial contributions generated by the community road safety network in the three month period 1 February – 30 April 2015 was \$404,321. On an annual basis, this represents a contribution of around \$1.62 million. This is additional value leveraged from the \$1.87 million support provided by the State Government to the RoadWise Program, through allocations from the Road Trauma Trust Account and State Road Funds to Local Government Agreement.

The more than 4000 hours contributed by individuals in the network during the study represents over 16,000 hours on an annual basis, which enabled the delivery of 983 road safety activities². Local Government staff and Elected Members contributed 61% of all hours, and the sector contributed 49% of the value of contributions in total, which is an indication of the level of commitment and support by Local Governments to community road safety partnerships. The spread of contributions from other organisation types (State Government, Non-Government organisations, community groups and the private sector) suggests that community partnerships are effectively generating support for local road safety activity across all sectors. The contributions have come from metropolitan, regional and remote areas of WA, with differences between regions reflecting the varying levels of activity and capacity within each region.

² The WALGA RoadWise Program recorded 983 road safety activities generated by the network as part of the RTTA quarterly reporting process 2014/15

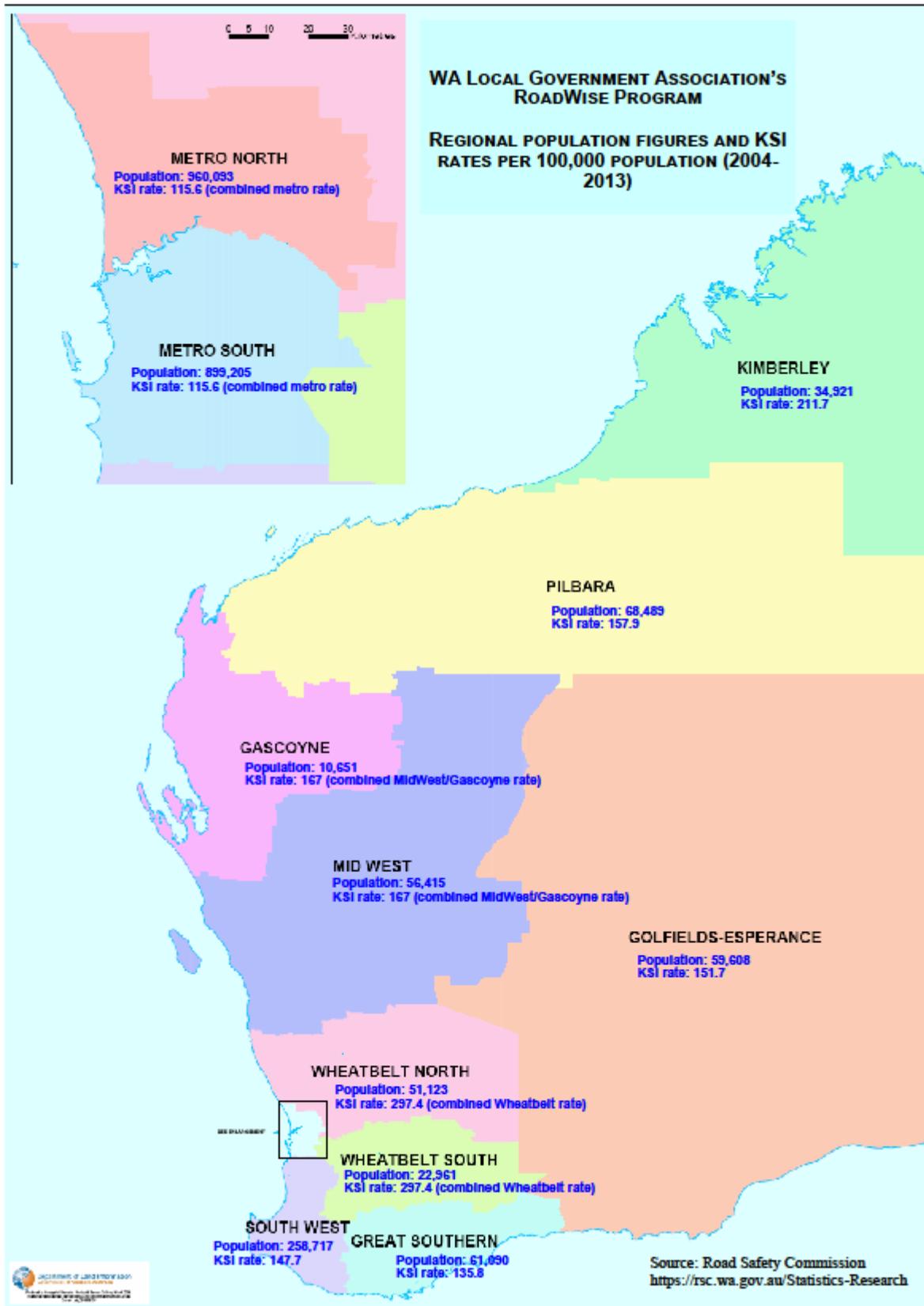
The findings of this study may provide important information for lead agencies and Governments in making road safety investment decisions. The results demonstrate that in addition to the social benefits associated with community road safety programs, the economic value of funding such programs can be almost doubled. For WALGA, this study has been useful in strengthening stakeholder relationships and the results have provided a catalyst to celebrate with and acknowledge the contribution of the community road safety network in working to reduce road deaths and serious injuries.

This study has demonstrated that by working in a collaborative, community partnership approach, the road safety network has mobilised substantial resources to deliver local road safety activities, aligned to the WA road safety strategy. The RoadWise Program plays an important role in this process by fostering partnerships, providing support for road safety committees, and building the capacity of the network. The study reinforces the strength of the RoadWise Program's well established partnership approach, which continues to play a significant role in generating additional value from the State Government funding allocated for community road safety.

References

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Appendix A: Regional population figures and KSI rates per 100,000 population



Appendix B: Allocated values

ITEM	CATEGORY	VALUE	SOURCE
Paid hours	Individual hours	Managers: \$68.40/hr Professionals: \$71.40/hr Technicians/Trade Workers: \$52.50/hr Community/Personal Service Workers: \$44.10/hr Clerical/Administrative Workers: \$47.40/hr Machinery Operators/Drivers: \$51.75	Hourly rates were calculated by coding position titles according to the ABS Cat. No. 1220.0 ANZSCO – Australian and New Zealand Standard Classification of Occupations (http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/1220.0Main+Features12013.%20Version%201.2?OpenDocument), and applying the average hourly earnings estimated in the ABS 6306.0 – Employee Earnings and Hours, Australia, May 2014 (http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/6306.0Main%20Features3May%202014?opendocument&tabname=Summary&prodno=6306.0&issue=May%202014&num=&view). Hourly rates were multiplied by 1.5 to include estimated additional costs such as annual leave, training etc.
Unpaid hours	Individual hours	Volunteers: \$32.53/hr	The volunteer hourly rate used is recommended by Volunteering WA (http://volunteeringwa.org.au/resources.aspx)
Chairing meetings	Meetings	\$80 per meeting	The Salaries and Allowances Tribunal outlines rates for Committee Meeting and Prescribed Attendance Fees (http://www.sat.wa.gov.au/LocalGovernmentElectedMembers/Pages/Determination2013June.aspx). The rates for a Council Member (including the chairman) for all regional Local Governments ranged from \$44 to \$116. A median rate of \$80 was used for this item. While not all Committee chairs are Local Government Elected Members, this rate was used to give an indication of the costs involved to an organisation or group to provide a chair person.
Meeting admin	Meetings	\$31.60 x number of meeting hours	This rate is the average hourly rate for Clerical and Administrative Workers (without loading) as per the ABS (reference as per paid hours). This rate gives an indication of the costs involved to an organisation or group to provide administrative support to committee meetings.
Venue	Meetings	\$21 per hour	Hourly costs were sourced for meeting rooms in each region at venues such as Local Government facilities or community venues (e.g. Lotteries House). The rates ranged from \$13/hr (Wanneroo Library) to \$35/hr (Pilbara Lotteries House), with an average rate of \$21/hr.
Venue	Events Presentations Displays	Estimated by RSAs	
Catering	Meetings	Morning/afternoon tea: \$11.70 per person Lunch/dinner: \$15.26 per person	Indicative costs for basic catering in Perth were obtained (http://www.missmaud.com.au/OnlineOrdering/CateringPlatters/SandwichBaguetteWrapPlatters.aspx , http://temptationscatering.com.au/page/morning-afternoon-tea/), calculated for each region using the Regional Price Index, and then averaged.
Catering	Events Presentations Displays	Estimated by RSAs (using rates above where appropriate)	
Printed material and merchandise	Events Presentations Displays	Estimated by RSAs	
Event equipment and logistics	Events Presentations Displays	Estimated by RSAs	
Prizes	Events Presentations Displays	Estimated by RSAs	
Kilometres travelled	Events Presentations Displays	Cost per km travelled: 66c per km	The rate used was the new standard rate which is applicable from 2015/16. While it is acknowledged that this rate did not apply during the reporting period, it is lower than the average of the previous rates that were in use.

			https://www.ato.gov.au/general/new-legislation/in-detail/direct-taxes/income-tax-for-individuals/simplify-the-car-expense-substantiation-methods/
Advertising and promotion	Events Presentations Displays	Estimated by RSAs	
Media	Events Presentations Displays	\$9.56 per column cm	http://www.westregionalsales.com.au/index.php/2012-07-19-17-38-59 - The West Regional Rate Card – p5 http://www.fairfaxregionalmedia.com.au/view.asp?show=rate&state=WA – Fairfax Regional Paper http://www.communitynews.com.au/pages/advertise.php - Community Newspaper Group (WA) – Metro Regional newspapers - average value per ccm \$7.32 (ex GST) – no page or colour loading Metro newspapers – average value per ccm \$11.43 (ex GST) – no page or colour loading Average state-wide print media value per column centimetre \$9.56 (inc GST) – no page or colour loading
Budget allocation to committee	Direct financial contribution	Quantified by RSAs	
Local sponsorship	Direct financial contribution	Quantified by RSAs	
Grants	Direct financial contribution	Quantified by RSAs, along with review of media release from Minister for Road Safety	https://www.mediastatements.wa.gov.au/Pages/Barnett/2015/03/Community-groups-receive-road-safety-grants.aspx
RSA office space	Hosting and storage	Mid West: \$1786.20 Goldfields Esperance: \$1783.37 Wheatbelt North: \$1760.55 Great Southern: \$1568.19 South West: \$1740.40	Using the rent paid for the Kimberley office as a base (\$9204 p/a), relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group).
RSA storage space	Hosting and storage	Mid West: \$465.06 Goldfields Esperance: \$464.58 Great Southern: \$408.30 South West: \$453.15	Using average Perth price of \$159 per month for a 3x2m storage space, relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group). http://www.spaceout.com.au/self-storage-price-survey/western-australia-self-storage-prices-data.php
Display trailer storage	Hosting and storage	Goldfields Esperance: \$464.58 Great Southern: \$408.30 Pilbara: \$666.84 Wheatbelt South: \$458.39 Metro North: \$477 South West: \$453.15	Using average Perth price of \$159 per month for a 3x2m storage space, relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group). http://www.spaceout.com.au/self-storage-price-survey/western-australia-self-storage-prices-data.php
Display trailer maintenance	Hosting and storage	\$100	Estimated using experience of RSA's and discussion with Local Government staff.