INTRODUCTION
Speeding is the most frequent traffic offence and a major factor in serious and fatal traffic crashes [1,2]. Dropping three to five kilometres an hour on average travel speed could see an 18 per cent decrease in fatalities in urban areas. 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 [3].

The ‘Community Safe Speed Promise’ was established from an initiative known as the ‘Neighbourhood Pace Car Pledge’ founded by David Engwicht in a community in Boise, Idaho in the United States and run in the City of Stirling since 2005.

During 2007, Officers from the Cities of Stirling, Joondalup and Melville and the WALGA RoadWise Program discussed how the Pace Car Project could be improved. It was decided that the term ‘Pace Car’ could be likely to confuse people and cause misconceptions. Several names were brainstormed until the term ‘Community Safe Speed Promise’ was decided upon. The key improvements which were:

- Improving the communication plan of the program
- Increasing the validity and reliability of the evaluation by using a rigorous evaluation instrument to include measuring norms, attitudes and habits of speeding behaviour

The Cities of Joondalup and Stirling then entered into a partnership agreement to run the ‘Community Safe Speed Promise’ project. 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 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.

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.

METHODS
In March 2009, the program was launched to the community by the City of Joondalup Mayor and Deputy President WALGA; Mr Troy Pickard, the City of Stirling Mayor; Mr 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 program 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 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 program information onto their website and created online forms for people to sign-up electronically. The Cities have distributed the program brochures to Libraries, Community Recreation/Leisure Centres and Halls to improve accessibility to the program. 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 program.

The City of Joondalup has a prompt on their ‘messages on hold’ system about the program. Distribution to schools in the City of Joondalup has been completed through the Constable Care program and through school P&C groups. The program 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 and Edith Cowan University Open Day.

The Joondalup Health Campus is assisting with the promotion by agreeing to display the program brochures. The City of Joondalup Road Safety Officer completed an interview in May 2009 on Twin Cities FM radio station to promote the program. Connolly Residents Association has agreed to work with the City to help disseminate the program further.

The City of Stirling has promoted the program 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...
The program 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.

There are two phases to the evaluation of this program. 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 program on the community as it provides baseline data for comparison [4]. 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.

RESULTS AND DISCUSSION
The Community Safe Speed Promise appears to encourage mainly people, aged 55 years and older, to participate in the program. Results have shown for the City of Joondalup and City of Stirling, that 66.7% of respondents who completed the pre-questionnaire were older than 55 years.

The reasons for joining the program were similar for the respondents in the City of Joondalup and City of Stirling. Respondents joined the program mainly because they were concerned and annoyed about speeding and wanted to be role models for other drivers. Other respondents joined the program 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 program are those who are concerned about speeding.

The main communication channel through which respondents recognised the program for both City of Joondalup and City of Stirling was through 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. 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’. 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 program 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 program 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 program can make a difference by participating. However, this has implications since the aim of this program 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 since March 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 programs 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. Based on the assumption that program participants are those already concerned with speeding, it is likely that post-evaluation results will show minimal 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.

CONCLUSIONS
The Community Safe Speed Promise program is a joint program run by the City of Joondalup and the City of Stirling. The program aimed to ‘reduce the average travel speeds in the City of Stirling and the City of Joondalup’. The objectives of this program 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’.

The pre-evaluation questionnaire, collected between March and August 2009, has provided baseline data which has suggested the types of people involved in the program; those who are mainly older people, 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 program will make a difference. However, this means that people who are actually speeding are not joining the program. This is a threat to achieving the aim of this program. 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.

REFERENCES

Non peer-reviewed extended abstract

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