SUMMARY

All 119 respondents who completed the survey supported the use of the “Slow Down – consider our kids” stickers on their bin, although some had concerns about the design and others the restriction of visibility to bin collection days only. Comments included “fantastic idea”, “every little bit helps”, “important for the community to actively pursue safe practices”, “even if there is only a small chance it may help, I am willing to try it!”, “I am supportive of the concept, but not the wording”, “it’s a shame we can’t leave our bins out permanently!” “sounds like a great idea”.

14% said they had not previously seen stickers with road safety messages on wheelie bins in the metro area, but 96% believed the stickers would encourage people to reduce speed in their street. 91% indicated that wheelie bin stickers encouraged them to review their own speed. Comments included “they remind you of the speed you should be travelling”, “it is a more personal form of speed deterrent”, “act as a reminder to take a look at my speedometer to check my speed”, “visual cue”, “I check my speed whenever I see those bin stickers”, “on bin collection days”, “a great reminder”, “they probably would if they were visually interesting”, “most effective message for me is “50KM” in big letters”, “the 50kph stickers are easy to “react” to”, “they will encourage others to review their actions”, “I don’t think people who speed will take notice and those that don’t will”, “permanent road signage along the lines of the children crossing signs could help, with the same message of ‘Consider out kids -- please slow down’ “, “it is a reminder that creates awareness”.

The Office of Road Safety were also interested in attitudes to speed. 96% disagreed that speeding was OK as long as you are a safe driver and 79% believed speeding in local streets is socially unacceptable behaviour. Over 70% were concerned about local speeding, over 50% felt pressured by other motorists to increase their speed on local roads and 61% wanted speed cameras used. 62% indicated they rarely or never exceed the speed limit, and of those that do, 70% said this was by less than 5km/h on local roads.

Comment from the organisers

We are hugely encouraged by the many supportive comments received both personally and via the survey. We take on board all suggestions which will be passed on with the survey report to the Office of Road Safety, The Community Road Safety Grants Program and East Fremantle Town Council.

To fund the $3,200 cost of the stickers we applied to the Community Road Safety Grants program which supports the state wide campaign using the “Slow Down – consider our kids” sticker. Although 50 km/h signs were considered by the P&C we faced issues with the 40 km/h school zone restriction and 60 km/hr limit on Canning Highway. We hope the current initiative will encourage further community and council support for other safety initiatives. Watch this space!

Sarah Levalds, P&C Roadwise Committee
Debbie Murphy, P&C Grants Committee

September 2009
Question 1: Names and contacts were recorded but not published.

Question 2: Please indicate your response to the following statements:
1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Speeding is OK as long as you are a safe driver:</td>
<td>0.8% (1)</td>
<td>0.8% (1)</td>
<td>2.5% (3)</td>
<td>16.4% (20)</td>
<td>79.5% (97)</td>
<td>122</td>
</tr>
<tr>
<td>b. Speeding in local streets is a socially unacceptable behaviour:</td>
<td>65.6% (80)</td>
<td>13.1% (16)</td>
<td>0.0% (0)</td>
<td>4.1% (5)</td>
<td>17.2% (21)</td>
<td>122</td>
</tr>
<tr>
<td>c. As a driver I always drive within the speed limit:</td>
<td>24.2% (29)</td>
<td>45.8% (55)</td>
<td>15.8% (19)</td>
<td>12.5% (15)</td>
<td>1.7% (2)</td>
<td>120</td>
</tr>
<tr>
<td>d. Penalising motorists for speeding is for revenue raising:</td>
<td>0.8% (1)</td>
<td>13.4% (16)</td>
<td>29.4% (35)</td>
<td>36.1% (43)</td>
<td>20.2% (24)</td>
<td>119</td>
</tr>
<tr>
<td>e. I am concerned about speeding vehicles in the road I live in:</td>
<td>37.2% (45)</td>
<td>34.7% (42)</td>
<td>13.2% (16)</td>
<td>13.2% (16)</td>
<td>1.7% (2)</td>
<td>121</td>
</tr>
<tr>
<td>f. I am concerned about speeding vehicles on the approach roads to Richmond School:</td>
<td>40.5% (49)</td>
<td>34.7% (42)</td>
<td>17.4% (21)</td>
<td>5.8% (7)</td>
<td>1.7% (2)</td>
<td>121</td>
</tr>
<tr>
<td>g. I am concerned about speeding vehicles on the approach to the children's crossing on Canning Highway:</td>
<td>46.3% (56)</td>
<td>34.7% (42)</td>
<td>14.0% (17)</td>
<td>1.7% (2)</td>
<td>3.3% (4)</td>
<td>121</td>
</tr>
<tr>
<td>h. Penalties for drivers caught speeding should be increased:</td>
<td>21.5% (26)</td>
<td>20.7% (25)</td>
<td>39.7% (48)</td>
<td>15.7% (19)</td>
<td>2.5% (3)</td>
<td>121</td>
</tr>
<tr>
<td>i. The 50km/h default urban speed limit is appropriate:</td>
<td>23.5% (28)</td>
<td>58.8% (70)</td>
<td>11.8% (14)</td>
<td>4.2% (5)</td>
<td>1.7% (2)</td>
<td>119</td>
</tr>
<tr>
<td>j. I feel my safety is at risk when I see/hear a vehicle speeding in my neighbourhood:</td>
<td>34.2% (41)</td>
<td>46.7% (56)</td>
<td>9.2% (11)</td>
<td>7.5% (9)</td>
<td>2.5% (3)</td>
<td>120</td>
</tr>
<tr>
<td>k. Speed increases the risk of road crashes:</td>
<td>63.3% (76)</td>
<td>29.2% (35)</td>
<td>0.8% (1)</td>
<td>3.3% (4)</td>
<td>3.3% (4)</td>
<td>120</td>
</tr>
<tr>
<td>l. I am often pressured by other motorists to increase my travel speed when travelling on 50km/h roads at the speed limit:</td>
<td>10.2% (12)</td>
<td>40.7% (48)</td>
<td>20.3% (24)</td>
<td>21.2% (25)</td>
<td>7.6% (9)</td>
<td>118</td>
</tr>
<tr>
<td>m. Speed cameras (multinovas) should be used on local roads:</td>
<td>20.2% (24)</td>
<td>41.2% (49)</td>
<td>21.8% (26)</td>
<td>13.4% (16)</td>
<td>3.4% (4)</td>
<td>119</td>
</tr>
<tr>
<td>n. Speeding motorists is a significant community issue:</td>
<td>33.6% (40)</td>
<td>50.4% (60)</td>
<td>10.9% (13)</td>
<td>4.2% (5)</td>
<td>0.8% (1)</td>
<td>119</td>
</tr>
</tbody>
</table>
Question 3: How often do you exceed the speed limit?

3. How often do you exceed the speed limit (choose 1 answer from options below)?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>4.2%</td>
<td>5</td>
</tr>
<tr>
<td>Rarely</td>
<td>58.0%</td>
<td>69</td>
</tr>
<tr>
<td>Sometimes</td>
<td>37.8%</td>
<td>45</td>
</tr>
<tr>
<td>Most of the time</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

answered question 119
skipped question 7

Question 4: If you speed on local roads (where the speed limit is 50km/h or less), by how many kilometres do you exceed the speed limit?

4. If you speed on local roads (where the speed limit is 50km/h or less), by how many kilometres do you exceed the speed limit (select your answer from the options below)?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5km/h</td>
<td>69.6%</td>
<td>78</td>
</tr>
<tr>
<td>Less than 10km/h</td>
<td>29.5%</td>
<td>33</td>
</tr>
<tr>
<td>More than 10 km/h</td>
<td>0.9%</td>
<td>1</td>
</tr>
</tbody>
</table>

answered question 112
skipped question 14

Question 5: Have you seen stickers with road safety messages used on wheelie bins previously in the Perth Metropolitan area?

5. Have you seen stickers with road safety messages used on wheelie bins previously in the Perth Metropolitan area?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85.8%</td>
<td>103</td>
</tr>
<tr>
<td>No</td>
<td>14.2%</td>
<td>17</td>
</tr>
</tbody>
</table>

answered question 120
skipped question 6
Question 6: Do wheelie bin stickers encourage you to review the speed you travel at?

Comments:
- You see the wheelie bin and then you would automatically look at what speed you are doing, and slow down if you are over.
- They remind you of the speed at which you should be travelling.
- Good idea.
- Most effective message for me is "50KM" in big letters on the sign.
- Whenever or wherever I see the stickers, it will be an encouragement to review the speed I travel.
- I haven't seen any, but I'm sure they would remind me.
- Yes. However, any road side signage is also a distraction. The 50kph stickers are easy to "react" to as the format is readily recognisable.
- Acts as a reminder to take a look at my speedometer to check my speed.
- This is a great initiative, well done.
- Visual cue - often assists when driving as ongoing prompts are helpful to monitor/review actions.
- It is a reminder that creates awareness.
- It probably would but I have not noticed any in the past.
- Great idea.
- They probably would if they were visually interesting - eye catching. With this said you wouldn't want them to be too eye-catching as it would distract the driver.
- It's a good reminder.
- Sometimes the road 'appears' to be a main road and I have increased to 60km, so a sticker on the bin is a gentle reminder.
- Even though I don't speed in local areas I still check my speed whenever I see those bin stickers.
- Often not looking at them as driving
- I have noticed one or two on Fortescue Street and they always remind me of the possibility of children playing nearby.
- Yes definitely it is a more personal form of speed deterrent. You think about the people living nearby with their own children at risk of a speeding driver.
- The stickers show that the community is concerned about their children and the consequences of speed on suburban streets, they always make me check my speed and adjust if necessary.
Question 7: Are you supportive of the use of wheelie bin stickers with the wording "Slow Down - Consider our Kids" on your own bins?

Comments:
- Absolutely supportive.
- Even if there is only a small chance it may help, I am willing to try it!
- I am supportive of the concept of the sticker campaign, but I am not supportive of the wording. The 50kph sticker is a good idea as it looks like a road speed sign and reminds people to slow down. The proposed wording is lengthy for the size of the stickers.
- Fantastic idea
- However, the first time I saw these stickers I did not know if I should be driving slower than the speed limit.
- Absolute great idea.
- Important for the community to participate and actively pursue safe practices particularly on roads.
- Every little bit helps.
- Only if these stickers were well designed. An entire community filled with wheelie bins covered with poorly designed graphics would look shocking.
- Anything that may help, not sure how motorists will see my bin other than on Tuesday mornings though.
- If they make me check my speed I would assume other people do as well, though this may not be the case.
- Yes. It is a relevant community reminder from local people.
- I am fully supportive and feel that all communities should have them.
Question 8: Do you believe the wheelie bin stickers will be useful in encouraging people to reduce their travel speeds on your street?

Comments:

- One of our neighbours obtained stickers from Melville council for all of us. It looks very effective on bin day.
- On bin collection days.
- Surely, it will encourage the people to reduce the speed.
- Yes and no. They can sometimes do more harm (too much of a distraction) than good.
- I do have concerns that the stickers will only really be visible on bin collection days.
- But only on rubbish bin day...it's a shame we can't leave our bins out permanently!!
- Stickers will remind drivers to slow down.
- Like to think so.
- On bin collection days.
- Yes as we live at the start of a cul de sac and drivers speed down the street knowing there is very little traffic. But children are often in the street.
- I believe they will encourage others to review their actions and be part of what the community want and expect in achieving safer usage on road networks and in neighbourhoods.
- A great reminder.
- I guess if just one person pays attention to them, then perhaps an accident could be avoided. The stickers will only have a short life, however. Drivers will only 'see' them for a while, then they will disappear into the landscape.
- Only useful of course when bins are out for collection.
- Hopefully is my real answer, but you only gave me yes or no choices.
- But bins are only out 1 day per week.
- I don't think people who speed will take notice and those that don't will.
- Only to those that inadvertently speed.
- I would like to know, in the areas where they have been trialled, the results in regards to driver behaviour - are these available to RPS?
- But only on days the bins are out? What about permanent signage as well, saying the same?
- Refer comments above.
- Only on bin day when they are visible.
Further Comments:

- I strongly support this program. It sends the message to others that we care for those who live in our community and wish for others to do the same when they are driving through.
- Thank you for giving me an opportunity to feedback and congrats you for your attempt for making awareness about the road safety.
- Thanks for taking the time to instigate this. Sounds like a great idea!
- While I applaud the sticker campaign, I do think the 50kph sticker may be a better one than the wordy one. I do believe we need to consider our environment (hilly, cars parked on road sides, poor lighting at night) when we add another potential distraction to our streets.
- Great idea.
- Thank you for all your effort getting this off the ground it will be put to good use in our street.
- This is a worthy project and one that I am more than happy to participate in and particularly one that I am very proud to be associated with. Being proactive in the community is an important part of being a good citizen and actively pursuing safety issues especially for our children is very worthy and ultimately beneficial.
- Thanks for pursuing this.
- Keep up the good work.
- We support all reasonable measures such as traffic calming systems/speed humps to reduce vehicles speeding in suburban streets.
- I think the stickers are great and I support the use of them, but they're only visible when the bins are out. Permanent road signage along the lines of the children crossing signs could help, with the same message of 'Consider our kids -- please slow down' -- particularly on streets near school.

If you would like further information or to provide feedback on the bin sticker campaign or on other road safety issues please contact the P&C Road Safety Officer, Sarah Levalds on 0413 995 240.

If you have a question or comment regarding the bin sticker funding or this survey please contact the P&C Grants Officer Debbie Murphy on 0423 122 169.

Funding for the stickers was provided by the Community Road Safety Grants Program which is funded by the Road Trauma Trust Fund administered by the Road Safety Council.