REGIONAL ROAD SAFETY PLANNING
A GUIDE
FIRST AND FOREMOST PEOPLE COME TOGETHER WITH THE UNDERSTANDING THAT THEY NEED TO ACKNOWLEDGE THE SIZE AND SHAPE OF THEIR ROAD SAFETY ISSUES. ONLY THROUGH THE AIRING OF ISSUES AND COLLECTION OF ROAD SAFETY INFORMATION THAT IS RELEVANT TO THEIR COMMUNITY WILL PEOPLE THEN DEVELOP A SHARED PROBLEM DEFINITION. FROM THERE COMMUNITIES CAN WORK TOGETHER TO WORK OUT HOW TO SOLVE THE PROBLEM.
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Throughout regional Western Australia there are local governments, private businesses and state government agencies that together with their communities want to contribute towards a safer road network. To-date several regional based groups have worked together through collaborative planning and developed road safety projects that will help reduce death and serious injuries in their community.
1. INTRODUCTION AND OVERVIEW

“First and foremost, people come together with the understanding that they need to acknowledge the size and shape of their road safety issues. Only through the airing of issues and collection of road safety information that is relevant to their community will people then develop a shared problem definition. From there, communities can work together to work out how to solve the problem.”

Iain Cameron, Executive Director, Office of Road Safety

1.1 Introduction

Throughout regional Western Australia, there are local governments, private businesses and State Government agencies that together with their communities want to contribute towards a safer road network. To date, several regional-based groups have worked together through collaborative planning resulting in the development of road safety projects that will help reduce death and serious injuries in their community.

The Regional Road Safety Planning Process is based on the principles of Towards Zero, the current road safety strategy for 2008-2020. An important principle of Towards Zero is ‘shared responsibility’. Towards Zero also comprises the Safe System Cornerstones that promote: safe road users travelling in safe cars at safe speeds along safe roads and roadsides.

The purpose of developing regional road safety plans is to facilitate and coordinate positive road safety initiatives and outcomes based on the Safe System.

More importantly, the concept of the regional road safety plan is to create an opportunity for regional road safety stakeholders, state road safety agencies and the community to leverage the strengths of all stakeholders involved, such as the ‘shared responsibility’ for planning and owning the solutions to their road safety issues.

In addition, when you combine stakeholders’ strengths with research, statistics, education and local knowledge the foundation of the regional road safety plan is formed. Once the plan has been developed, agreed too and signed by all members of the working group, the plan is then reviewed and adjusted after 12 months. This means the regional road safety plan remains relevant to the community by reflecting on lessons learned and adapting to changing needs.

HOW TO USE THIS GUIDE?

This document outlines a well-defined approach to help regional groups develop a regional road safety plan by following a four-stage collaborative planning process. The stages are well structured and easy to follow. By following this simple process, a group can achieve consensus and move quickly to developing an agreed action plan that can deliver their community positive results.

Stage 1 – Initiation – How will you initiate road safety planning in your region?

In this stage you are identifying who needs to be involved, size and scope of the project, identify local capacity available and also collect background road safety information for your stakeholders to help build the knowledge base required to achieve the project.

Stage 2 – Development – What is the size and shape of the road safety problem and how will you solve it?

In this stage you will look at the regional road safety statistics and the localised issues and pose potential solutions based on the facts collected. This will result in a documented action plan that also includes how the plan will be evaluated. We recommend the use of the Swedish OLA problem solving method as a tool that may help the group in reach the required consensus for the project. The OLA method is described in Appendix 2.

Stage 3 – Implementation – Who will do what, when and how?

In this stage a consensus needs to be reached for allocated actions, identified actions are implemented and measured are put in place, when and where appropriate.

Stage 4 – Review – 12 month review

In this stage the group evaluates the implementation plan and measures achieved. The group will discuss how well it went, what worked and how the group can improve the project (for the future) in future going forward. This meeting will then link back into Stage 1 to continue the process.

PURPOSE OF THIS DOCUMENT

The purpose of this document is to assist regional groups who want to create a regional road safety plan.

WHO SHOULD USE THIS GUIDE?

Anyone can use this guide, whether they are an individual or part of an organisation. The guide is easy to follow and can be used by public and private sector organisations.

Towards Zero – getting there together

Our long term vision is of a road transport system where crashes resulting in death or serious injury are virtually eliminated.
1.2 Abbreviations and Terms

**TABLE 1 LIST OF ABBREVIATIONS**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSI</td>
<td>Killed and seriously injured</td>
</tr>
<tr>
<td>ORS</td>
<td>Office of Road Safety</td>
</tr>
<tr>
<td>RSC</td>
<td>Road Safety Council</td>
</tr>
</tbody>
</table>

**TABLE 2 LIST OF TERMS**

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>This includes all individual community members, groups, organisations or companies as well as any commercial or non commercial organization.</td>
</tr>
<tr>
<td>Road Safety Stakeholders</td>
<td>This is any Government Department or Group which is a member of the Road Safety Council in WA (Main Roads WA, Dept. Education, Police, Dept. Transport, Dept. Planning, West Australian Local Government Association, Insurance Commission WA, Office of Road Safety, and RAC WA).</td>
</tr>
<tr>
<td>Stakeholder</td>
<td>Potentially anyone who has an interest in your project or will be affected by its outcomes.</td>
</tr>
</tbody>
</table>
2. INTRODUCING THE SAFE SYSTEM

The ‘Safe System’ views the road transport system holistically by seeking to manage the interaction between road users, roads and roadsides, travel speeds and vehicles. The Safe System recognises that it is probably not possible to prevent all crashes but aims to prevent those that result in death and serious injury.

While efforts will continue to prevent crashes, when they do occur, there are three factors that directly influence the severity of the outcome: the protection provided by the vehicle, the speed at which it hits, and the nature of the object it hits. We can manage these factors to keep crash energies below our physical limits.

Central to the Safe System (Figure 1) is an acknowledgement of our limited ability as humans to tolerate physical force. The Safe System aims to manage crash energies to prevent death and serious injury. It also recognises that human error in the system is inevitable no matter how educated and compliant we are in obeying traffic laws.

The Safe System model (Figure 1) has been designed to benefit all road users, from pedestrians to heavy vehicles. The model has four main elements which lead to an alert and compliant road user, and four key fundamentals to making a road network safer. This model has been accepted globally as best practice for road safety and is being implemented across Australia.

- Safe Road Use (Alert and Compliant)
- Safe Roads and Roadsides
- Safe Speeds
- Safe Vehicles

Safe drivers and riders using safe vehicles, travelling at safe speeds, on safe roads, will reduce the impact and severity of injury to the human body against violent forces, therefore reducing death and serious injury resulting from using the state’s road network. The human body can only tolerate so much force at point of physical impact.

Figure 1 The Safe System (Source: Towards Zero – Road Safety Strategy, WA Road Safety Council 2008-2020 page 21).
Collaborative planning relies on goals and objectives being set through a democratic process – where the opportunity to participate and contribute are provided to stakeholders. In a previous community consultation run by the office of road safety, feedback from the community clearly articulated ‘Communities who do not own the solution end up owning the problem.’
3. BACKGROUND TO ROAD SAFETY PLANNING

This guide embraces two key models to help people plan for road safety. The first model is based on the principles of collaborative planning, which helps stakeholders engage and develop plans through consensus-based negotiation. The second model is the OLA model, which originated in Sweden and is a systematic collaboration for safer road traffic.

**Collaborative planning** relies on goals and objectives being set through a democratic process – where the opportunity to participate and contribute are provided to stakeholders. In a previous community consultation run by the Office of Road Safety, feedback from the community clearly articulated that “Communities who do not own the solution end up owning the problem.” The Office of Road Safety and the Road Safety Council promote the importance of collaboration as a means of achieving ownership, implementation and agreement of road safety plans.

There are many benefits to adopting collaborative planning, such as:

- Increased likelihood that the plan is in the public interest as it incorporates interests of many stakeholders.
- Implementation potential is higher as stakeholders support the plan.
- Improved stakeholder relations and improved stakeholder knowledge that provide long-term benefits for the community.

**The OLA Model** developed in Sweden is a collaborative process that promotes the various parties within road safety to work together to try and provide solutions to a common problem. OLA is actually an acronym for:

- **O** – **objective data**: Facts are presented and discussed by all parties – issues are teased out and the chain of events. Facts may include things like statistics, roadside standards, behavioural studies etc. The aim is to produce a common view of problems.
- **L** – **list of solutions/actions**: Developing ideas and proposals for solutions. What can each party do individually, partnered or via group effort.
- **A** – **addressed action plans**: This outlines the concrete measures – who will do what, when and how will it be evaluated (measured). Signed and implemented action plans lead to safer road traffic.

In summary the OLA is a problem solving process that can be incorporated easily into regional road safety planning.

See Appendix 2 for more information on this process.

4. (Vagetrket Swedish Road Administration OLA Brochure)
To help you develop a Regional Road Safety Plan we have designed a four stage process that typically can take up to 12 weeks to complete.
4. FOUR STAGES TO REGIONAL ROAD SAFETY PLANNING

To help you develop a Regional Road Safety Plan we have designed a four-stage process it typically can take up to 12 weeks to complete the process up to Stage Four, but it may take longer.

**Stage 1: Initiation – Week 1-4** – How will you initiate road safety planning in your region? What pre-planning will you need to do? What information will be required to help build the local knowledge base?

**Stage 2: Development – Week 6-9** – What is the size and shape of the road safety problem and how will you solve it? What options do you have available to use, considering the size and scope of the issues and local capacity and availability in the region (Usually involves two meetings).

**Stage 3: Implementation – Week 10-12** – Start implementing the what, when, how and ensure that appropriate measures are in place so you will you know how well you have done? (Usually involves one meeting.)

**Stage 4: Review – after 12 months** – How well did you go, what worked, what didn’t, what needs to change and link back into the process from Stage 1.

![Figure 2 Regional Road Safety Planning – a Four Stage Process](image-url)
**TIMELINE: A 12 WEEK PLANNING PROCESS**

The following figure shows the timeline and key tasks associated with the regional road safety planning process. The time allocated in this figure, is a recommendation only. It may take longer than suggested and the priority should be on developing a meaningful and achievable plan.

![Figure 3 Regional Road Safety Planning – Timeline and Key Tasks](image-url)

<table>
<thead>
<tr>
<th>STAGE 1</th>
<th>BRAINSTORMING - PRELIMINARY DATA</th>
<th>WEEK 1-4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points to Consider - What's the Bigger Picture</td>
<td>Who Could or Should Attend</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAGE 1</th>
<th>UNDERSTANDING THE SAFE SYSTEM AND OLA PROCESS</th>
<th>WEEK 1-4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe System Approach to Road Safety</td>
<td>OLA Process</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAGE 2</th>
<th>MEETING 1 - OBJECTIVE DATA</th>
<th>WEEK 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collection of Objective Data</td>
<td>Indepth Study of Data</td>
<td>Develop Common Views of Concern Areas</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>STAGE 2</th>
<th>MEETING 2 - LIST OF ACTIONS / SOLUTIONS</th>
<th>WEEK 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brainstorming Ideas</td>
<td>Identify Feasible Solutions</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAGE 3</th>
<th>MEETING 3 - ACTION PLAN</th>
<th>WEEK 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocate Responsibilities</td>
<td>Develop Timeline</td>
<td>Agree to Plan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAGE 4</th>
<th>12 MONTH REVIEW</th>
<th>+12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review What Happened</td>
<td>Assess Actions Taken</td>
<td>Amend Plan if Required/Implement</td>
</tr>
</tbody>
</table>
How to initiate road safety planning in your region.

There are many reasons why an individual or a group within a region (or a community) want to be more involved in road safety issues. Once people are motivated to make a difference and change the way a community responds to road safety, this planning process can help make it a successful venture.

In this stage you are identifying who needs to be involved and are also collecting background information for your stakeholders.

KEY TASKS

• Form your regional road safety planning group – Who should / can participate?
• Collecting road safety information – i.e. background material such as statistics and general information about road safety issues in the region.
• Plan meetings for Stage 2 – What should be included in the agenda and are briefing notes required?

4.1 STAGE 1: INITIATION WEEK 1 – 4

4.1.1 FORM YOUR REGIONAL ROAD SAFETY PLANNING GROUP

It is recommended that a balanced cross section of stakeholders be invited, including both road safety professionals (those who have a direct involvement in road safety be it public or private sector) and community representatives. The aim is to ensure all viewpoints about road safety are presented to maximise the take-up of future road safety actions.

When creating your target list consider the following:

• Seek support from both State and Local Government organisations such as Main Roads WA, Police, WALGA, and the Office of Road Safety Office in developing a regional specific profile of Regional Road Safety Capacity - who’s doing what in the region and who is not but could. Evaluate the road safety capacity and or limitations of assistance. For example, develop a Strengths, Weaknesses, Opportunities and Threats – SWOT analysis. Decide if the project will require specific “named” people, representatives or organisations to ensure that the project has credibility in the community.
• Are there any other State / Commonwealth agreements or contracts that could influence road safety in the region such as Royalty for Regions, Regional Partnership Agreements, Resource Agreements, and/or Land Agreements?

TABLE 3 POTENTIAL LIST OF STAKEHOLDERS

<table>
<thead>
<tr>
<th>Road Safety Stakeholders</th>
<th>Commercial/Non-Commercial Stakeholders</th>
<th>Community Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSC members, departments and person responsible to represent region</td>
<td>Chamber of Commerce and Industry</td>
<td>Self- nominated community members</td>
</tr>
<tr>
<td>Road safety coordinating committee, departments</td>
<td>Chamber of Minerals and Energy</td>
<td>Nominated members from key local community groups</td>
</tr>
<tr>
<td>Roadwise – Regional Manager <a href="http://www.roadwise.asn.au">www.roadwise.asn.au</a></td>
<td>Transport Form WA</td>
<td>Regional Clubs, WA Clubs</td>
</tr>
<tr>
<td>School Drug Education and Road Aware (SDERA – Regional Manager) <a href="http://www.sdera.wa.edu.au">www.sdera.wa.edu.au</a></td>
<td>Farming Groups Representatives – RRR ? network – Farmsafe WA – Minister of Ag – etc</td>
<td>People of Influence – Local MPs, Councillors, Community Leaders, Indigenous Elders</td>
</tr>
<tr>
<td>Local Government Members</td>
<td>Media</td>
<td></td>
</tr>
<tr>
<td>Member of Parliament</td>
<td>Office Road Safety Partnership Program – partnerships in the region</td>
<td></td>
</tr>
</tbody>
</table>

Points to consider when planning location of meetings

The following points may be considered:

• What is the most central meeting point and are there other major regional meetings to coincide with?
• Can the whole region be represented at a geographical meeting point or is there the need to conduct individual meetings locally, then one collective meeting of representatives from each location? In some regional areas it simply may not be possible to get all stakeholders together which may mean that more meetings will be held. The impact could incur additional costs and potential delay to your planning process.
• Do participants need assistance to be able to attend your meeting?
• Obtain commitment from participants to attend all meetings. Work out how you will manage any absent participants to one or more meetings.
What is a stakeholder?

A stakeholder is potentially anyone who has an interest in your project or will be affected by its outcomes.

Projects that involve stakeholders from the start of a project are more likely to succeed. Involve your stakeholders early and involve them in setting realistic goals and objectives that engage their interest. Stakeholders can then define how they participate.

4.1.2 COLLECTING ROAD SAFETY INFORMATION

Before meetings are conducted and plans are developed it is important to have a good understanding of the ‘big picture’ of road safety in the state and in areas of concern for the region. Understanding both state and regional concerns will provide some general direction to help start the planning process and will also prove useful when developing the action plan at the end.

The Towards Zero 2008-2020 Road Safety Strategy is available online at www.ors.wa.gov.au. Ensure all participants are familiar with the principles of Towards Zero, its aspiration and detailed information about the Safe System.

ROAD SAFETY STATISTICS

What do the road safety statistics showing about the region / state – current and historic? – Road safety concerns (the four Safe System cornerstones), high geographical areas of KSIs (killed and or seriously injured people). This will be available from the Office of Road Safety. For example:

- Drink driving – Safe Road User, Education, and Enforcement
- Head on crashes or intersection crashes - Safe roads, Education, Safe Vehicles
- Speed related – Safe Speeds, Education
- Vehicle rollovers – Safe Vehicles, Safe Road User, Safe Roads, Education

See Appendix 1 Road Safety Data.

UNDERSTANDING THE SAFE SYSTEM IS ESSENTIAL

All of the WA Road Safety Council’s road safety initiatives are based on the Safe System approach; Education and information, Understanding risk and crashes, Enforcement, Admission to the system, Safe Speeds, Safe vehicles, Safe roads and roadsides and safe road use.

It is fundamental that all road safety stakeholders and the community understand the Safe System in the broader context and how all road users can participate, and share in the responsibility, thus making the region and state roads safer.

Not all road safety stakeholders or community members will be in a position to influence all elements of a Safe System, but by understanding the opportunities, sharing in the responsibility and taking proactive action for road safety they can all contribute to making the road network safer.

Facilitation Tip

- All stakeholders require access to road safety information so they can participate, deliberate and contribute in a meaningful way.
- Remember to keep everyone included and up to date.
4.1.3 PLANNING MEETINGS FOR STAGE 2

The previous task involved identifying potential participants, local capacity and collecting information about road safety for the region. Stage Two utilises this gathered information and knowledge for preparing your first meeting agenda, briefing notes and will also be the foundation for subsequent meetings, which will be held as part of Stage 2 and Stage 3. We recommend incorporating the OLA process - the problem solving and planning method (Appendix 2). In summary there will be three key meetings to meet the needs of the three steps involved in OLA; some groups may need multiple meetings to complete each step. To plan the meetings you need to understand each step and what you need to achieve as an outcome.

Facilitation Tips

WORKING TOGETHER – SET GROUND RULES

Participants should agree to be honest, open and objective. As a group it is a good idea to set some ground rules as to how you are going to work as a group and what you all consider important to manage the way you all work together. In your meeting write up a list of rules and put it on a wall as well as distribute the agreed rules to all members therefore everyone will have a clear understanding of group expectations.

HOW WILL YOU GENERATE AND CAPTURE YOUR INFORMATION?

You can use brainstorming techniques of one scribe and a whiteboard – participants call out items to be recorded.

You can use A5 pieces of paper/card and ‘blu-tak’ items on a wall so all participants can see the items as they are generated (one item per card). A facilitator can then sort the cards with assistance of participants into meaningful groups. You can also use polling – where each participant is asked in turn to contribute – participants say ‘pass’ if they can’t think of anything.

HOW WILL YOU SET PRIORITIES?

One method involves handing out a set number of ‘dot stickers’ that participants get to use as votes. You may need to discuss what criteria you want to use as a group to set priorities.

HOW WILL YOU ACHIEVE CONSENSUS?

Consider how the group will reach consensus: Should the group all be in agreement or will the majority vote be the decider?

HOW WILL YOU RESOLVE CONFLICT?

Conflict can be a healthy product of groups working together. The group needs to acknowledge that it may occur and what they want to do to manage difficult situations.

4.1.4 CHECKLIST

TABLE 4 CHECKLIST FOR STAGE 1: INITIATION

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Have you identified the participants for the planning group?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Have you identified what road safety information needs to be collected about your region?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Have you identified what your participants need as background information before they attend any meetings?</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Have you planned your meetings in a location that maximises participation?</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Do you understand the principles and aspiration of Towards Zero?</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Do you understand the Safe System and its cornerstones?</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Do you understand the OLA problem and planning process?</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Have you considered participants ‘roles’ and ‘responsibilities’, including appointing a chairperson, community spokesperson, scribe and person responsible for information distribution and control?</td>
<td></td>
</tr>
</tbody>
</table>
4.2 Stage 2: Development – Week 6-9

What is the size and shape of the road safety problem and how will you solve it? What options do you have available to use, considering the size and scope of the issues and local capacity and availability in the region.

In this stage you will hold your first meeting where the group will need to discuss the groups foundations from which with will collaborate, such as, create a common goal or vision, group engagement rules, roles and responsibilities. Once the foundations have been established the discussion of the road safety statistics, facts and information should be presented, discussed and the major concerns agreed. In the second meeting the group will list the potential actions and solutions in relation to the agreed areas of concern. Once all the potential actions and solutions have been tables the group needs to agree on what will be included as the actions of the project and what will need to need address in the future.

KEY TASKS OF STAGE TWO

- Hold Meeting 1 – **Objective Data**
  a. Develop the foundations for the group
  b. Present road safety facts and information collected about the region
  c. Call on participants to add additional facts or information that may be missing
  d. Brainstorm the key issues for the region
  e. Reach agreement on the size and shape of the road safety problems in your region

- Hold Meeting 2 – **List Actions / Solutions**
  a. Brainstorm the key issues and reach agreement on the potential solutions and actions

KEY TASKS

- Hold Meeting 3 – **Develop an action plan**
  a. The group finalises what actions will be completed by whom and by what date
  b. Consideration should also be given as to how the action plan will be evaluated – what measures can be put in to place?

**Facilitation Tip - Brainstorming**

**BROAD ROAD SAFETY TOPICS FOR DISCUSSION**

The safe system provides a framework for the group to think logically about where to start the brainstorming process. The four cornerstones of the safe system are:

- Safe Road Use;
- Safe Roads and Roadsides;
- Safe Speeds; and
- Safe Vehicles.

The group can use the four areas to provide the top level headings. Then collate items under each heading. For example:

- Safe road use can be further broken out into the following areas:
  - Education and Information;
  - Enforcement;
  - Understanding crashes and risk; and
  - Admission to the system (i.e. vehicles into the road transport network).

See Appendix 3 Integrating OLA and Safe System
ADDITIONAL INFORMATION ON DATA

The following table shows you what some ideas are when brainstorming using the Safe System cornerstones. What suggestions can be entered against Safe Road User?

TABLE 5 OBJECTIVE DATA SUGGESTIONS AGAINST SAFE ROAD USER

<table>
<thead>
<tr>
<th>Safe System Cornerstone – Safe Road User</th>
<th>Objective Data Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Training</td>
<td>State / Regional Road Safety Education</td>
</tr>
<tr>
<td></td>
<td>School Education – Road Safety</td>
</tr>
<tr>
<td></td>
<td>What Media is being used</td>
</tr>
<tr>
<td></td>
<td>Training Programs</td>
</tr>
<tr>
<td>Admission to the System</td>
<td>Drivers driving without licence for vehicle type</td>
</tr>
<tr>
<td></td>
<td>Unregistered / unsafe vehicles being used on the roads</td>
</tr>
<tr>
<td></td>
<td>Use of bush tracks / non enforceable roads</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Police Enforcement data or trends</td>
</tr>
<tr>
<td></td>
<td>Commercial / Non Commercial enforcement trends</td>
</tr>
<tr>
<td></td>
<td>Office of Road Safety regional crash profile</td>
</tr>
<tr>
<td></td>
<td>Police crash profile for the region</td>
</tr>
</tbody>
</table>

4.2.2 MEETING 2: LIST OF ACTIONS / SOLUTIONS

List of Actions/Solutions is the second stage of the process where the collected, discussed and, hopefully, agreed objective data is generated into possible solutions. It is recommended that each possible action and solution is listed under the individual elements that make up the Safe System model.

Note – At this stage is does not matter if solutions repeat under multiple element headings.

Points to Consider

• Actions / Solutions need to include both short term solutions to generate quick fixes as well as longer term solutions to create more cultural, behavioural, and if possible, infrastructure development changes.
• It is fundamental that these discussions continue to focus on what each member can do to positively influence the road safety outcome and all suggested solutions are objective and free of ‘blame’ or criticism of any parties involved.
• Before the end of this meeting it is recommended that a set list of achievable actions or solutions has been agreed to.
• It is also recommended that at the end of this meeting the group starts to think through the reality of these actions and considers how these actions or solutions will be implemented, and who will be allocated various tasks.

4.2.3 CHECKLIST

TABLE 6 CHECKLIST FOR STAGE 2: DEVELOPMENT

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Have you presented information on the Safe System?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Have all participants had the opportunity to contribute their knowledge, facts or information about road safety in the region?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Have you developed a list of agreed road safety issues that presents a common view?</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Have you produced a list of actions/solutions and organised the information using the Safe System cornerstones as key areas?</td>
<td></td>
</tr>
</tbody>
</table>
4.3 Stage 3: Implementation – Week 10-12

Who will do what, when and how will you measure?

In this stage you will hold your first meeting where facts and information will be presented and discussed. In the second meeting the group will list actions and solutions.

**KEY TASKS**

- Hold Meeting 3, Develop an action plan
  - a. The group finalises what actions will be completed by whom and by when.
  - b. Consideration should also be given as to how the action plan will be evaluated – what measures can be put in place?

4.3.1 MEETING 3 ACTION PLAN

The third phase is the development of an action plan. This is where the preliminary research and plan will come together with the agreed objective data and solutions and actions. The main aim of this meeting is for all participants to be working towards a shared goal. By signing the action plan the group also highlight their level of commitment.

“In some respects this meeting will become a balance of good negotiations. The negotiation needs to achieve an agreed plan, embracing the strengths of all parties, major road safety concern areas, current capacity to deliver and the full engagement and support of the working group and road safety stakeholders.”

Roger Farley, Director of Strategic communications, Office of Road Safety

Some actions may have clear measures – others may be less tangible. Where possible, the group should work on producing some key performance indicators to help them in Stage 4 when they review the process.

At the end of this meeting an Action Plan with timelines, milestones and responsibilities must be written and signed by all members of the working group. See Appendix 4 for examples of Action Plan formats.

**POINTS TO CONSIDER**

- It is recommended that the actions will coincide with the bigger picture and areas of greatest road safety concern as well as reflect the areas of common agreement from the previous two meetings.
- It is recommended that the areas of responsibility that best fit with the different members of the working group be agreed to and written down.
- This action plan needs to be agreed to by each party member and timelines also need to be developed for implementation.
- Each participant must take responsibility for their own areas, including implementation and any follow up actions that are required.

**Facilitation Tip**

It will be easy to become frustrated at this meeting as people or groups find ways of not taking responsibility. Therefore everyone on the working group must be reminded that the OLA process is not to blame or criticise other parties but work with the opportunities that you have.

4.3.2 CHECKLIST

**TABLE 7 CHECKLIST FOR STAGE 3: ACTION PLAN**

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Has a suitable action plan template been agreed to that can be used and understood by the group?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Do all actions have a participant accountable for delivery?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Has the group considered how the action plan will be evaluated?</td>
<td></td>
</tr>
</tbody>
</table>

**Celebration**

Once the plan has been written and agreed to, it is optional to create a media release of the process and actions to be undertaken. Public accountability can be a great motivator and tool of leverage.

4.4 Stage 4: Review after 12 months

How well did you go, what worked, what didn't, what needs to change?

In this stage you will hold your first meeting where facts and information will be presented and discussed. In the second meeting the group will list actions and solutions.

**KEY TASKS**

- Hold a review meeting – ideas include using focus questions, participants reporting on the actions and measures of those actions.
- Conduct a Lessons Learnt and Do Different workshop as part of the meeting process.
  - a. The group brainstorms lessons learnt (either on blackboard or on A5 card) – encourage both positive and negative ideas.
  - b. Next to each lesson learnt, identify ‘do different’.  
- Document the review process.
4.4.1 REVIEW MEETING

The 12-month review allows the regional and community road safety plan to stay relevant, adjust to moving cultures and changing areas of road safety concern. This is also known as continuous improvement, which, in its simplest terms, is about being better tomorrow than you are today or being better next year than you are this year.

POTENTIAL FOCUS QUESTIONS

- How effective was the plan?
- Have the working group members, road safety stakeholders and community kept their agreed involvement in the developed plan?
- Has there been a reduction in the key concern areas from the Objective Data?
- If the project was to continue, what could we do different in the future to create even better outcomes?

4.4.2 CHECKLIST

TABLE 8 CHECKLIST FOR STAGE 4: REVIEW

<table>
<thead>
<tr>
<th>No</th>
<th>Item</th>
<th>Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Has a review meeting been scheduled?</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Has an agenda been set and have participants given time to prepare and report on their responsibilities?</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Has the review been documented?</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Do you have a new / updated implementation plan?</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Has a media release been prepared on the outcomes achieved to date as well as the new implementation plan?</td>
<td></td>
</tr>
</tbody>
</table>

Facilitation Tip

- It is quite possible that over the 12 month period that participants from the working group have changed roles and are no longer available.
- It is recommended that if the working group has a reduced level of engagement and motivation that Stages 1 to 3 is repeated, adjusting the required areas and developing a new regional road safety plan.
If the Towards Zero strategy is fully implemented across the state we could see up to 750 fewer people killed or seriously injured on Western Australian roads by 2011, a reduction of around 10% on the average number of people killed or serious injured each year during the baseline period (2005-2007).
Objective data can be collected from three main sources:

1. State recommendations and targets;
2. Regional recommendations and priorities; and
3. Local knowledge, cultures and influences.

**State Recommendations and Targets**

The following is the recommended targets for the State as a whole in reducing road trauma.

If the Towards Zero Strategy is fully implemented across the state we could see up to 750 fewer people killed or seriously injured on Western Australian roads by 2011, a reduction of around 10% on the average number of people killed or serious injured each year during the baseline period (2005-2007).

This would have a significant impact on the level of pain and suffering endured by the community and the resources used by our health system to treat the victims of road trauma. The financial cost of that level of death and serious injury on our roads is estimated to reach some $449 million (of which $421 million is attributed to treating serious injuries). The cost savings to WA’s health services, business and community would be enormous. In addition, it starts us on the journey to achieve the Towards Zero Strategy's goal, which is a 40% reduction in the number of people killed or seriously injured on Western Australian roads by 2020. That would mean 11,000 fewer deaths and serious injuries on our roads over the 12 year period of the strategy.

**TABLE 9 TOWARDS ZERO TARGETS**

<table>
<thead>
<tr>
<th>Safe System Cornerstone</th>
<th>State Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Road Users</td>
<td>The Safe Road Use initiatives have the potential to save 2,200 people across the state from being killed or seriously injured over the life of the Towards Zero strategy.</td>
</tr>
<tr>
<td>Safe Roads and Road Sides</td>
<td>It is estimated that investment in state road and roadside infrastructure will reduce the number of people killed and seriously injured by 2,700 over the 12-year life of the Towards Zero strategy.</td>
</tr>
<tr>
<td>Safe Speed</td>
<td>The Safe Speed initiatives have the potential to save 3,200 people from being killed or seriously injured over the life of the Towards Zero strategy.</td>
</tr>
<tr>
<td>Safe Vehicles</td>
<td>The Safe Vehicles across the state have the potential to save 2,900 people from death or serious injury over the 12-year life of the Towards Zero strategy.</td>
</tr>
</tbody>
</table>

**REGIONAL RECOMMENDATIONS AND PRIORITIES**

As the state of Western Australia is made up of different geographical regions, road types, distances travelled, and behavioural trends, each region must participate and hold varied levels of responsibility and priorities within each area of road safety.

Further information about the identified priorities in your region can be obtained from the Office of Road Safety.
**TABLE 10 REGIONAL PRIORITIES EXAMPLE**

<table>
<thead>
<tr>
<th>Safe System Cornerstone</th>
<th>Regional Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Road Users</td>
<td></td>
</tr>
<tr>
<td>Safe Roads and Road Sides</td>
<td></td>
</tr>
<tr>
<td>Safe Speed</td>
<td></td>
</tr>
<tr>
<td>Safe Vehicles</td>
<td></td>
</tr>
</tbody>
</table>

**LOCAL KNOWLEDGE, CULTURES AND INFLUENCES**

Local knowledge, cultures and influences are the most fundamental part of Objective Data collection. If local residents in each region feel excluded or that the issues/ideas presented are not relevant to their residence/lifestyle, there will be little engagement and enthusiasm towards the program. The following are some general points on where local objective data can come from:

- Accident statistics – RSC Crash Statistics / Reports;
- Infringements statistics / Police Infringement trends;
- Vehicle Tracking Data / Vehicle Classifier Strips;
- Commercial and Non Commercial OH&S Incident reports; and
- Insurance Claims.

**TABLE 11 OBJECTIVE DATA SUGGESTIONS AGAINST SAFE ROAD USER**

<table>
<thead>
<tr>
<th>Safe System Cornerstone – Safe Road User</th>
<th>Objective Data Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; Training</td>
<td>State / Regional Road Safety Education</td>
</tr>
<tr>
<td></td>
<td>School Education – Road Safety</td>
</tr>
<tr>
<td></td>
<td>What media is being used</td>
</tr>
<tr>
<td></td>
<td>Training Programs</td>
</tr>
<tr>
<td>Admission to the System</td>
<td>Drivers driving without licence for vehicle type</td>
</tr>
<tr>
<td></td>
<td>Unregistered / unsafe vehicles being used on the roads</td>
</tr>
<tr>
<td></td>
<td>Use of bush tracks / non-enforceable roads</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Police Enforcement data or trends</td>
</tr>
<tr>
<td></td>
<td>Commercial / Non Commercial enforcement trends</td>
</tr>
<tr>
<td></td>
<td>Office of Road Safety regional crash profile</td>
</tr>
<tr>
<td></td>
<td>Police crash profile for the region</td>
</tr>
</tbody>
</table>
There are three key steps to the OLA process.

**Step 1: Objective Data** – this is collected during Meeting 1 (conducted in Stage 2). All available data is collected and presented to the working group for discussion and to develop common views of the size and shape of the road safety problem in the region. Each participant is encouraged to bring their expertise, knowledge of ‘objective data’ and to work together to list the areas of concern.

**Step 2: List Actions / Solutions** – based on collected objective data – this is completed in Meeting 2 (conducted in Stage 2). Once the problem is defined the group lists the possible solutions.

**Step 3: Develop Action Plan and Implement** – based on list of opportunities – during Meeting 3 (conducted in Stage 3).

---

**Figure 4 The three steps in the OLA Process**

It is recommended that all three meetings be held within a month of each other to maintain momentum and motivation and to also keep within the timeline.
The following is an overview of the possibility of integrating OLA and the Safe System. The two groups have been separated as the four areas which lead to alert and competent road users and then the areas that lead to reducing the physical force that a human is exposed to during a road trauma incident.

Figure 5 Integrating OLA and the Safe System
Appendix 4 Sample Action Plans

The following sample is from the Towards Zero Action Plan

**TABLE 12 EXAMPLE 1**

<table>
<thead>
<tr>
<th>Safe Road Use: Initiatives for All of WA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Develop and implement an integrated suite of campaigns to influence road user behaviour that present and promote the Safe System road safety approach as well as targeting traditional issues (including: speed, drink driving, fatigue, restraints, drug driving and novice drivers) and emerging problem areas (distraction and motorcycle crashes)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Education and Training</strong></th>
<th>Expand the School Drug Education and Road Aware program (with the Catholic Education Office and the Association of Independent Schools)</th>
<th>Year 1, 2 and 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Health</strong></td>
<td>Further develop road trauma education programs, including the Prevent Alcohol and Risk-related Trauma in Youth (PARTY), and extend provision to regional WA</td>
<td>Year 1, 2 and 3</td>
</tr>
<tr>
<td><strong>Main Roads</strong></td>
<td>Undertake activities to encourage all road users to consider the rights and needs of others using the road transport system (with a focus on heavy vehicles and the needs of vulnerable road users)</td>
<td>Year 1, 2 and 3</td>
</tr>
<tr>
<td><strong>Planning and Infrastructure</strong></td>
<td>Review communication resources to address the needs of culturally and linguistically diverse groups, seniors and people with disabilities</td>
<td>Year 1, 2 and 3</td>
</tr>
<tr>
<td><strong>Now Dot/Dop</strong></td>
<td>Promote community understanding of the rights and responsibilities of all road users (including drivers, motor bike riders, cyclists and pedestrians) in the road environment</td>
<td>Year 1 and 2</td>
</tr>
<tr>
<td><strong>Premier and Cabinet (Office of Road Safety)</strong></td>
<td>Develop, implement and evaluate existing and new behavioural and enforcement campaigns</td>
<td>Year 1, 2 and 3</td>
</tr>
<tr>
<td><strong>RAC WA</strong></td>
<td>Inform and advise the Road User Consultative Committee and RAC members about safe road use</td>
<td>Year 1, 2 and 3</td>
</tr>
<tr>
<td><strong>WA Police</strong></td>
<td>Attract, develop and retain a skilled, motivated traffic enforcement workforce</td>
<td>Year 1, 2 and 3</td>
</tr>
</tbody>
</table>
### Appendix 5

#### TABLE 13 EXAMPLE 2: TYPICAL ACTION PLAN

Status can be open or closed.

<table>
<thead>
<tr>
<th>Author</th>
<th>NO</th>
<th>Date Identified</th>
<th>Description</th>
<th>Impact</th>
<th>Priority</th>
<th>Last Update</th>
<th>Who</th>
<th>Allocation Details</th>
<th>Date Allocated</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

 Impact: H = High, M = Medium, L = Low
 Priority: H = High, M = Medium, L = Low