



**City of Joondalup**

Road Safety Action Plan 2011 - 2015

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# Introduction

## Background

Road safety affects everyone, whether you drive, walk or cycle. We all need to know how to take care of ourselves and respect others on the road.

Responsibility for road safety must be shared by the whole community at the National, State and Local level. Local Governments are uniquely placed to provide a focus for coordinating road safety initiatives at the local community level.

This Action Plan will assist in the coordinated delivery of road safety programs to the local community. It provides a clear framework and direction for the City of Joondalup to progress road safety as a priority.

The Institute of Public Works Engineering Australia (New South Wales Division) produced the document '*A Guide to Developing Council Road Safety Plans*' which has guided the development of this Plan.

## Purpose

The purpose of the *Road Safety Action Plan 2011–2015* is to:

- Outline and prioritise current road safety programs and services within the City of Joondalup; and
- Identify areas for improvement to guide future direction.

## Vision

The vision of the *Road Safety Action Plan 2011-2015* is to:

- Reduce the number of car crashes which result in deaths and serious injuries occurring in the City of Joondalup; and
- Improve the community's perceptions towards the way the City of Joondalup addresses road safety.

# Planning context

## Federal

### *National Road Safety Strategy 2011–2020:*

The National Road Safety Strategy, currently in draft form, was developed by the Australian Transport Council as a framework document for Federal, State and Local Governments involved in road safety. The *National Road Safety Strategy 2011–2020* aims to reduce death and injury on Australian roads over a 10 year period through the ‘Safe System’ approach.

The ‘Safe System’ approach requires a holistic view of the road transport system and the interactions among roads and roadsides, travel speeds, vehicles and road users. Consistent with the long-term road safety vision, it recognises that people will always make mistakes, and may have road crashes, but that those crashes should not result in death or serious injury.

The ‘Safe System’ approach was adopted in Australia during the period of the previous National Road Safety Strategy 2001-2010, through the National Road Safety Action Plan 2009 and 2010 and the road safety strategies of individual states and territories. It is consistent with the approaches adopted by the safest countries in the world, and is a central theme of the landmark Organisation for Economic Cooperation and Development report ‘*Towards Zero: Ambitious road safety targets and the safe system approach*’, published in 2008.

The ‘Safe System’ approach identifies four key cornerstones which are reflected in the actions of this Plan:

1. Safe road use;
2. Safe roads and roadsides;
3. Safe speeds; and
4. Safe vehicles.

## State

### *Towards Zero — Road Safety Strategy 2008–2020:*

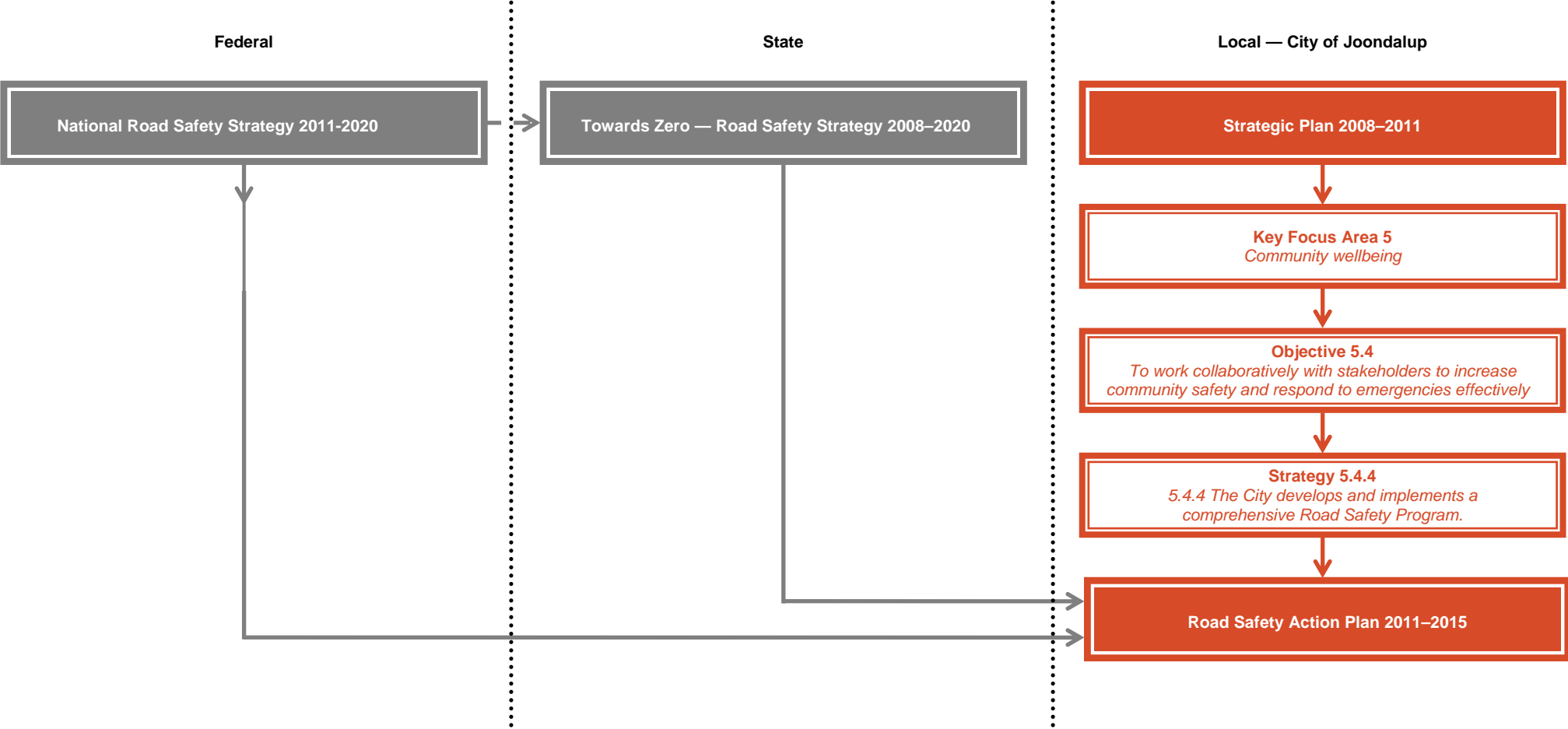
The Western Australian *Towards Zero - Road Safety Strategy 2008–2020* was developed by the Office of Road Safety and the Road Safety Council in consultation with the community, Local Government, special interest groups, and business and industry leaders. *Towards Zero* is supported by evidence-based research conducted by the Monash University Accident Research Centre. The long term vision of *Towards Zero* is a road transport system where crashes resulting in death or serious injury are virtually eliminated. *Towards Zero* incorporates the ‘Safe System’ approach identified in the *National Road Safety Strategy 2011-2020* (refer ‘Federal’ above).

## Local — City of Joondalup

*Strategic Plan 2008–2011:*

The City of Joondalup has committed to road safety under its *Strategic Plan 2008–2011*. The Plan identifies road safety as a priority under Strategy 5.4.4: 'The City develops and implements a comprehensive Road Safety Program'.

The overall planning context for the *Road Safety Action Plan 2011–2015* is represented in the diagram below:



# Statistical data

## Car ownership and usage

According to the 2006 *Census of Population and Housing*, there are a larger proportion of households in the City of Joondalup owning at least one car compared with the wider Perth Metropolitan Area (92% compared to 85%). This indicates there are more individuals from the City of Joondalup who are travelling on the roads. Overall, 27% of households in the City own one car; 43% own two cars; and 22% own three cars or more. In addition, more than half (63%) of City of Joondalup residents drive a car as their primary mode of transport to work. These statistics are shown in the following tables:

Table 1.

*Car ownership, City of Joondalup and Perth Metropolitan Area (2006):*

Car ownership (vehicles per household)	City of Joondalup		Perth Metropolitan Area	
No vehicles	1,273	3 %	9,431	7 %
1 vehicle	14,502	27 %	95,517	33 %
2 vehicles	22,623	43 %	178,721	36 %
3 vehicles or more	11,593	22 %	83,823	16 %
Not stated	2,651	5 %	8,622	8 %
<b>Total</b>	<b>53,092</b>	<b>100.0%</b>	<b>376,114</b>	<b>100.0%</b>

Table 2.

*Method of Travel to work (includes multi-mode journeys), City of Joondalup and Perth Metropolitan Area (2006):*

Method of travel to work	City of Joondalup		Perth Metropolitan Area	
Train	7,273	9.1%	14,003	4.3%
Bus	562	0.7%	27,437	4.2%
Tram or ferry	19	0%	267	0%
Taxi	87	0.1%	1,372	0.2%
Car — as driver	50,414	63.3%	438,867	63.0%
Car — as passenger	4,376	5.5%	41,349	5.8%
Truck	849	1.1%	7,540	1.0%
Motorbike	378	0.5%	3,832	0.6%
Bicycle	340	0.4%	6,789	1.0%
Walked only	845	1.1%	15,528	2.1%
Other	830	1.0%	28,549	1.1%
Worked at home	2,850	3.6%	24,878	3.6%
Did not go to work	9,514	11.9%	81,763	11.5%
Not stated	1,315	1.7%	11,943	1.7%
<b>Total</b>	<b>79,652</b>	<b>100.0%</b>	<b>704,117</b>	<b>100.0%</b>

## Road traffic crashes and causal factors

In 2009, there were 36,847 crashes which occurred in Western Australia. The Office of Road Safety reported 192 road traffic fatalities in Western Australia (WA) in 2009, of which 80 were in the Perth metropolitan area and 112 were in regional WA. Across Western Australia, males accounted for approximately 75% of fatalities, with 25–39 and 40–59 year-olds being over-represented. These road traffic crash and fatality statistics are shown in the tables below.

Table 3.  
Road traffic crashes in Western Australia (2007–2009):

Crashes	2007	2008	2009
<b>Total crashes (fatal and non-fatal)</b>	41,636	39,309	36,847
Casualty crashes (non-fatal)	2007	2008	2009
<b>Total number casualties</b>	10,457	10,214	9,492
Fatal crashes	2007	2008	2009
<b>Metropolitan Fatalities</b>	96	91	80
<b>Rural Fatalities</b>	140	116	112
<b>Total Fatalities</b>	236	207	192

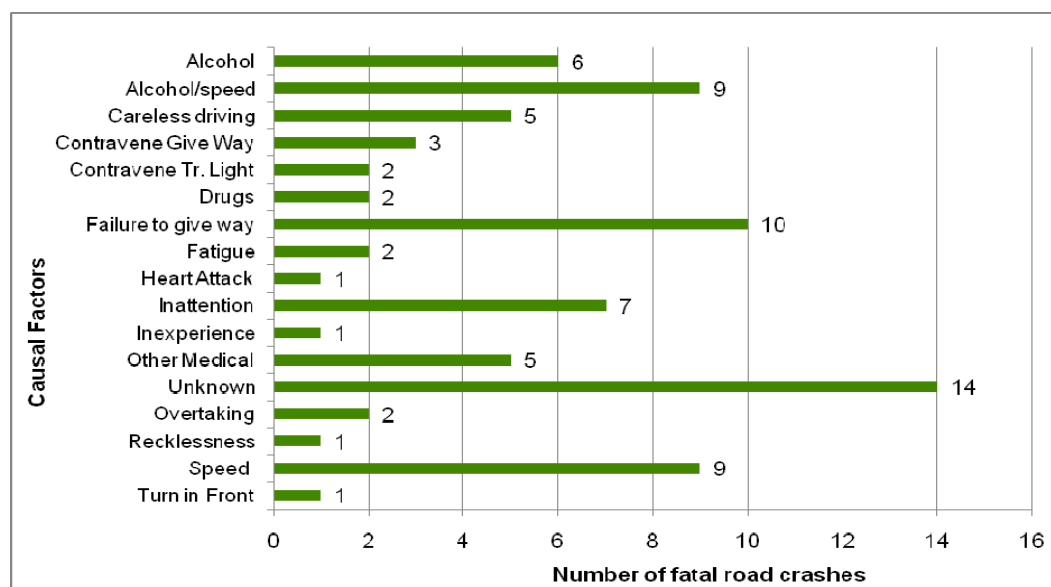
Table 4.  
Road user fatalities in Western Australia, by gender, age and road user role (2007–2009):

Road user fatalities (by gender)	2007	2008	2009
<b>Male</b>	179	151	143
<b>Female</b>	57	56	49
<b>Total</b>	236	207	192
Road user fatalities (by age)	2007	2008	2009
<b>0 to 16 years</b>	16	17	15
<b>17 to 24 years</b>	48	51	37
<b>25 to 39 years</b>	82	61	61
<b>40 to 59 years</b>	59	48	50
<b>60 years and over</b>	30	30	26
<b>Unknown</b>	1	0	3
<b>Total Fatalities</b>	236	207	192
Road user fatalities (by road user role)	2007	2008	2009
<b>Motor vehicle driver</b>	114	100	92
<b>Motor vehicle passenger</b>	61	46	42
<b>Motorcycle rider</b>	32	37	32
<b>Motorcycle passenger</b>	4	0	0
<b>Pedestrian(s)</b>	21	22	26
<b>Bicyclist and others</b>	4	2	0
<b>Unknown</b>	0	0	0
<b>Total Fatalities</b>	236	207	192



The Office of Road Safety reported that in the Perth Metropolitan Area in 2009, the major contributing factor to fatal crashes was a combination of speed and alcohol/speed (22%). This was followed by a combination of alcohol and alcohol/speed (19%), failure to give way (12%), driver inattention (9%) and careless driving (6%) as the most common contributing factors for fatal crashes. These statistics are shown in the graph below.

*Graph 1.  
Causal factors for fatal road crashes in the Perth Metropolitan Area (2009):*



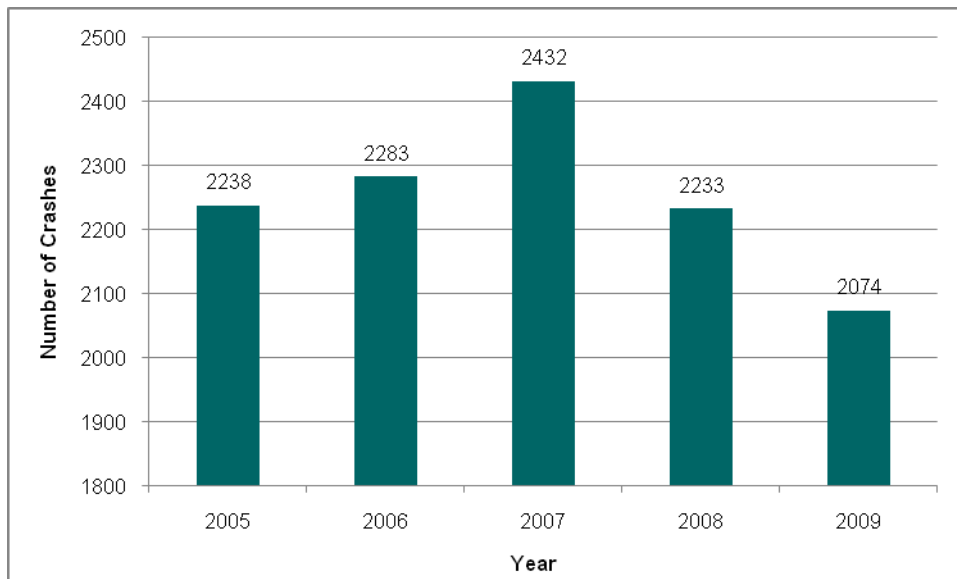
The *Western Australian Police*, reported 21,855 drivers being 3% of those drivers who had their blood alcohol concentration tested were found to be exceeding the legal blood alcohol concentration in Western Australia in 2008–2009. In addition, the number of vehicles monitored who were found to be exceeding the speed limit was 1,798,230 (16% of those monitored). These statistics are shown in Table 5 below.

*Table 5.  
Drink-driving and speeding behaviour and enforcement in Western Australia (2007–2011):*

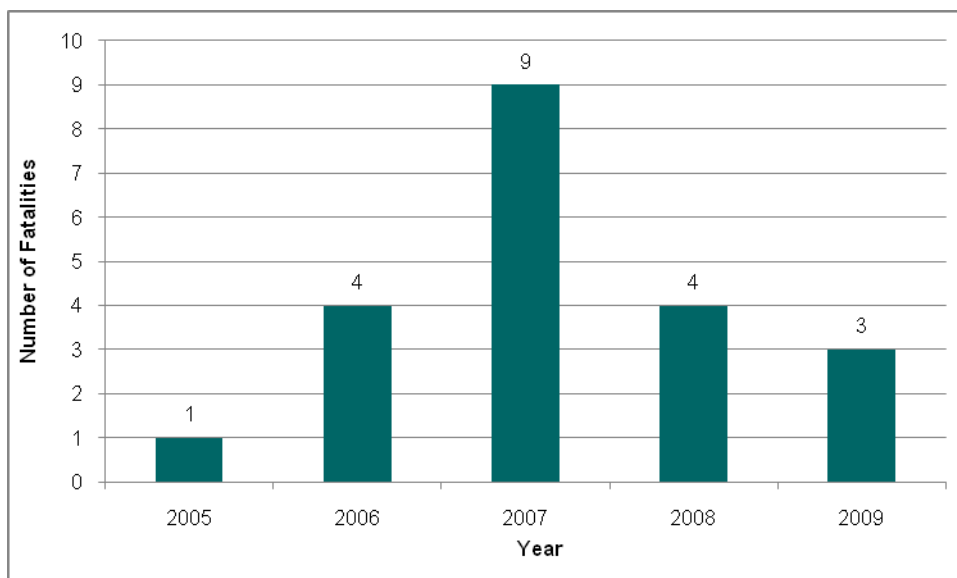
Drink-driving	2007–2008	2008–2009	2009–2011
Number of preliminary breath tests	970,398	759,886	753,461
Number of drivers who were found to be exceeding the lawful alcohol limit	19,288 (2.0%)	21,855 (2.9%)	19,339 (2.6%)
Speeding (speed cameras only)	2007–2008	2008–2009	2009–2011
Number of vehicles monitored by speed cameras	11,525,471	11,197,211	11,272,784
Number of vehicles monitored who were found to be exceeding the lawful speed limit	1,858,217 (16.1%)	1,798,230 (16.1%)	1,867,561 (16.6%)

Main Roads Western Australia reported a total of 11,260 recorded road crashes in the City of Joondalup in the five year period from January 2005 to December 2009, including 21 fatal crashes and 2,198 crashes requiring hospitalisations and medical assistance. The highest number of crashes and fatal crashes occurred during 2007 (2,432 crashes). Since 2007, there appears to be a downward trend in the number of car crashes and the number of fatal crashes. These statistics are shown in the Graphs 2 and 3 below. In response to these crash statistics, the City identified that a coordinated local approach through this *Road Safety Action Plan 2011-2015* will assist in the reduction of car crashes, fatalities and injuries

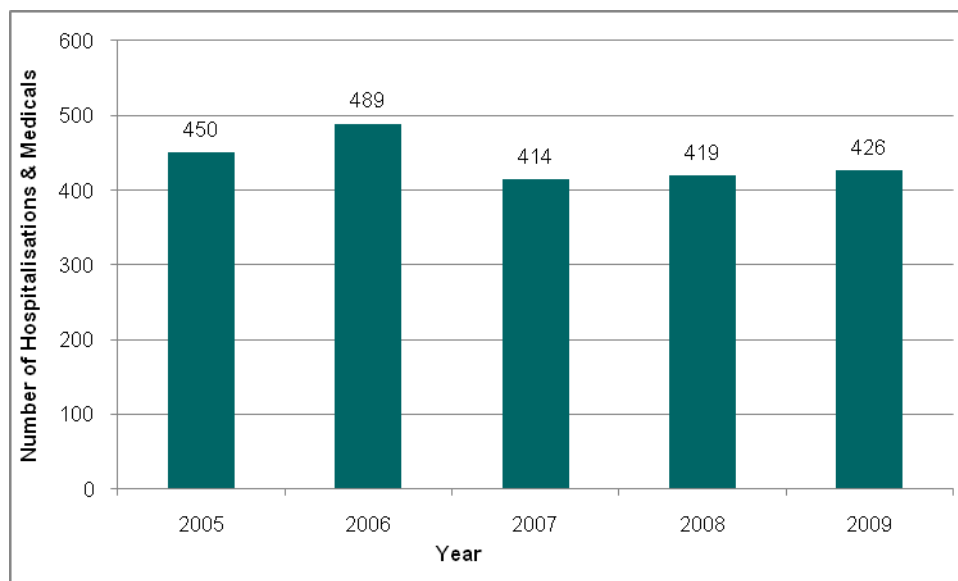
Graph 2.  
*Car crashes in the City of Joondalup 2005–2009:*



Graph 3.  
*Fatal car crashes in the City of Joondalup 2005–2009:*



Graph 4.  
Car crashes resulting in hospitalisations and medical assistance in the City of Joondalup 2005-2009:



## Summary of statistical data

According to the 2006 *Census of Population and Housing*, there are more individuals in the City of Joondalup who own at least one car in comparison to the Perth Metropolitan Area average and the majority of individuals in the City of Joondalup (63%) use their car to drive to work. This indicates a high car ownership and a high car usage on the roads in the City of Joondalup. This Plan targets those individuals in the City of Joondalup who travel on the roads in their car every day.

The crash statistics report between 2,074 and 2,432 road crashes occurred each year in the City of Joondalup with the highest number of crashes recorded in 2007. The number of fatal crashes recorded in the City of Joondalup was between one and nine with the highest occurring in 2007. This pattern of crash statistics is a similar pattern to those recorded by the Office of Road Safety in the Perth Metropolitan Area which showed a peak in the number of crashes and fatal crashes in 2007. The number of crashes which required hospitalisations and medical assistance in the City of Joondalup varied between 414 and 489 crashes. This Plan will aim to target and reduce the cause of crashes resulting in death and injury in the City of Joondalup and improving road safety for the community.

Whilst the City of Joondalup does not have details regarding gender and age distribution of the crashes or the causal factors specific to crashes that occurred in the City of Joondalup, the Perth Metropolitan statistical data from the Office of Road Safety provides an indicator for the distribution. The priority areas appear to be individuals aged between 17 and 59 years old, with the major contributing factors to the crashes being speeding and alcohol. The City can direct the actions of this Plan towards these areas.

## Key focus areas

The *Road Safety Action Plan 2011–2015* is guided by the ‘Safe System’ approach. 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 it is probably not possible to prevent all crashes but aims to prevent those that result in death and serious injury.

Central to the ‘Safe System’ is the acknowledgement of our limited ability as humans to tolerate physical force. It also recognises that human error in the system is inevitable no matter how educated and compliant we are in obeying traffic laws. When crashes do occur due to human error, a ‘Safe System’ will help reduce the severity of the crash by ensuring the road and roadside is safe, the person is driving in a safe vehicle, and there are reduced posted speed limits.

The key focus areas of the City’s *Road Safety Action Plan 2011–2015* align with the four key cornerstones of the ‘Safe System’ approach; safe road use, safe roads and roadsides, safe speeds and safe vehicles. These key focus areas are further defined below.

### *Key focus area 1 — Safe road use*

Safe road use aims to prevent death and serious injury on our roads by influencing road users to be compliant, alert and safety conscious. This will be achieved through education, encouragement and enforcement of the road laws.

### *Key focus area 2 — Safe roads and roadsides*

Safe roads and roadsides aims to reduce the likelihood of crashes resulting in injury or death by improving the design of the infrastructure within the roads, paths and roadsides. This will be achieved by enhancing and going beyond the standards (i.e. Australian and Main Roads Western Australia standards) to improve the infrastructure and usage of our roads, paths and roadsides.

### *Key focus area 3 — Safe speeds*

Safe speeds aims to reduce the severity of crashes and consequently reducing the probability of crashes resulting in injury or death by regulating travel speeds. This will be achieved by enhanced speed enforcement, improved speed education campaigns and targeted speed limit reductions.

### *Key focus area 4 — Safe vehicles*

Safe vehicles aims to prevent death and serious injury by increasing the purchase of safe vehicles and specific safety features in vehicles. Safer vehicles include mechanisms for driver support, crash avoidance, crash mitigation, crash protection and post-crash assistance functions. This will be achieved by improving the awareness of vehicle safety features, the Australasian New Car Assessment Program (ANCAP) ratings, the Used Car Safety Ratings and to encourage the purchase of safe vehicles.

There are five 'Safe System' guiding principles which assist in the implementation of the four cornerstones:

1. The limits of human performance - we are human and sometimes make mistakes on the road;
2. The limits of human tolerance to violent forces – there are physical limits to the amount of force our bodies can take before we are injured;
3. Shared responsibility - we are all responsible for improving road safety together;
4. A forgiving road system - designing a road which is safe so that if crashes do occur, death and serious injury do not occur; and
5. Increased use of public transport - buses and trains are safer modes of transport and encouraging people to use these forms of transport will reduce death and serious injury.

# Actions

## Key focus area 1 — Safe road use

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)
1.1 To engage City of Joondalup school students in road safety activities.	<ul style="list-style-type: none"> <li>Engage with local schools to provide advice and assistance with road safety issues.</li> </ul>	City of Joondalup primary and secondary schools	Operational	Ongoing;; existing action	<ul style="list-style-type: none"> <li>Local schools are contacted about the road safety assistance provided.</li> <li>Local schools with road safety issues form Road Safety Committees.</li> <li>Assistance and guidance provided to local schools regarding best practice road safety interventions relevant to their road safety issues.</li> </ul>
	<ul style="list-style-type: none"> <li>Plan and implement the School Road Safety Art Competition initiative.</li> </ul>	City of Joondalup primary schools	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>Local primary schools are encouraged to participate in the School Road Safety Art Competition.</li> <li>School Road Safety Art Competition is conducted annually.</li> <li>Number of participating schools is monitored.</li> <li>Evaluation is collected from school teachers about the competition through an evaluation form.</li> </ul>
	<ul style="list-style-type: none"> <li>Assist the Traffic Warden State Management Unit with the identification of roads appropriate for Guard Controlled Crossings.</li> </ul>	City of Joondalup primary and secondary schools	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>Roads appropriate for Guard Controlled Crossings are identified.</li> <li>Identified roads are communicated to Traffic Warden State Management Unit.</li> </ul>

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)	
1.2	<b>To enable the City of Joondalup community to engage in safe road usage.</b>	<ul style="list-style-type: none"> <li>▪ Support and promote Office of Road Safety community education campaigns (e.g. drink driving, fatigue, speeding, driver distraction etc).</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>▪ Office of Road Safety community education campaigns are implemented in the City.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Coordinate the WALGA RoadWise 'Blessing of the Roads' event.</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>▪ WALGA RoadWise 'Blessing of the Roads' event is delivered annually.</li> </ul>	
	<ul style="list-style-type: none"> <li>▪ Implement Type 1 Child Car Restraint Fitting and Checking Service in the City of Joondalup.</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>▪ Road Safety Officer has completed Type 1 Child Car Restraint Fitters Course.</li> <li>▪ Type 1 Child Car Restraint Program is implemented.</li> <li>▪ Number of restraints checked and fitted is monitored in a database and recorded on CRM.</li> </ul>	
1.3	<b>To improve the road user behaviour of City of Joondalup staff. (Linked to Objective 4.1)</b>	<ul style="list-style-type: none"> <li>▪ Develop a Fleet Safety Protocol or Policy for the City of Joondalup which considers staff driver behaviour and ways to address this.</li> </ul>	City of Joondalup staff	N/A	2011 onwards; new action	<ul style="list-style-type: none"> <li>▪ A Fleet Safety Protocol or Policy is developed and adopted.</li> </ul>
1.4	<b>To develop and maintain partnerships with external road safety stakeholders to improve road user behaviour.</b>	<ul style="list-style-type: none"> <li>▪ Maintain working relationships and partnerships with relevant local stakeholders (including Western Australian Police; WALGA RoadWise Program; Constable Care Program; and other Local Governments).</li> </ul>	City of Joondalup staff	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>▪ Frequency of contact between working relationships and partnerships are monitored.</li> </ul>
		<ul style="list-style-type: none"> <li>▪ Attend meetings of the Joondalup Road Safety Committee.</li> </ul>	City of Joondalup staff	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>▪ Joondalup Road Safety Committee meetings are held and attended.</li> </ul>

## Key focus area 2 — Safe roads and roadsides

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)
2.1 <b>To ensure road safety is considered and relevant standards are met or exceeded for planned future roads and roadsides.</b>	<ul style="list-style-type: none"> <li>Undertake road safety audits before and/or after the design or construction of new road developments on a case by case basis.</li> </ul>	City of Joondalup community	Capital Works and Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>Road Safety Audits are undertaken before and/or after the development or construction of new roads and roadsides.</li> </ul>
2.2 <b>To make improvements to current roads and roadsides.</b>	<ul style="list-style-type: none"> <li>Conduct Road Safety Audits on existing roads to identify road safety issues on a case by case basis.</li> </ul>	City of Joondalup community	Capital Works	Ongoing; existing action	<ul style="list-style-type: none"> <li>Road Safety Audits are undertaken on existing roads.</li> </ul>
	<ul style="list-style-type: none"> <li>Install traffic treatments to make improvements to the local roads with reference to the '<i>Traffic Management Investigation and Intervention Guidelines</i>' or results from a Road Safety Audit.</li> </ul>	City of Joondalup community	Capital Works	Ongoing; existing action	<ul style="list-style-type: none"> <li>Traffic treatments are chosen, designed and implemented on existing roads on schedule in accordance with the Capital Works Program.</li> </ul>
	<ul style="list-style-type: none"> <li>Identify potential Black Spots on the local road network and apply for the National and State Black Spot Program to make improvements.</li> </ul>	City of Joondalup community	National and State Black Spot Program funding	Ongoing; existing action	<ul style="list-style-type: none"> <li>High quality applications for the National and State Blackspot Program are submitted on time.</li> <li>Projects are completed on schedule in accordance with the Capital Works Program.</li> </ul>
	<ul style="list-style-type: none"> <li>Plan, implement and evaluate demonstration projects which aim to create safe roads and roadsides.</li> </ul>	City of Joondalup community	Road Trauma Trust Fund or Capital Works	Ongoing; new action	<ul style="list-style-type: none"> <li>High quality demonstration projects are planned, implemented and evaluated.</li> <li>Results from the demonstration projects are shared among other Local Governments.</li> </ul>
	<ul style="list-style-type: none"> <li>Upgrade major road networks to ensure roads are safer (e.g. Duplication of lanes).</li> </ul>	City of Joondalup community	Capital Works	Ongoing; Existing action	<ul style="list-style-type: none"> <li>Upgrades of road networks are completed on time in accordance with the Capital Works Program.</li> </ul>
	<ul style="list-style-type: none"> <li>Implement the Road Preservation and Resurfacing Program to improve the safety of local roads.</li> </ul>	City of Joondalup community	Capital Works	Ongoing; Existing action	<ul style="list-style-type: none"> <li>The Road Preservation and Resurfacing Program are completed on time in accordance with the Capital Works Program.</li> </ul>



## Key focus area 3 — Safe speeds

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)
3.1 <b>To implement traffic calming improvements which encourage safer speeds to priority areas.</b>	<ul style="list-style-type: none"> <li>Collect and analyse traffic data counts to identify roads with high 85<sup>th</sup> percentile speeds and with assistance from the <i>Traffic Management Investigation and Intervention Guidelines</i> identify priority areas.</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>Complaints relating to traffic speeds are received from residents and recorded in CRM.</li> <li>Traffic count data is collected and compiled in database.</li> <li>Road crash data is received and examined.</li> <li>Priority areas are identified.</li> <li>Appropriate countermeasures to reduce speed are identified.</li> </ul>
	<ul style="list-style-type: none"> <li>Install and evaluate effectiveness of traffic calming treatments and countermeasures, in accordance with the <i>Traffic Management Investigation and Intervention Guidelines</i>.</li> </ul>	City of Joondalup community	Capital works  National and State Black Spot Program funding	Ongoing; existing action	<ul style="list-style-type: none"> <li>Traffic calming treatments and countermeasures to reduce speed are installed in appropriate priority areas.</li> <li>Traffic calming treatments and countermeasures are evaluated for their effectiveness in encouraging safer speeds.</li> </ul>
3.2 <b>To improve the utilisation of visual cues for speed reduction.</b>	<ul style="list-style-type: none"> <li>Implement community speed awareness programs and devices (e.g. 'Please Slow Down Consider Our Kids' Bin Sticker Program etc).</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>Programs and/or devices are implemented.</li> <li>Participation in programs is monitored and evaluated.</li> </ul>
3.3 <b>To advocate for appropriate changes to speed limits.</b>	<ul style="list-style-type: none"> <li>Facilitate safer speeds by requesting Main Roads Western Australia for the reclassification of speeds on local roads in the City where appropriate.</li> </ul>	State Government	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>Roads appropriate for reclassification are identified.</li> <li>Main Roads WA is requested to reclassify identified roads</li> </ul>
3.4 <b>To work with the WA Police to reduce speeds on local roads.</b>	<ul style="list-style-type: none"> <li>Share traffic count data with the WA Police to assist them to target certain streets with speeding issues.</li> </ul>	City of Joondalup	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>Traffic count data is shared with WA Police to target areas.</li> </ul>

## Key focus area 4 — Safe vehicles

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)
4.1 <b>To promote the purchasing of safer vehicles through the Australian New Car Assessment Program (ANCAP) Star Rating System and Used Car Safety Ratings. (Linked to objective 1.3)</b>	<ul style="list-style-type: none"> <li>Develop a City Fleet Safety Protocol or Policy which considers the purchasing of safe vehicles by incorporating the ANCAP Star Ratings.</li> </ul>	City of Joondalup staff	N/A	2011 onwards; new action	<ul style="list-style-type: none"> <li>A Fleet Safety Protocol or Policy is developed and adopted to incorporate four to five star ANCAP rated vehicles.</li> </ul>
	<ul style="list-style-type: none"> <li>Support and publicise the ANCAP Star Rating System and the Used Car Safety Ratings through local media and promotional methods (e.g. media releases, website, newsletters, etc.)</li> </ul>	City of Joondalup community	Operational	Ongoing; new action	<ul style="list-style-type: none"> <li>Local media and promotional methods are utilised to publicise the ANCAP Star Rating System and the Used Car Safety Ratings.</li> </ul>

## Supporting actions

Objective	Action(s)	Target group	Budget	Timeframe	Key performance indicator(s)
5.1 <b>To maximise grant funding opportunities.</b>	<ul style="list-style-type: none"> <li>Work with the Grants and Administration Officer to identify and apply for relevant grants and funding, where appropriate.</li> </ul>	City of Joondalup staff	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>Grants and funding are attained for road safety initiatives.</li> </ul>
5.2 <b>To apply for award submissions.</b>	<ul style="list-style-type: none"> <li>Work with the Grants and Administration Officer to identify and apply for relevant awards, where appropriate.</li> </ul>	City of Joondalup staff	N/A	Ongoing; existing action	<ul style="list-style-type: none"> <li>Award submissions are submitted.</li> </ul>
5.3 <b>To improve communication to the local community about the City of Joondalup's involvement in road safety.</b>	<ul style="list-style-type: none"> <li>Communicate the City's road safety achievements through local media (e.g. media releases, website, newsletters, etc.)</li> </ul>	City of Joondalup community	Operational	Ongoing; existing action	<ul style="list-style-type: none"> <li>The City's road safety achievements are communicated to the local community.</li> </ul>

## Review

This *Road Safety Action Plan 2011–2015* will be reviewed annually to:

- Enable the evaluation of current actions;
- Incorporate additional actions (as a result of advice from State Government (Office of Road Safety) and the WALGA RoadWise Program); and
- Determine progress towards achieving the vision through key performance indicators.

A final review will be conducted in 2015 at the conclusion of the *Road Safety Action Plan 2011–2015*. This review will determine the efficacy of the actions in achieving the Plan's 'vision'. The achievement of the 'vision' will be measured through the examination of City's crash data and the customer satisfaction survey results for traffic and road safety.

## Conclusion

The City of Joondalup has developed this *Road Safety Action Plan 2011–2015* to guide and direct the implementation of successful road safety actions. These actions have been identified as enabling a comprehensive approach to road safety to be implemented in the City of Joondalup.

The *Road Safety Action Plan 2011-2015* provides a list of actions to be delivered in an agreed timetable. It also includes a series of key performance indicators to determine the success of the plan.

Overall, this Plan aims to reduce the likelihood of road crashes resulting in injury or death in the City of Joondalup. It is anticipated that the successful implementation of the *Road Safety Action Plan 2011–2015* will achieve this aim and further encourage more positive perceptions of road safety in the Joondalup community.

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