

Evaluation of the VicRoads “Making Roads Motorcycle Friendly” Seminars

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Executive Summary

In 2009, VicRoads launched the *Making Roads Motorcycle Friendly* (MRMF) Program. This program was designed to raise awareness of the vulnerability of motorcyclists in terms of the road environment, as well as increase knowledge of how the design, construction and maintenance of roads can influence motorcyclist crash risk. Seminars involved a two hour multimedia presentation, and were aimed at VicRoads staff, local government, utility providers and contractors involved in road design and construction and/or road maintenance and reinstatement. Twelve MRMF seminars were presented to approximately 200 attendees across the seven VicRoads regional areas.

At the completion of each seminar, attendees were asked to complete a seminar evaluation. This brief survey (Stage 1 of the evaluation process), aimed to measure the extent to which the seminars:

- Were useful and well delivered;
- Met participants' needs and expectations;
- Facilitated new learning that may be used in the workplace.

Stage 2 of the evaluation involved an online survey that sought to determine:

- The extent to which the seminars raised participants' awareness of the issues for motorcyclists in the road environment;
- If and how the participants used and/or shared the knowledge back in their workplaces;
- Suggestions to improve future seminars.

Stage 3 involved telephone interviews with five participants that sought to explore and validate the findings of Stage 2, and to further explore:

- Key messages taken away from the seminar;
- Whether and how participants have used, implemented or shared the seminar information in the workplace;
- Potential improvements to the MRMF package.

Findings across the three stages suggest that participants typically found the seminars of a high quality, with the information deemed both informative and useful. Likelihood to recommend the seminars to others was also high. Many attendees commented that they had learned new information about motorcyclist safety and crash risk that would be useful in their organisation. Some noted that additional information would be useful, such as greater explanation of motorcycle dynamics and the differences between cars and motorcycles.

Participants typically noted a high level of awareness of why motorcyclists are particularly at risk of a crash, as well as the impact road surfaces and engineering can have on motorcyclist crash risk. Ratings of the usefulness of seminar resources and the extent to which seminars met attendees' needs decreased between Stage 1 and Stage 2, while some attendees noted difficulties in sharing or implementing the information due to factors such as contractual issues or budgetary constraints. There was, however, a reported increase in the frequency of addressing specific issues such as installation of warning signs, cleaning liquid spills and addressing roadside hazards during road works. Results suggested there was some variation in the extent to which seminar information has

been used and shared across workplaces, indicating the content may be more useful to some groups than to others. Attendee recommendations for improving the seminars included targeting wider audiences such as whole work teams, senior management and field staff, as well as support in providing practical changes to workplace policy or practices.

Based on these findings, several recommendations related to seminar content delivery have been proposed. These include:

- Broaden the target audience to include groups underrepresented in the current study, such as utility companies, as well as senior management and maintenance teams.
- Consider making sessions available at specific workplaces for smaller audiences.
- Consider the specific needs of attendee groups and amend the presentation and supporting materials to suit their needs.
- Provide more detailed advice on how seminar information could be used in the workplace, as well as how to overcome obstacles to implementation.
- Incorporate more opportunities for interaction into the sessions, such as group discussions and brainstorming opportunities of how information may be practically implemented in attendees' workplaces.
- Consider providing workshops a number of months after the sessions in order to share how the information has been used in different contexts, and to explore new initiatives.

In addition to seminar improvements, recommendations to improve the evaluation process were also noted. These include:

- Conduct pre-session data collection to determine existing knowledge and work practices.
- Review the existing post-evaluation survey to ensure greater reliability and validity of data.
- Conduct the session effectiveness evaluation as soon as possible after the sessions to ensure a higher response rate and greater validity of data.

Background

In 2009 VicRoads launched the *Making Road Motorcycle Friendly* (MRMF) Program. The MRMF program was designed to raise awareness of the vulnerability of motorcyclists on Victorian roads and to highlight ways in which road design, construction and maintenance may influence – and indeed mitigate – motorcyclist crash risk. The seminars were targeted at VicRoads staff, local government, utility providers and contractors involved in road design and construction and/or road maintenance and reinstatement.

Each MRMF seminar involved a two hour multi-media presentation and supporting materials (DVD, brochure and booklet) that participants were encouraged to take back to their workplace to share with others. Twelve sessions were conducted between February and December 2009 across the seven VicRoads regional offices. Approximately 200 individuals participated.

Report Overview

This report details the evaluation of the *Making Roads Motorcycle Friendly (MRMF)* seminar series. A three-stage approach was used in the evaluation:

- Stage 1 (Post Session Evaluation): a short, paper-based questionnaire completed by most seminar participants immediately following each session;
- Stage 2 (Session Effectiveness Evaluation): a detailed, online questionnaire completed between 10 May and 1 June 2010 (5-15 months after the sessions) by seminar participants who agreed to participate in future evaluation research;
- Stage 3 (Telephone Interviews): brief telephone interviews conducted between 4 June and 11 June 2010 with five participants who had completed the Session Effectiveness Evaluation.

The following sections are structured to reflect each approach. The Key Findings and Recommendations sections provide a summary of results across all approaches.

Stage 1: Post Session Evaluation

The following section provides an overview of the Post Session Evaluation Stage, including the methodology, detailed results, a summary of key findings, as well as the research limitations. Data collection for this stage occurred immediately after the seminar, with data analyses conducted approximately 15 months after data collection.

The purpose of the Post Session Evaluation was to assess attendees' perceptions of the usefulness, structure, and quality of the MRMF sessions. The usefulness of new learning and of resources provided were also assessed.

Methodology

At the conclusion of each seminar, participants were asked to complete a short, paper-based evaluation survey. The usefulness, structure and quality of the session delivery were rated on a 1 to 5 scale, where 1=low and 5=high. Next, six statements about the session were rated between "Strongly disagree" and "Strongly agree" (or "Not Applicable"). Additional comments were also invited. Participants were asked to leave their contact details if they wished to participate in future research evaluating the effectiveness of the MRMF seminars. A copy of the evaluation form is presented in Appendix A.

The response rate for the Post Session Evaluation was approximately 70% (Appendix B: Table B.1 shows a breakdown of participants by seminar (where known) and the number of evaluation surveys completed and returned).

Sample overview – MRMF Attendees

A range of sectors were represented at the MRMF seminars. Of the 184 attendees, just over half (52.2%) were VicRoads staff. Contractor and consulting organisations involved in road design, construction and maintenance were also well represented at the seminars (23.4%). Representatives from local governments comprised 16.8% of attendees, while the remaining 7.6% ("Other") consisted of representatives from Victoria Police, Utilities, RoadSafe, VMAC and the SES. Figure 1 shows attendees by sector.

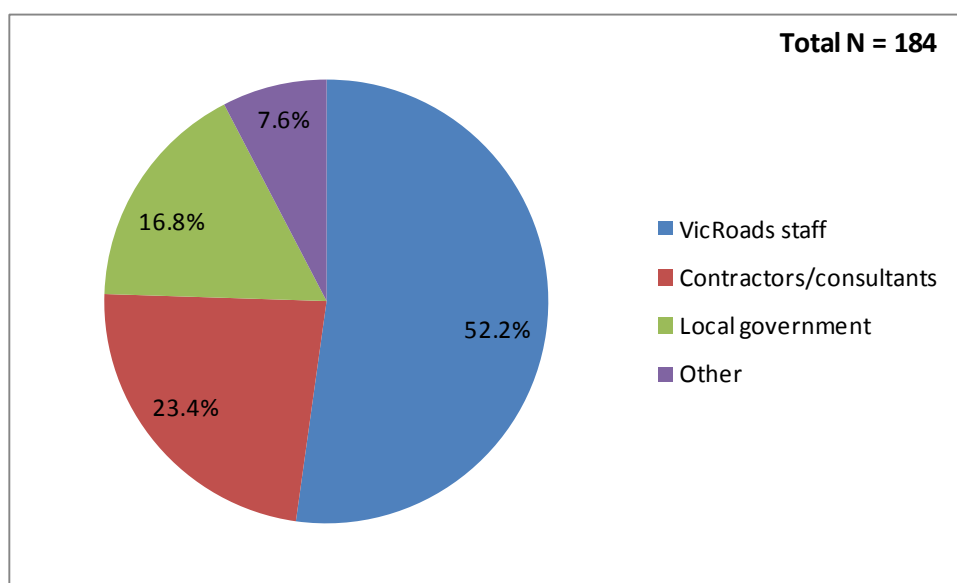


Figure 1: Seminar attendees by sector.

Of the 92 VicRoads attendees, just over half (57.3%) were from Regional Services/Projects while 12.5% were from Road Services (Figure 2). Minimal data were available regarding job roles of non-VicRoads attendees and are thus not included in this report.

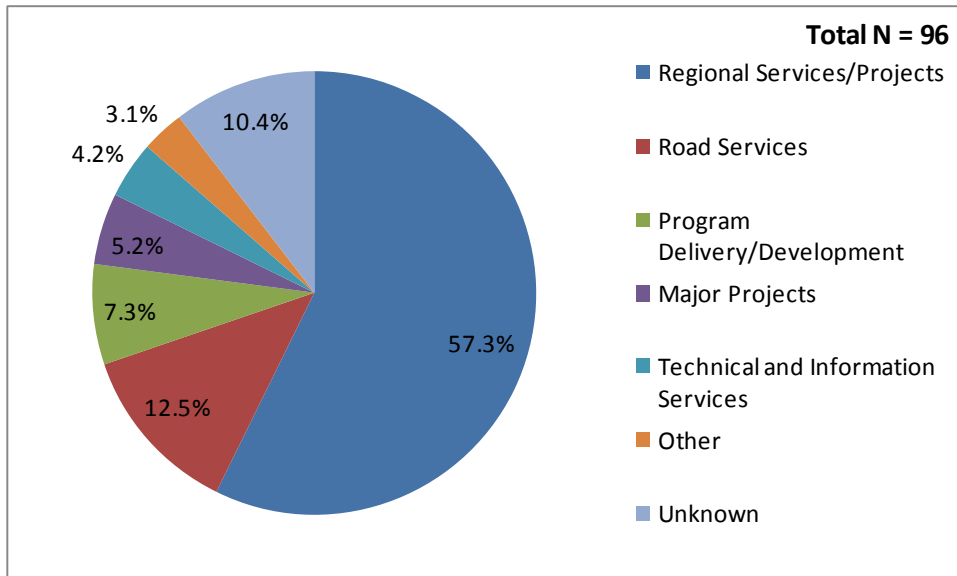


Figure 2: Seminar attendees by job role.

Results

On average, participants' rating of the quality of session delivery was high. "Structure of the session" and "Usefulness of the session for my work" were also rated highly, although slightly lower than for quality of session delivery (Table 1).

Table 1: Mean ratings of various aspects of the sessions (where 1=low, 5=high).

Please rate the various aspects of the session:			
	N	Mean	SD
Usefulness of session for my work	131	3.94	0.76
Structure of the session	130	4.04	0.65
Quality of the session delivery	130	4.14	0.73

On average, participants agreed relatively strongly that sessions were well presented, that they enjoyed the session, that resources provided will be useful, and that they would recommend the session to others (detailed results for each statement are shown in Appendix B: Table B.2).

Regional differences

Participants from different regions gave similar scores for the usefulness of the session, while there were some differences between scores by region for structure of the session and quality of the session delivery. Those from Metro North West and Metro South East tended to report higher mean scores for structure of session than those in the South Western, North Eastern and Eastern regions.

A similar trend was observed for the quality of the session delivery. Respondents from Metro North West and Metro South East regions tended to report higher scores for the quality of session delivery than did those in South Western and North Eastern regions (Table 2). The differences between regions on quality of the session delivery may reflect a difference in presenter style, level of experience in delivering the seminar, or technical difficulties experienced during the seminar¹. No statistical significance testing has been conducted on differences between regional subgroups due to the relatively small subgroup sample sizes.

Table 2: Mean ratings of various aspects of the session, by region (where 1=low, 5=high).

Please rate the various aspects of the session:	Metro North West (N=21)	Metro South East (N=23)	South Western (N=29)	Western (N=24)	North Eastern (N=23)	Eastern (N=11)
	Mean	Mean	Mean	Mean	Mean	Mean
Usefulness of session for my work	4.24	4.30	3.76	3.92	3.70	3.64
Structure of the session	4.43	4.39	3.90	3.96	3.73	3.73
Quality of the session delivery	4.62	4.52	3.83	4.17	3.68	4.09

Participants from Metro South East and North Eastern regions tended to agree more strongly than participants from Eastern region that resources provided would be useful. Participants from Metro South East also tended to agree more strongly than those from North Eastern and Eastern regions that they would recommend the session to others. Regional differences were minimal for session enjoyment, meeting needs, presentation, and learning new things to use at work (Table 3). Interestingly, two questions tapping similar constructs, namely “the session was well presented” and “quality of the session delivery”, showed different response patterns across regions. This may reflect how each question has been interpreted - the former question implies judgment of presenter-specific characteristics whereas the latter has broader implications, which may include venue or related characteristics. A session may be deemed “well presented” based on presenter characteristics yet the perceived “quality of the session delivery” may be low if the venue was considered substandard.

No statistical significance testing has been conducted on differences between regional subgroups due to the relatively small subgroup sample sizes.

Table 3: Mean ratings of various statements about the session, by region (where 1=strongly disagree, 5=strongly agree).

Please rate the following statements:	Metro North West (N=21)	Metro South East (N=23)	South Western (N=29)	Western (N=24)	North Eastern (N=23)	Eastern (N=11)
	Mean	Mean	Mean	Mean	Mean	Mean
I enjoyed the session.	4.38	4.50	4.03	4.28	4.27	4.00

¹ Some North Eastern region attendees, for example, noted difficulties in hearing the presentation.

Please rate the following statements:	Metro North West (N=21)	Metro South East (N=23)	South Western (N=29)	Western (N=24)	North Eastern (N=23)	Eastern (N=11)
	Mean	Mean	Mean	Mean	Mean	Mean
I found the session met my needs.	4.24	4.29	3.97	4.12	4.05	3.67
The session was well presented.	4.67	4.58	4.17	4.36	4.26	4.25
I learned new things in the session that I will use in my work.	4.19	4.39	4.07	3.96	3.91	3.92
The resources provided will be useful.	4.29	4.43	4.23	4.16	4.43	3.67
I would recommend the session to others.	4.48	4.54	4.13	4.40	3.96	3.83

Key themes from qualitative responses

Of the 135 evaluation forms returned, 49 contained additional comments. Almost two thirds of comments (59%) praised the usefulness of information in the session, while a further 20% suggested areas that they thought should be covered. Some individuals (18%) provided negative feedback about the presentation (Table 4). Comments are presented in full in Appendix I.

Table 4: Summary of additional comments.

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Usefulness of information	Comments about the usefulness of the information in the presentation and take home materials.	59	<i>Useful information provided for review/presentation back within organisation.</i>
Information deficits	Topics which participants thought should have been covered but were not.	20	<i>Would like to see more information on vehicles and road users.</i>
Presentation (negative)	Negative aspects of the presentation such as presenter's style, facilities and length.	18	<i>Content was good but could have been covered in under 30 mins. Lot of repetition.</i>
Presentation (positive)	Positive aspects of the presentation such as structure and presenter.	16	<i>Presence of motor bike users made session interesting with interaction.</i>
Gratitude	Non-specific praise and thanks for the session.	16	<i>It is a good session for non-motorcycle riders.</i>

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Future seminars	Suggestions for additional seminars.	14	<i>More discussion/suggestions of alternatives would have been good.</i>

^{*}Note: These numbers do not add to 100 as some comments contained multiple themes.

Summary

The Post Session Evaluation was conducted immediately following the MRMF seminars, with participants asked to rate different aspects of the sessions, such as quality and usefulness of information. Results from the Post Session Evaluation suggest that:

- Participants typically thought highly of the session delivery and session presentation, generally enjoyed the session, thought the resources would be useful and would recommend the session to others.
- Participants' ratings of the structure of the session and the quality of the session varied between regions, perhaps reflecting differences in session presenter style or level of experience delivering the material.
- Participants often commented that the information in the session was useful, with ratings of usefulness of the session to their work relatively high. Average ratings, however, tended to vary across the different regions, which may simply reflect the job role or organisational composition of each regional subgroup.
- Additional comments from attendees included praise as well as recommendations for future seminars. Many commented the information was interesting and useful, while others felt that the sessions could be shorter. Some also suggested including additional information, such as greater explanation of motorcycle dynamics and the differences between cars and motorcycles, or technical information about road design (e.g. super elevation or crossfall).

Research Stage Limitations

A key methodological limitation of surveys being completed immediately following a session is the increased possibility of positively biased data. Participants completing an evaluation in the presence of the presenter, or knowing that the presenter may read their responses upon handing back the survey, are likely to provide more positive scores than if the questions are completed at a later time. This is, however, a common and well-known limitation throughout survey research, and is offset by participants' stronger memory recall immediately after the seminar than would be available in completing an evaluation survey weeks or months later. Further, survey distribution and collection immediately following a seminar typically results in a higher response rate than surveys distributed at a later time.

Despite these limitations, Stage 1 suggested that attendees typically enjoyed the sessions, found them well presented and felt the information and resources to be useful and applicable to their work. The next stage was to determine how effective the MRMF program had been in raising awareness and affecting behaviour change.

Stage 2: Session Effectiveness Evaluation

The following section provides an overview of the Session Effectiveness Evaluation (Stage 2), conducted 5-15 months after the sessions. It includes the methodology, detailed results, a summary of key findings, as well as the research limitations. The objectives of this stage of the evaluation were to ascertain:

- The extent to which the seminars raised participants' awareness of why motorcyclists are at risk on the roads;
- Knowledge of hazards in the road environment that may influence motorcyclist crash risk;
- The extent to which participants have used or shared in their workplace the knowledge gained from the seminars;
- Improvements to the MRMF package.

Methodology

Online survey development

An online survey was developed to address the objectives above. The key messages from the MRMF seminar package (Stage 1) guided the development of the online questionnaire. Relevant questions from the Post Session Evaluation were also included to allow comparison of ratings immediately following the seminars with those 5-15 months later. Draft questions assessing participants' knowledge and awareness of issues raised during the seminars, use and sharing of seminar information, and possibly improvements, were reviewed by a number of VicRoads staff and refined as required. The final survey version appears in Appendix C.

Incentives

A lottery style incentive was utilised. Participants who completed the survey and provided their contact details were entered into the draw to win one of two gift vouchers valued at \$75 each. The draw took place at the UltraFeedback Eltham office on 18 June 2010, and winners notified via email.

Potential sample

Seminar attendees who gave permission to be contacted in the Post-Session Evaluation were identified as potential participants; of these 79 attendees, 70 had provided a valid email address. These 70 participants were contacted by VicRoads in late April 2010 and advised of the UltraFeedback online survey (Appendix D). A further email was sent to the 33 VicRoads employees who attended the Kew seminar on 7 December 2009, requesting consent for involvement in the UltraFeedback survey (Appendix E); 10 attendees agreed. The potential sample thus comprised a total of 80 attendees.

Data collection

Data for the MRMF Seminar Evaluation Survey were collected using an online methodology. Potential participants were emailed an invitation to participate on 10 May 2010 (Appendix F). The email briefly described the aims of the study, incentives offered, approximate completion time, and

contact details for further information. A web link to access the survey, unique to each potential participant, was also included. A reminder email was sent one week later to individuals who had not responded, followed by a reminder telephone call two weeks after the initial invitation.

Results

The results in this section are for the total sample only (n=56). Segmentation by job role and sector, while desirable, are not included as subsample sizes were too small to conduct reliable statistical analyses.

Sample overview

At the conclusion of data collection, responses were recorded for 56 individuals, giving an overall response rate of 70.0%.

Just under half of the participants were VicRoads staff (45%). Contractor and consulting organisations comprised one quarter of the total participant sample (25%) while those from local governments comprised 14%. Overall, the distribution of participants in the Session Effectiveness Evaluation closely mirrored the distribution of participants who attended the seminars (Appendix B: Table B.3 for participants and seminar attendees by sector).

A total of 21 (37.5%) respondents indicated that their work primarily involved the design and construction of roads, with 12 (21.4%) indicating their work involved the maintenance and reinstatement of roads, and 6 (10.7%) indicating their work involved both. A further 17 participants (30.4%) indicated their work primarily involved other duties, such as those related to road safety (program development and research), auditing of road projects, law enforcement and traffic management, as well as motorcycle policy and advocacy (Figure 3).

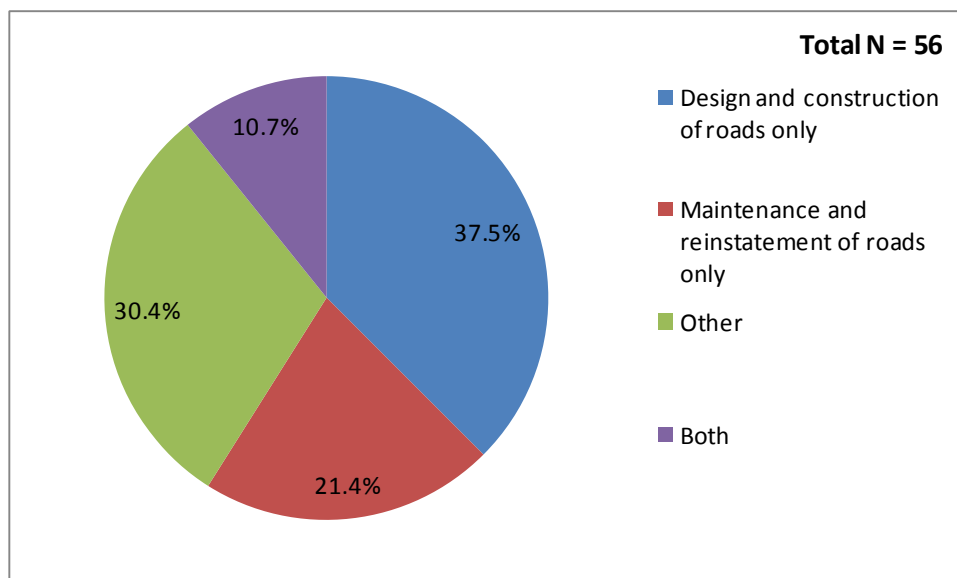


Figure 3: Percentage of session effectiveness evaluation respondents by job role.

At a regional level, the distribution of participants in the Session Effectiveness Evaluation largely mirrored the distribution of attendees at the MRMF seminars. Almost one quarter of Evaluation participants attended one of the South Western Region seminars (19.2%), while 8.9% of Evaluation participants attended the Metro South East Region seminar (Table 5).

Table 5: Session Effectiveness Evaluation participants and seminar attendees, by region.

Respondents by region				
	Session Effectiveness Evaluation		MRMF attendees	
	N	Percent (%)	N	Percent (%)
Eastern Region	8	14.3	22*	11.2
Metro North West Region	7	12.5	21*	10.7
Metro South East Region	5	8.9	25	12.7
North Eastern Region	9	16.1	29	14.7
South Western Region	11	19.6	38	19.3
VicRoads Kew (Head Office)	7	12.5	33	16.8
Western Region	9	16.1	29	14.7
Total [^]	56	100.0	197*	100.0

* Note: The exact number attended for these sessions is unknown. The figures are provided based on number of feedback forms returned. As a consequence, the total attended is likely to be an underestimate.

[^] Note: A further seminar was conducted in Northern region, however evaluation forms and participant information were not collected for this seminar.

Reasons attended and expectations

Of the 56 participants, 52 noted why they attended a MRMF seminar. The most common reason was relevance to work, followed by "being invited" (Table 6).

Table 6: Responses to the question, "What were the reason/s you attended the seminar last year?" by response theme.

Feedback theme	Theme description	Proportion of comments (%)[*]	Example
Relevant to work	Attended because it was directly relevant to work.	37	<i>My work includes motorcycle road safety improvement projects (development of).</i>
Session recommendation	Attended because the seminar was recommended to them.	33	<i>My manager suggested it would be a good idea.</i>

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Learn road safety	Attended to learn about road or motorcyclist safety generally.	21	<i>To gain an insight into the latest thinking and research around motorcycle safety.</i>
Issues of motorcyclists	Attended to learn more about the needs or issues facing motorcyclists.	17	<i>Assist in understanding the needs of motorcycle users of the network.</i>
Personal / professional interest	Attended because of personal and/or professional interest in motorcyclists	15	<i>I am a motorcyclist and have an interest in motorcycle related issues.</i>

*Note: These numbers do not add to 100 as some comments contained multiple themes.

A total of 52 participants provided feedback about what they expected to learn from the seminar. The most common expectation was learning practical methods that they could apply to their work to improve motorcycle safety, followed by learning new initiatives or innovations to make roads safer for motorcyclists. Some, however, did not have any expectations about what they would learn in the seminar (Table 7).

Table 7: Responses to the question, "What did you expect to learn from the seminar?" by theme.

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Practical methods	Expected to learn about practical methods to apply to their work to improve motorcyclist safety.	38	<i>Practical ways in which maintenance can be applied to improve motorcycle safety.</i>
New initiatives	Expected to learn about the new initiatives/innovations being developed to make roads safer for motorcyclists.	21	<i>VicRoads current actions in making roads motorcycle friendly.</i>
Awareness of issues	Expected to become aware of the issues facing motorcyclists.	17	<i>I look at roads differently (from a motorcyclists perspective)</i>
Not sure	Did not have any expectations or not sure what they would learn.	10	<i>Wasn't exactly sure of what the content was going to be.</i>
As above	Participants' reason for attending was the same as what they expected to learn.	10	<i>For the same reasons described above.</i>

Feedback theme	Theme description	Proportion of comments (%)*	Example
Strategies for safety	Expected to learn about strategies to make roads safer for motorcyclists.	8	<i>I was hoping for some information as to the thinking at the higher levels of VicRoads in relation to motorcycle-related issues.</i>

*Note: These numbers do not add to 100 as some comments contained multiple themes.

Raising awareness

On average, participants tended to indicate that they were "very much" aware of why motorcyclists are particularly at risk of a crash, as well as the impact road surfaces and engineering can have on motorcyclist crash risk (Appendix B: Table B.4 shows mean ratings of awareness of risk to motorcyclists).

Using and sharing the information in workplace

When asked to think back to the seminar, participants tended on average to rate the seminar moderately useful for their work (M=3.51, SD=0.86 [where 1=low, 5=high]).

Participants moderately agreed that they learned new things in the seminar, yet they agreed less strongly that the resources provided have been useful, and that the seminar met their needs. For using the seminar information in their work, average agreement was lower again, and the standard deviation (SD) relatively large, suggesting a broad range of responses across participants (that is, some participants disagreed with the statement while others agreed) (Table 8).

Table 8: Mean agreement ratings for different aspects of the MRMF seminars (where 1=strongly disagree, 5=strongly agree).

	N	Mean	SD
I found the seminar met my needs	55	3.45	0.86
I learned new things in the seminar	55	3.75	0.75
The resources provided in the seminar have been useful	53	3.53	0.80
I have used what I have learned in the seminar in my work	54	3.15	0.96

Participants typically noted sharing the seminar information to some extent, however the extent to which information has been used by participants and others in their workplace was typically less. The relatively large standard deviations indicate a broad range of responses across participants (i.e. some have shared and used the information more than others) (Table 9).

Table 9: Mean agreement scores for different aspects of the MRMF seminars (where 1=not at all, 5=very much).

	N	Mean	SD
Since attending the seminar, to what extent:			
Have you shared the information you learned from the seminar in your workplace	55	3.56	1.01
Have you used the information from the seminar	54	3.39	0.96
Have others in your workplace used the information from the seminar	52	3.06	1.06

A key component of this evaluation was to determine whether the information obtained in the sessions had been useful, and indeed implemented, in the attendees' workplaces. Four questions included in the Post Session Evaluation (completed immediately after each session) were replicated (with slight modification to ensure clarity or grammatical correctness) in the Session Effectiveness Evaluation (completed 5-15 months after each session) to investigate this.

Immediately after each session, average participant ratings for "Usefulness of session for my work" were relatively high (M=3.89, SD=0.87 [where 1=low, 5=high]), yet were slightly lower 5-15 months later (M=3.45, SD=0.88), although the difference was not statistically significant (at $p < .05$).

Table 10 compares mean responses for two questions of the Post Session and Session Effectiveness Evaluations. As may be expected, responses differed between the two time points. Participants tended to agree less strongly with each statement 5-15 months after the session (Session Effectiveness Evaluation) than they did immediately after each session.

Table 10: Comparison of mean ratings immediately after the session (Post Session Evaluation) and 5-15 months later (Session Effectiveness Evaluation) (where 1=strongly disagree, 5=strongly agree).

	Post Session Evaluation			Session Effectiveness Evaluation		
	N	Mean	SD	N	Mean	SD
I found the session [seminar] met my needs	47	4.13*	0.71	47	3.36	0.87
The resources provided will be [have been] useful	46	4.20*	0.58	46	3.46	0.81

Note: * Difference is statistically significant at $p < 0.05$

Modified question wording for the Session Effectiveness Evaluation are indicated by square brackets.

How the information has been used and shared

In the absence of baseline data, participants were asked to determine themselves how much more frequently since the seminar they or their team carried out specific tasks in order to reduce hazards to motorcyclists. A range of tasks were considered – related to design and construction of roads,

maintenance and reinstatement of roads, and to road works – with ratings of frequency provided on a 5-point scale (where 1=not at all, 5=very often).

Of tasks related to road design and construction, installation of warning signs and sealing loose surfaces were reported to be addressed with the greatest increase in frequency since the seminars (Table 11).

Table 11: Mean frequency ratings for tasks related to the design and construction of roads (where 1=not at all, 5=very often).

Since the seminar, how much <u>more frequently</u> do you or your team address each of the following to reduce hazards for motorcyclists?			
	N	Mean	SD
Installing warning signs	37	3.38	1.30
Sealing loose surfaces	37	3.32	1.27
Maximising drainage	37	3.14	1.25
Providing maximum visibility on curves, corners and at intersections	38	3.13	1.19
Cleaning obstructions from roadsides	39	3.13	1.11
Reducing raised points	35	2.86	1.29
Creating safe recovery areas for motorcyclists on road shoulders	32	2.78	1.26
Installing barrier protection such as Rubrail or StackCushion	29	2.45	1.43
Covering metal surfaces e.g. trench covers and pit lids	26	2.38	1.30
Using skid resistant pavement markings	33	2.27	1.26

Of tasks related to the maintenance and reinstatement of roads, two in particular were reported to occur with greater frequency since the seminar, namely removing debris, gravel and loose stones and cleaning up liquid spills (Table 12).

Table 12: Mean frequency ratings for tasks related to the maintenance and reinstatement of roads (where 1=not at all, 5=very often).

Since the seminar, how much <u>more frequently</u> do you or your team address each of the following to reduce hazards for motorcyclists?			
	N	Mean	SD
Removing debris, gravel and loose stones	33	3.30	1.36
Cleaning up liquid spills	23	3.30	1.43

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

	N	Mean	SD
Potholes	28	3.14	1.30
Road shoulders	30	3.03	1.19
Services trenches	28	2.96	1.35
Roadside vegetation	30	2.90	1.27
Pavement makings	26	2.77	1.11
Ruts and corrugation	24	2.75	1.26
Removing the build-up of grease and oil	22	2.73	1.42
Removing excess bitumen and flushing seals	25	2.68	1.22
Installing temporary steel plates	21	2.57	1.36
Crack sealing	21	2.52	1.08

Of tasks related to road works, participants indicated that they were generally addressing roadside hazards more frequently since the seminar (Table 13).

Table 13: Mean frequency ratings for tasks related to road works (where 1=not at all, 5=very often).

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

	N	Mean	SD
Road surfaces (i.e. to maximise traction)	29	2.93	1.19
Roadside hazards (i.e. safe placement of barriers, fencing and bollards)	36	3.56	1.16
Use of warning signs	36	3.08	1.27

Participants were asked to describe how seminar information had been implemented in their job or workplace, with 48 individuals providing answers. The most common response was "more consideration/awareness of motorcycle safety issues", but without specific description of actual change in practices. Approximately one third described actual practical implementations of the seminar information that were either being conducted or planned for future projects (Table 14).

Table 14: Responses to the question, "How have you or your workplace implemented the information from the seminar in your job/workplace?" by response theme.

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
More consideration/ awareness	When conducting work tasks, gave more consideration or attempted to conduct the task with motorcyclists in mind.	42	<i>We are attempting to select more appropriate surfacings etc.</i>
Practical implementation	Actual or future implementation of the information into work practices.	33	<i>Changed design parameters for guardrail installations.</i>
No implementation	Information from seminar has not been implemented or considered.	10	<i>Have had no need to consider the information as yet.</i>
Not relevant	Information was not relevant or applicable to their work.	10	<i>It is not directly relevant to my current role.</i>
Existing knowledge	Knowledge was already existing and/or being implemented	6	<i>We conduct motorcycle safety audits, so we were already aware of a large portion of the information. But being at the seminar did help to reinforce our knowledge.</i>
Not sure	Participant has changed roles since the seminar.	4	<i>Due to changing departments I am not sure if information has been used in the workplace.</i>

*Note: These numbers do not add to 100 as some comments contained multiple themes.

Other responses noting practical implementation include:

- *When developing and scoping projects that aim to address motorcycle crash trends we incorporate treatments that were discussed in the seminar.*
- *Yes to a certain extent on road safety treatments such as shoulder sealing, plastic reflectors on guardrails, rubrails on guardrails to reduce impact etc.*
- *Improved Road design for pavement maintenance projects to include recommendations related to motorcycles in Road safety audits.*
- *Considered in the preparation of contract documentation and during the implementation of projects.*
- *Yes, RoadSafe Colac has placed ads and publicity about motor bike safety.*

Appendix J contains further responses to this question.

Session improvements

Participants were asked how the seminars may be improved, with 20 individuals providing answers. While 60% noted no further improvements were necessary, five comments suggested that support in providing practical changes to policies or workplace practices would be beneficial; for example:

- *Great sessions, although there needs to be a requirement for maintenance teams to be more aware of motorcyclist needs. Although they agree and would like to do more, their tiny budget does not allow for more regular inspections along high motorcycle routes etc.*
- *Information provided in the seminar needs to be reinforced with actions and advice from VicRoads to ensure the subject is at the forefront of people's minds and to ensure protection steps are actioned.*
- *Include in VicRoads specs requirements such as road plate treatment, storage of materials (e.g. crush rock), tighter controls on crack sealing, more warning of road planning/rotomill activities, consideration of major events /GP /WSB prior to works.*

A further suggestion was to provide the information to a wider target audience, such as maintenance teams. Table 15 details the quantitative analysis of improvements suggestions.

Table 15: Responses to the statement, "If you have any suggestions for improving the seminars or the seminar materials (brochures and DVD), please detail below" by response theme.

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Seminar useful/fine as is.	Participants had no suggestions for improvement as found the seminar useful.	60	<i>I found both the seminar and materials provided adequate.</i>
Change practices.	Seminars could be improved if the practices or requirements were changed, such as for maintenance.	25	<i>Information provided in the seminar needs to be reinforced with actions and advice from VicRoads to ensure the subject is at the forefront of peoples' minds and to ensure protection steps are actioned.</i>
Target a wider audience.	Making the seminars available to a wider audience to increase effectiveness.	10	<i>I think that the seminar would be a good tool if it was open to the actual road maintenance workers that perform the repairs and place warning signs out on the road network. These are the people that will make a difference.</i>
Seminar materials.	Thought the seminar materials could be improved.	10	<i>Make available on line.</i>

Feedback theme	Theme description	Proportion of comments (%) [*]	Example
Already using information.	Seminar content contained areas already known.	10	<i>I have not used any of the provided information since the session because I was already doing so / or aware of it beforehand.</i>

*Note: These numbers do not add to 100 as some comments contained multiple themes.

Detailed comments appear in Appendix I.

Summary

The Session Effectiveness Evaluation revealed a number of key findings, including:

- The majority of individuals reported attending a seminar because of relevance to their work, because the seminar was recommended to them, or to learn about road safety-related issues. This indicates a relatively wide understanding of the session objectives and benefits of attending.
- A small proportion of attendees had little or no expectation about what they would learn in the seminar. Greater promotion of seminar aims, content or suggestions for implementation of information may be useful in assisting such individuals engage in the seminars, and retain and later utilise knowledge gained.
- Participants typically noted a high level of awareness of why motorcyclists are particularly at risk of a crash, as well as the impact road surfaces and engineering can have on motorcyclist crash risk. However, as there were no baseline data indicating the level of awareness prior to attending a MRMF session, it cannot necessarily be inferred that attending the session directly contributed to this high level of awareness (participants may have had a high level of awareness of risks to motorcyclists prior to the sessions).
- The moderate agreement ratings for “usefulness of seminar resources”, “seminar meeting their needs” and “using the information in their work” suggest that the seminar content may be more useful for some groups than for others. The extent to which information had been used and shared in the workplace also varied – as noted by responses to individual rating questions, as well as written comments. It may therefore be beneficial to tailor the seminar content or presentation to suit the needs of individuals with different job roles and/or from different sectors. Practical advice on the applicability and implementation of information, tailored for specific groups, may also be warranted.
- Ratings for "session meeting needs" and "usefulness of resources" were typically higher immediately after the sessions than 5-15 months later. While these findings may be the product of differences in Stage 1 and Stage 2 research methodology (e.g. greater memory recall in the former than the latter), such results may also reflect difficulties attendees have experienced in using or disseminating the seminar information in their workplace. Consistent with these findings, one third of participants commented that the information had not been implemented in their workplace, that it was not relevant (and therefore had not been implemented), or they were "not sure" how the information had been used in their

workplace. As previously noted, more practical advice on how the information may be utilised or disseminated may be beneficial.

- A number of tasks specifically related to the design and construction of roads, maintenance and reinstatement of roads, and to road works were reportedly being considered with greater frequency since the seminars. Specifically, installation of warning signs, sealing loose surfaces, removing debris, cleaning up liquid spills, and addressing roadside hazards were noted. In the absence of baseline (i.e. pre-seminar) information, it is, however, difficult to ascertain whether these behaviours are actually occurring with greater frequency as a result of information obtained during the seminar.
- While almost two thirds of participants stated that the seminars needed no improvement, others suggested that presenting the information to a wider audience may be useful, while others recommended the seminars needed to be accompanied by changes to policy or workplace practices.

Research Stage Limitations

The primary methodological limitation was determining the true effect of the seminars on participants' awareness, knowledge and work practices. Baseline data tapping participants' existing awareness of road environment hazards for motorcyclists, participants' existing knowledge of material covered during the seminars, and their work practices prior to seminar participation were not available; it was therefore difficult to determine the true extent of awareness, knowledge or behaviour change as a result of seminar participation. An attempt was made to mitigate this limitation using the phrase "Since the seminar" in questions about work practices.

Another limitation relates to the validity of responses as a consequence of the time delay between seminar participation and the subsequent evaluation. The evaluation was conducted between 5 and 15 months after the seminars – a delay that may increase the likelihood of participants' misjudging prior awareness or knowledge, or misattributing workplace changes to learning gained during the seminars.

In an attempt to address this limitation, participants were asked to indicate how well they remembered the MRMF presentation. The results, presented in Figure 4, suggest that overall, participants had a reasonably good recollection of the seminar.

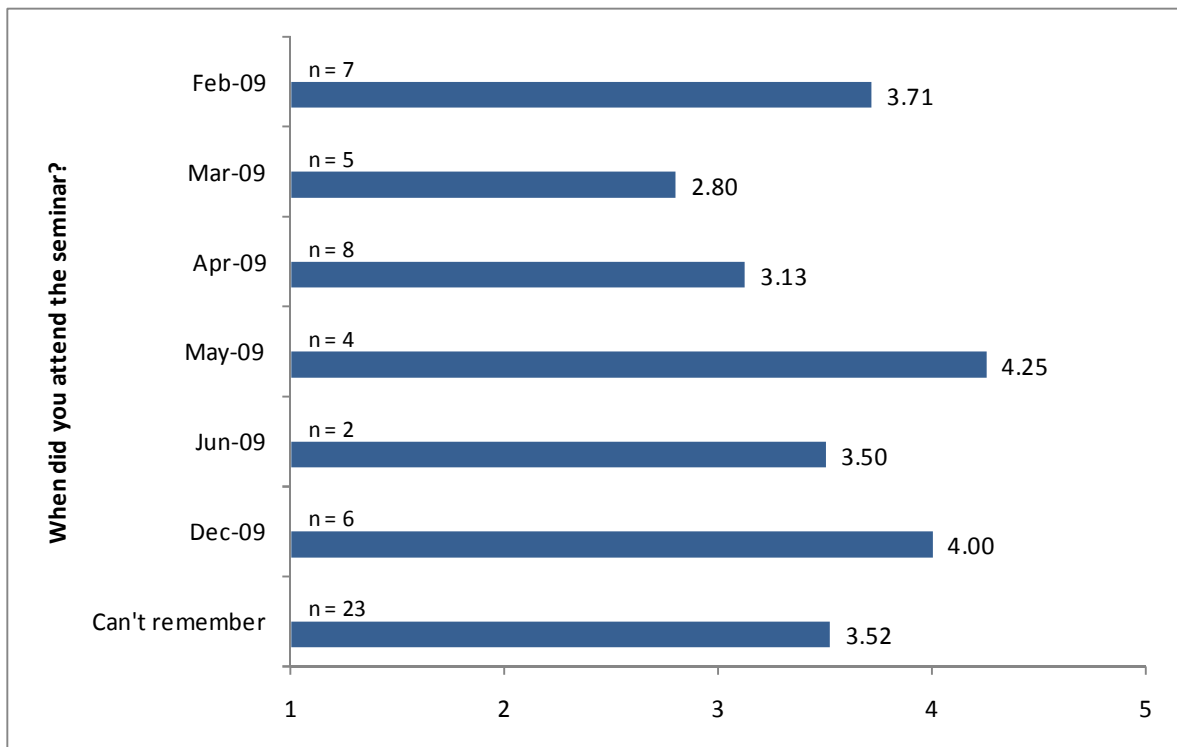


Figure 4: Responses to the question, "To what extent do you remember the MRMF presentation?" (where 1=not at all, 5=very well), by month of participation.

A final limitation relates to the self-report nature of the data collected. Issues associated with self-report data are very common in research, as participants may make mistakes, provide inaccurate data, or respond in a manner that makes them appear more "socially desirable". The potential risk of inaccurate data is, however, relatively minimal for this project, due to the nature of the sample, online methodology and separation between the seminar presenters and UltraFeedback.

Several issues were raised in the Session Effectiveness Evaluation (Stage 2). These issues generally related to a lack of detail generated from the survey questions. For example, some participants indicated difficulties in implementing workplace changes in light of seminar learnings, yet they did not elaborate on the challenges. To gain a more in-depth understanding of these issues, telephone interviews were conducted with five participants who completed the online survey (Stage 3).

Stage 3: Telephone Interviews

The following section provides an overview of the telephone interviews, including an overview of the methodology and detailed findings from the interviews. This stage was conducted between 4 June and 11 June 2010 with five participants who had completed the Session Effectiveness Evaluation (Stage 2).

In order to further explore issues raised in the Session Effectiveness Evaluation (Stage 2) and to validate the findings, and to five telephone interviews (Stage 3) were conducted with individuals who participated in Stage 2. The following topics were discussed:

- Key messages from the seminar
- How information from the seminar has been used
- How information from the seminar has been shared
- Challenges to using/sharing the information
- Improvements to the seminar

Methodology

Potential participants were selected to interview using quota sampling. Initially, five individuals across a range of sectors and regions were emailed and invited to participate in a telephone interview (Appendix G). Additional participants were emailed until quotas from each subgroup were reached.

The final sample comprised two individuals from VicRoads, one from a Contractors/Consultants organisation, one from Local Government and one from a Utilities organisation. Four regions were represented (Eastern, Central [Kew], Metro South East, North Eastern Region [Benalla] and South Western Region [Geelong]).

Participants were advised at the beginning of the interview that it would take approximately 10 minutes. Consent was obtained to audio record the interviews for later transcription.

The telephone interview guide appears in Appendix H.

Results

The data obtained from the telephone interviews largely supported the findings of the Session Effectiveness Evaluation presented in Stage 2. A summary of the key points from the telephone interviews are presented below.

Summary of telephone interviews

Key messages taken away from the seminar included highlighting the dangers to motorcyclists (from a riders' perspective) and factors that impact motorcyclists differently to other road users, such as potholes, road debris and temporary road surface covers.

"I think the aspect of just highlighting more design conceptual stuff and emphasising the importance of how motorcyclists are a different vehicle on the road compared to most other vehicles because of their instability, their vertical instability."

Another key message was that maintenance issues relevant to motorcyclist safety were highlighted, including the use of soft signage, black and white chevrons on the kerbs, rub rail, design issues to reduce gravel, and the use of guard fencing.

*"What I found of great interest was the guardrail with the... how they flip up underneath so if you come off a bike you can't slide up underneath the guardrail and hit the posts, I just can't think of the extra part on that the guardrail right along the bottom **IS IT CALLED RUB RAIL?** Yes rub rail that's the one yes, I thought that was very interesting, yeah I'd never thought of that before."*

Seminar information has been shared in the workplace primarily through word-of-mouth, as a summary presented at staff meetings, or via distribution of the DVD. The information has been used a number of ways, including discussions among staff about issues that may compromise motorcyclist safety and implementing signage to increase awareness of motorcyclists.

"I came back and talked to people in my workplace about it...and I've just had discussions with people in the workplace who do the design and that sort of thing to emphasise some of those issues"

A number of challenges to sharing and implementing the information were noted in the interviews. Reminding staff of the importance of considering the issues covered in the seminar was noted, while other challenges included time and availability of staff to discuss and implement changes to work practices.

"Resources to implement some of these concepts and initiate some of these thoughts with other people just takes time, that's probably my biggest limitation"

Some interviewees noted other obstacles to implementing information, including lack of funding or resources, as well as contractual obligations.

"...what we're up against with our part of the contract is we only replace like for like, so if there is no rub rail there we can't replace that"

Difficulties have also been met when seminar attendees were from a different department to those who approve proposed changes.

"There is different areas within the business that it will apply to and one can apply to improvements works which is where we work and a lot of it applies to maintenance works which is not where we work."

Interviewees suggested a range of improvements to the seminars. Some noted that funding and commitment from VicRoads was necessary to implement policy change and provide active guidance in behaviour change.

"Implementation you might just note that's the difficult area and it really relates to funding and commitment."

Some interviewees suggested that the seminars should be targeted toward a wider audience, particularly senior management and those in the field.

"... if that [the seminar] was pushed through more senior people, it would be more likely to happen"

"Marketing. Market to them [the utilities providers], make them want to attend, because they are the ones with the finance."

Finally, a greater range of resources was suggested, including TV advertisements to raise awareness, more literature or PowerPoint slides to distribute among colleagues, and to provide regular updates after the sessions.

"Like an email to people...so that if something new comes out that they will get this automatic email."

Summary

The phone interviews revealed a number of key findings:

- Participants enjoyed the seminars and found the information presented useful.
- Some interviewees felt that additional materials would be useful, such as slides or additional literature they could take back to the workplace. Some felt regular email updates of events or the release of new information would also be useful.
- A number of interviewees indicated that presentations to staff at workplaces – particularly targeting senior staff – may be useful.
- Implementation is difficult because of access/funding/time/etc.

Research Stage Limitations

One of the key methodological limitations associated with telephone interviews is the convenience of interview times. The interview needs to be conducted at a time which is convenient to both the respondent and the interviewer. Participants may feel they cannot take their time to think through their responses for fear of 'holding up the interviewer'. To try and address some of the issues associated with time constraints, interview times were arranged with participants prior to the interview.

Another limitation of interviews is social desirability. Participants may respond in a way that makes them appear more socially desirable, such as "playing down" potentially negative views. This limitation is associated with the lack of anonymity during telephone interviews, as interviewees may feel uncomfortable if their responses could potentially be identified. Such issues are common in telephone-based research, yet the risk of social desirability is minimised through the use of non-leading questions, and assuring participants that anonymity will be adhered to during reporting.

The purpose of the telephone interviews (Stage 3) was to supplement data collected from the Post Evaluation and online evaluation surveys conducted in Stage 1 and 2. Therefore, the limitations associated with phone interviews are offset by comparing results from all three Stages.

Overall Key Messages

The key findings from Stages 1, 2 and 3 can be summarised as follows:

Seminar content

- The seminars were well received by attendees. High overall ratings were provided for quality of session delivery, session structure and usefulness of information. Participants tended to agree relatively strongly that sessions were well presented, that they enjoyed the session, and that resources provided would be useful. Likelihood to recommend the session to others was also generally high.
- A large number of attendees commented that the information was valuable and interesting and that the take-home materials would be useful in their organisations. Many felt that they had learned new information about motorcyclist safety and crash risk. Some also noted that including additional information may be beneficial; for example, information about motorcycle dynamics and the differences between cars and motorcycles, or technical information about road design (e.g. super elevation or crossfall).

Sharing and implementing information in the workplace

- Participants typically noted a high level of awareness of why motorcyclists are particularly at risk of a crash, as well as the impact road surfaces and engineering can have on motorcyclist crash risk. However, methodological limitations prevent confident inference of the extent to which such high levels of reported awareness may be *directly* attributed to knowledge or understanding obtained in the seminars. Many attendees may have had some prior knowledge or awareness of road environment factors that can influence motorcyclist crash risk.
- The extent to which seminar information had been used and shared in the workplace tended to vary, suggesting the content is more useful to some groups than to others. Tailoring the seminars to meet the needs of specific subgroups may be useful.
- Ratings for the usefulness of seminar resources and the extent to which seminars met attendees' needs were typically higher immediately following the sessions than 5-15 months later. This is to be expected when administering a survey after an extended period of time as participants have better recall immediately following a session. Some attendees noted difficulties in implementing the information (e.g. due to budgetary or resourcing constraints), or faced obstacles in sharing or using the information (e.g. due to policy or contractual issues). Future attendees would likely benefit from more practical advice on how to implement suggested improvements from the seminars, and particularly how to overcome obstacles to implementation.
- A number of specific issues were reportedly being considered with greater frequency since the seminars, including installation of warning signs, cleaning liquid spills, and addressing roadside hazards during road works.

Seminar attendees

- VicRoads employees comprised approximately half of the MRMF seminar attendees. Whether this accurately reflects the range of job roles and sectors involved in the design, construction, maintenance and reinstatement of Victorian roads may be worth considering. Strategies for better targeting other relevant groups, such as utility organisations, would facilitate greater dissemination and utilisation of information.
- The majority of attendees appeared to appreciate the session objectives and benefits of attending, reflected in their reasons for attending the seminars. Engagement in the seminars may be enhanced even further with detailed guidance as to the relevance of the session information, or how attendees may implement the information in their workplaces.
- Most participants expected to learn practical methods applicable to their work that may improve motorcyclist safety. A small proportion of individuals, however, noted that they were unsure what they would learn by attending. Targeted promotion of specific seminar aims, content and implementation of information - possibly tailored for individual subgroups - may facilitate broader participation, knowledge retention, and subsequent dissemination and implementation of information.

Attendee suggestions for improving the seminars

- Some attendees felt that the target audience of the seminars could be extended to entire work teams, senior management, field staff and contracting organisations, thus ensuring the information reaches individuals who have the ability and resources to implement change.
- A number of attendees noted that delivery of the seminars internally or to smaller groups may also be beneficial.

Recommendations

The findings of the current evaluation reveal a number of areas where improvements to both the seminars and evaluation process may be targeted. These are presented below.

Seminar-related recommendations

- Broaden the target audience to include groups underrepresented in the current study, such as utility companies, as well as whole work teams. The inclusion of senior management as well as maintenance teams in presentations may be beneficial in gaining wider support for the dissemination and utilisation of information.
- Facilitate greater engagement of potential attendees through explicit and targeted promotion of seminar aims and content. It may be beneficial to tailor invitations to suit the needs of specific groups.
- Consider making sessions available at specific workplaces for smaller audiences. This would also allow sessions to be tailored to specific organisations or workgroups.
- Provide advice on how seminar information may be used or how change strategies may be implemented. Practical examples may be useful, as may strategies for motivating work teams (e.g. by providing incentives). Informing participants of obstacles they may encounter and how these obstacles could be overcome may also be useful.
- Incorporate more opportunities for interaction into the sessions, such as group discussions and brainstorming opportunities. Encouraging participants to consider how they may use or disseminate the information in their workplace, during the session, will help facilitate later utilisation of information.
- Consider providing workshops a number of months after the sessions in order to share how the information has been used in different contexts, and to explore new initiatives. Sharing successes and collaboration on new initiatives may enhance attendees' motivation to push for change.

Evaluation-related recommendations

- Conduct pre-session data collection (e.g. a short online survey) to determine existing knowledge and work practices. This would provide baseline data against which post-session evaluation data may be compared, and facilitate understanding of the impact MRMF sessions have on knowledge, awareness and work practices.
- Review the existing post-evaluation survey (Stage 1) to ensure greater reliability and validity of data, for example, removing double-barrelled questions and rewording some questions to more accurately assess the experiences of attendees. Comparability with the proposed pre-session survey is also important.
- Conduct the session effectiveness evaluation (Stage 2) as soon as possible after the sessions. An emailed invitation to attendees inviting them to complete an online survey, sent no more than a few months after the session, would ensure a sufficiently high response rate and greater validity of data while also allowing time for information to be disseminated and implemented throughout the workplace.

Summary and Conclusions

The MRMF seminar program was designed to raise awareness of the vulnerability of motorcyclists on Victorian roads and to highlight ways in which road design, construction and maintenance can influence motorcyclist crash risk. Twelve sessions were conducted between February and December 2009 across the seven VicRoads regional offices.

To evaluate the effectiveness of these sessions a three-stage approach was used. Immediately following each session a Post Session Evaluation survey was administered (Stage 1). After 5-15 months a Session Effectiveness Evaluation online survey was conducted (Stage 2), followed by brief telephone interviews conducted with five participants who had completed the online survey (Stage 3).

Findings suggested that the seminars were perceived to be both useful and informative, with many noting that they would recommend the seminars to others. Participants typically noted a high level of awareness of why motorcyclists are particularly at risk of a crash, as well as the impact road surfaces and engineering can have on motorcyclist crash risk. A number of specific issues are reportedly being considered with greater frequency since the seminars, including removing debris during road maintenance and reinstatement, and addressing roadside hazards during road works.

“Usefulness of seminar information” and the “extent to which the seminar met the attendees’ needs” were rated higher immediately following the sessions than 5-15 months later. While such a finding may be due to memory effects, it may also reflect challenges attendees had faced in disseminating or utilising the information. Results also suggested some variance in the extent to which seminar information had been used and shared in the workplace, indicating the content may be more useful to some groups than to others. Future attendees would likely benefit from more practical advice on how to implement the information obtained during the seminars, and particularly how to overcome obstacles to implementation.

Overall, the seminars were well regarded by participants, with the information deemed interesting and useful. While it was difficult to determine the direct impact the seminars have had on knowledge and awareness, attendees appear to be taking some steps toward using and implementing the seminar information in their work to reduce motorcyclist crash risk. As the MRMF program is enhanced through greater participation, positive contributions to minimising motorcyclist crash risk will continue to be made.

Appendices

Appendix A	Post Session Evaluation survey
Appendix B	Stage 1 and 2 additional tables
Appendix C	Session Effectiveness Evaluation Online Survey
Appendix D	Pre-launch email A
Appendix E	Pre-launch email B
Appendix F	Session Effectiveness Evaluation Invitation to participate
Appendix G	Telephone Interview Invitation to participate
Appendix H	Telephone Interview Guide
Appendix I	Verbatim comments from Post Session Evaluation form
Appendix J	Verbatim comments from Session Effectiveness Evaluation

Appendix A - Post Session Evaluation survey

Making Roads Motorcycle Friendly Session
PARTICIPANT EVALUATION

Your feedback is appreciated and will help to improve sessions in the future.

1. Please rate the following aspects of the session from 1 (lowest or poor rating) to 5 (highest or excellent rating) by circling the rating of your choice.

	LOW				HIGH
Usefulness of session for my work	1	2	3	4	5
Structure of the session	1	2	3	4	5
Quality of the session delivery	1	2	3	4	5

2. Please rate the following statements by placing an X in the appropriate column.

STATEMENT	RATING					
	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Not Applicable
I enjoyed the session.						
I found the session met my needs.						
The session was well presented.						
I learned new things in the session that I will use in my work.						
The resources provided will be useful.						
I would recommend the session to others.						

3. Any comments?

4. Would you be prepared to be contacted in the future as part of the evaluation of the effectiveness of the *Making Roads Motorcycle Friendly* program? If so, please complete the following contact details:

Name: _____ Organisation: _____

Email: _____ Tel: _____

Thank you

Appendix B - Stage 1 and 2 additional tables

Table B.1: Number of participants and evaluation forms returned by seminar.

Date	Region (Location)	Attendees	Evaluation forms returned
24/02/2009	Eastern Region (Traralgon)	12*	12
15/06/2009	Eastern Region (Traralgon) ^	10	0
21/04/2009	Metro North West (Sunshine)	21*	21
1/05/2009	Metro North West (Sunshine)		
28/04/2009	Metro South East Region (Burwood)	25	24
31/03/2009	North Eastern Region (Benalla)	29	23
7/04/2009	Northern Region (Bendigo) ^	*	0
2/04/2009	South Western Region (Geelong)	27	21
8/04/2009	South Western Region (Warrnambool)	11	9
14/05/2009	Western Region (Ballarat)	16	25
13/05/2009	Western Region (Horsham)	13	
7/12/2009	VicRoads Kew (Head Office) ^	33	0
Total		196*	135

* Note: The exact number attended for these sessions is unknown. The figures are based on the number of feedback forms returned; the total number of attendees is likely underestimated, with the response rate likely overestimated.

^ Evaluation forms were not distributed at the completion of these seminars.

Table B.2: Mean ratings of various statements about the session (where 1=strongly disagree, 5=strongly agree).

Please rate the following statements:			
	N	Mean	SD
I enjoyed the session	134	4.25	0.73
I found the session met my needs	134	4.08	0.72
The session was well presented	135	4.38	0.69
I learned new things in the session that I will use in my work	133	4.08	0.82
The resources provided will be useful	134	4.25	0.72
I would recommend the session to others	135	4.25	0.69


Table B.3: Session Effectiveness Evaluation participants and seminar attendees, by sector.

What sector or organisation do you work in?				
	Session Effectiveness Evaluation		MRF attendees	
	N	Percent (%)	N	Percent (%)
VicRoads	25	44.6	96	52.2
Contractors/consultants	14	25.0	43	23.4
Local government	8	14.3	31	16.8
Other	9	16.1	14	7.6
Total	56	100.0	184	100.0

Table B.4: Mean ratings of awareness of risk to motorcyclists (1=not at all, 5=very much).

Since attending the seminar, to what extent are you:			
	N	Mean	SD
Aware of motorcyclist crash risks	55	4.22	0.66
Aware of the impact road surfaces and engineering can have on motorcyclist crash risk	55	4.25	0.67

Appendix C - Session Effectiveness Evaluation Online Survey



VicRoads Making Roads Motorcycle Friendly


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Welcome to the VicRoads "Making Roads Motorcycle Friendly" Seminar Evaluation Survey.

VicRoads have asked UltraFeedback to help them determine how the "Making Roads Motorcycle Friendly" seminar series may be improved.


By completing this short seminar evaluation survey you can enter the draw to win 1 of 2 gift cards from a reputable retailer to the value of \$75 each (with a 1 in 40 chance of winning).

Your contribution to this survey is greatly appreciated and will help make Victorian roads safer for motorcyclists.



Thank you in anticipation.
Fiona Purcell
7 June 2010

Log in here
User name
Password



For any enquiries, please contact [Fiona Purcell](#), UltraFeedback Research Executive on +613 9439 7789 or [Melissa Hatby](#), UltraFeedback Senior Researcher on +613 9439 7789
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About You

Does your work primarily involve:
(mark as many options as appropriate)

- Design and construction of roads
- Maintenance and reinstatement of roads
- Other (please specify) _____

What sector or organisation do you work in?

- Contractors/consultants
- Local government
- Police
- RoadSafe
- Utilities
- VicRoads
- Other (please specify) _____

To what extent do you remember the "Making Roads Motorcycle Friendly" presentation?

	(1=Not at all, 5=Very well)					
	1	2	3	4	5	NA
Amount remembered	___	___	___	___	___	___

At the Seminar

When did you attend the seminar?

___ February 2009

___ March 2009

___ April 2009

___ May 2009

___ June 2009

___ December 2009

___ Can't remember

What were the reason/s you attended the seminar last year?

What did you expect to learn from the seminar?

How would you rate the usefulness of the seminar for your work?

	(1=Low; 5=High)					
	1	2	3	4	5	NA
Seminar usefulness for your work	___	___	___	___	___	___

To what extent do you agree or disagree with the following	(1=Strongly disagree,					
---	------------------------------	--	--	--	--	--

statements:	5=Strongly agree)					
	1	2	3	4	5	NA
I found the seminar met my needs	___	___	___	___	___	___
I learned new things in the seminar	___	___	___	___	___	___
I have used what I have learned in the seminar in my work	___	___	___	___	___	___
The resources provided in the seminar have been useful	___	___	___	___	___	___

Since the Seminar

Since attending the seminar, to what extent are you:	(1=Not at all, 5=Very much)					
	1	2	3	4	5	NA
Aware of why motorcyclists are particularly at risk of a crash	___	___	___	___	___	___
Aware of the impact road surfaces and engineering can have on motorcyclist crash risk	___	___	___	___	___	___

Since attending the seminar, to what extent:	(1=Not at all, 5=Quite a lot)					
	1	2	3	4	5	NA
Have you shared the information you learned from the seminar in your workplace	___	___	___	___	___	___
Have you used the information from the seminar	___	___	___	___	___	___
Have others in your workplace used the information from the seminar	___	___	___	___	___	___

How have you or your workplace implemented the information from the seminar in your job/workplace?

Design and Construction

The seminar identified a number of factors that may reduce hazards for motorcyclists when designing or constructing roads.

Please think specifically about your work in designing and constructing of roads when answering these questions.

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

If an item does not apply to your work, please select NA.

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Using skid resistant pavement markings	___	___	___	___	___	___
Sealing loose surfaces	___	___	___	___	___	___
Reducing raised points	___	___	___	___	___	___
Maximising drainage	___	___	___	___	___	___
Installing warning signs	___	___	___	___	___	___

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

If an item does not apply to your work, please select NA.

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Covering metal surfaces e.g. trench covers and pit lids	___	___	___	___	___	___
Installing barrier protection such as Rubrail or StackCushion	___	___	___	___	___	___
Providing maximum visibility on curves, corners and at intersections	___	___	___	___	___	___
Creating safe recovery areas for motorcyclists on road shoulders	___	___	___	___	___	___
Cleaning obstructions from roadsides	___	___	___	___	___	___

Maintenance and Reinstatement

This page relates to motorcyclist safety during the maintenance and reinstatement of roads.

Please think specifically about your work in maintaining or reinstating roads when answering these questions.

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

If an item does not apply to your work, please select NA.

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Road shoulders	___	___	___	___	___	___
Potholes	___	___	___	___	___	___
Ruts and corrugation	___	___	___	___	___	___
Crack sealing	___	___	___	___	___	___
Pavement makings	___	___	___	___	___	___
Services trenches	___	___	___	___	___	___
Roadside vegetation	___	___	___	___	___	___

Since the seminar, how much more frequently do you or your team address each of the following to reduce hazards for motorcyclists?

If an item does not apply to your work, please select NA.

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Removing debris, gravel and loose stones	___	___	___	___	___	___
Cleaning up liquid spills	___	___	___	___	___	___
Removing the build-up of grease and oil	___	___	___	___	___	___
Installing temporary steel plates	___	___	___	___	___	___
Removing excess bitumen and flushing seals	___	___	___	___	___	___

Road Works

The seminar also addressed motorcyclist safety during road works.

Please think specifically about your work in conducting road works when answering these questions.

If any of the following do not apply to your work, please select NA.

Since the seminar, how much more frequently do you or your team address these factors to reduce hazards for motorcyclists:

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Road surfaces (i.e. to maximise traction)	___	___	___	___	___	___
Roadside hazards (i.e. safe placement of barriers, fencing and bollards)	___	___	___	___	___	___

Since the seminar, how much more frequently do you or your team use adequate signage to highlight road work hazards for motorcyclists?

	(1=Not at all; 5=Very often)					
	1	2	3	4	5	NA
Use of warning signs	___	___	___	___	___	___

Final comments

Thank you for your feedback.

If you have any suggestions for improving the seminars or the seminar materials (brochures and DVD), please detail below.

Appendix D - Pre-launch email A

Dear Colleague,

Thank you for attending a 'Making Roads Motorcycle Friendly' seminar last year. I am emailing you because you agreed to be contacted as part of the evaluation of the effectiveness of the 'Making Roads Motorcycle Friendly' project.

VicRoads has contracted an independent research company, UltraFeedback Pty Ltd, to conduct the evaluation.

Within the next few weeks, you will receive an email from UltraFeedback, inviting you to complete a brief on-line survey. By completing this survey you can enter the draw to win 1 of 2 gift cards from a reputable retailer to the value of \$75 each (with a 1 in 40 chance of winning). Five people will also be invited to participate in a telephone interview.

Thank you in advance for your participation in this project.

Kind regards

Emma Clarkson

Senior Project Manager - Traffic Safety Education & Pedestrian Safety

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Appendix E - Pre-launch email B

Dear colleague,

Thank you for attending the 'Making Roads Motorcycle Friendly' seminar series at VicRoads on Monday 7 December 2009.

VicRoads has contracted an independent research company, UltraFeedback Pty Ltd, to conduct an evaluation of the effectiveness of the 'Making Roads Motorcycle Friendly' project.

By completing a short on-line survey, you can enter the draw to win 1 of 2 gift cards from a reputable retailer to the value of \$75 each (with a 1 in 40 chance of winning). Five people will also be invited to participate in a telephone interview.

Please respond to this email if you consent to being involved in the evaluation. Please type 'survey' in the subject line if you consent to participate in the on-line survey or 'phone' if you consent to participate in the telephone interview or 'on-line and phone' if you consent to both.

Thank you for your time.

Kind regards

Emma Clarkson

Senior Project Manager - Traffic Safety Education & Pedestrian Safety

Road Safety and Network Access Division

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Appendix F - Session Effectiveness Evaluation Invitation to participate



Dear

Thank you for participating in the Making Motorcycle Roads Friendly (MRMF) seminar series conducted last year. VicRoads have asked UltraFeedback to conduct an evaluation of the MRMF seminar series.

Your input into this survey will help us evaluate the effectiveness of the seminar series to determine areas for improvement for future seminars.

The short evaluation survey will take about 10 minutes to complete, and can be accessed via this link:

<http://www.ultrafeedback.com/a.asp?s=968&u=test1&p=fargin>

If we have not heard from you in the coming week, please allow us to send a gentle reminder. If you do not wish to participate, please disregard this email.

Thank you in anticipation.

Kind regards

Melissa Hatty



Melissa Hatty | Senior Researcher | UltraFeedback

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e melissa.hatty@ultrafeedback.com | **w** www.ultrafeedback.com

a Level 1, 963 Main Road, Eltham VIC 3095

If the above link failed to work for you (particularly in some email browsers like hotmail), please open a new Internet browser window and enter this web address:

<http://www.ultrafeedback.com/survey/968/>

and use this security information to log in -


User Name - test1

Password - fargin

This survey is conducted with the AMSRS Code of Ethics. If you do not wish to receive further messages regarding this survey, please unsubscribe at:

<http://www.ultrafeedback.com/u.asp?ID=2181449&email=fiona.purcell@ultrafeedback.com>

Appendix G - Telephone Interview Invitation to participate

	To...	
	Cc...	
Account ▾	Subject:	Making Roads Motorcycle Friendly Seminar Evaluation Follow-up

Dear

We recently sent an email invitation to you to complete an online survey to evaluate the “Making Roads Motorcycle Friendly” seminar series.

Thank you if you have completed the survey.


We are currently conducting short follow –up telephone interviews to explore some of the issues raised in the survey.

The interviews will be about 10 minutes long.

Please respond to this email if it is ok to contact you regarding a suitable interview time.

Kind Regards

Fiona



Fiona Purcell | Research Executive | [UltraFeedback](#)

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a Level 1, 963 Main Road, Eltham VIC 3095

Appendix H - Telephone Interview Guide

- Firstly I'd just like to know a bit about your role, does your work primarily involve:
 - The design and construction of roads
 - The maintenance and reinstatement of roads
 - Something else
 - {Both is ok}
- What were some of the key messages you came away with from the seminar?
- What aspect of the presentation did you find the most useful or helpful to your work?
- How have you shared the information you learned from the seminar in your workplace?

if so: In what way did you share the information? (specific examples)

if not: What sorts of things, if any, made it difficult to share the information in your workplace?

- How have you used or implemented the information from the seminar?

Gain Specific examples:

- What types of challenges did you come across or face in trying to implement the seminar information in your job/work?

If so: What areas? (specific examples)

If so: Why?

Now I'm going to ask you some questions about what you think could be done to improve the Making Roads Motorcycle Friendly package.

- What do you think could be done to improve your ability to share and/or implement the seminar information?
- What do you think could be done to improve Access to seminar support materials/resources?
- What do you think could be done to Increase awareness in this important area (i.e. MRMF)?
- What could be done to improve the take away materials themselves for example the brochure, booklet and DVD.
- Do you have any suggestions to improve the seminar itself, such as the structure, length?
- Finally, Do you have any comments you would like to add?

Appendix I - Verbatim comments from Post Session Evaluation form

1. DVD presentations not loud enough poor sound. 2. Venue too noisy - too much other activity happening around.

A good eye opener to what is needed.

A lot of good examples were used. Perhaps give more examples/details in urban environments. Details of manufacturers for stack cushions, rub rail etc. Improvements for motorcyclists will also improve safety for other users i.e. motorist, cyclists.

A very well structured presentation with very useful information we should all consider when developing road safety projects.

A very worthwhile session. It did increase my awareness of taking into consideration needs of motorcyclists.

A well-run session with lots of useful information.

Can a similar session be arranged to outline the changed speed zone guidelines?

Content was good but could have been covered in under 30 mins. Lot of repetition. Would be good to include your contact details at end of presentation.

Driver/Rider behaviour needs to be included in sessions to increase their value.

Food for thought during design process.

From a road constructor point of view the very last section was relevant. Gravel roadway and signage was the main pertinent point.

Generally speaking it felt as if it was a first time for the lecturer. Nervous and may have been perceived as not knowing his subject. Wound into it.

Good focus on roads and roadsides. Would like to see more information on vehicles and road users.

Good information and awareness session.

Good presentation - essential delivered by a motorcycle rider - helped to illustrate to senior delivery engineers the need to consider motorcyclists needs in their activities.

Good to see discussions occurring on this subject. As a bike rider and road construction worker I see the need for it. I find commonsense prevails in regards to work practices. Are rider training courses adequate in the education of the rider, in respect, to these issues?

Having a presenter with Motorcycling experience added to the quality of the session and assisted the audience to see things from a rider's perspective.

Having an experienced motor cycle rider with practical experience in riding and Motor cycles plus engineering/road condition knowledge was great.

I have been to other motorcycle sessions which were better presented however I would think that people who know little about motorcycles would have found his comments useful, particularly the things that really affect motorcycles in their daily travel which does need to be pointed out. The session probably just needs a bit more refinement and for us a bit more of an engineering content.

I now see road design from the motorcyclists' perspective.

I would have liked to see more technical information regarding road design, i.e. camber, super elevation, corners.

Important also to educate motor cyclists.

In my case, I'd been aware of these perspectives previously. Further, the presentation was to an engineering sector and hence should have been more technical, e.g., use the maintenance specifications and discuss how it is done with m/c in mind etc. There was also a lack of perspective regarding behaviour.

It is a good session for non-motorcycle riders.

It is worth spending more money to promote road safety.

Key messages repeated too many times.

More discussion/suggestions of alternatives would have been good.

Motorcyclists do not follow speed limits very often. Besides there should be a compulsory training required for license.

Nil.

None.

Not having any motorcycling experience I found Rob really good at presenting situations from the motorcyclists' perspective and it was really interesting.

Presence of motor bike users made session interesting with interaction.

Presentation too slow. Speakers required for laptop.

Presentations usually are a bit dry, use of video clips interspersed was good.

Publications will be very valuable. Will get the message out to the people in the field.

Reiterated the need to consider motorcycles through design, construct, roadwork as mainstream of the road network. Served as an appropriate reminder regarding the vulnerable road users.

Session could be used (short format) as toolbox meeting topic @ MSE region

Session needed more interactive aspects - opportunity was there but need to be in the structure of the session.

Sound for video needs improving. Didn't talk about the road geometry horizontal/vertical and super elevation versus cross fall. Most areas are in mountainous areas re fog prone.

Thanks.

The high quality resources to take back to staff will be very useful. I found the information very appropriate and applicable to a number of levels of the workforce.

The m/cycle rider in the DVD appears to be "pushing the barrow" for m/cycle riders.

The presenters had biased views. The quality of the content was good. A more balanced presentation would have been more effective in conveying the key messages.

The resources given to us will enable us to take the messages in the presentation back to other staff and contractors we work with.

The session is needed to reinforce awareness of the issues. The session generated discussion and consideration of improvements to current practice within the group.

Understanding of motorcycle dynamics is a very important part of understanding the issues. Could spend a bit of time clarifying those dynamics and the difference between cars and motorcycles.

Useful highlighting of an area of concern/potential fatal situation mitigation through practical procedures.

Useful information provided for review/presentation back within organisation.

Useful information which should be distributed to the local Roadsafe Committees in the region. Info session would give RoadSafe members a better insight and understanding which problems we as a council and motorcyclist facing in the region.

Useful insight into the obstacles that exist for motorcyclists.

Very informative seminar by Nigel.

Very informative.

Very well presented and informative.

Well done - Message good.

Appendix J - Verbatim comments from Session Effectiveness Evaluation

What were the reason/s you attended the seminar last year?

As a member of Colac Roadsafe I am interested in making roads safer for ALL users. Motor bikes have a high collision rate in our area

As council staff I have been also a member of the local Community Roadsafe Council

Assist in understanding the needs of motorcycle users of the network

Because I was invited

Designing electrical works along roadways

Gain a better understanding of motorcycle concerns on the road

Have a better understanding of motorcycle safety.

I am a motorcyclist and have an interest in motorcycle related issues.

I am a motorcyclist myself. I don't believe we are constructing our roads with enough consideration for motorcyclists. I believe we are overlooking their needs.

I am involved in the development of maintenance projects for roads.

I had been invited to attend as a representative of Vic Pol

I manage a team that is undertaking a planning study for an upgrade of a national highway and am always keen to know ways we can make the road safer for all road users including Motorcycles.

I received an invitation and thought it could be of benefit

I ride a motorbike

I was advised it was available and it is relevant to my work

I was nominated to attend and I consider it relevant to my work and that of my team.

I was working for a civil contracting company and received an invite to the conference

Interest in package and its content, and progress of roll-out across State

Interest in road user groups motorcyclist

Invitation by VicRoads

Invite from VicRoads. They had been doing some VicRoads road safety programs. Increase my awareness of roadside objects and what VicRoads look for.

Invited by Region

Invited by VicRoads

It was organised for our Delivery Team, so I attended as well.

My manager suggested it would be a good idea

My work includes motorcycle road safety improvement projects (development of)

N/A

Received invitation from VicRoads and believed it would be beneficial for our company and relevant to our line of work.

Recommended by Road safety personnel

Road maintenance activities performed by Downer Edi Works

Sometimes the road safety aspects for motorcyclists and cyclists are overlooked and I wanted to know more about it.

Statutory Compliance and Information that may affect CitiPower / Powercor

The topic is an area of my professional and personal interest

The whole group was invited to attend.

Things that I may not be aware on motorcycle safety could be discussed and try to incorporate them during design and construction stages to improve/enhance motorcycle safety.

To broaden my knowledge of motorcycle issues.

To gain a greater understanding of the issues for motorcyclists and to increase my awareness for motorcyclist when developing road infrastructure improvement projects. I also develop road safety projects which look at addressing roads with high numbers of motorcycle crashes.

To gain an insight into the latest thinking and research around motorcycle safety

To gain further insight into current motorcycle safety issues on roads

To gain further understanding of how maintenance practices impact motorcycle safety.

To gain knowledge about how the safety of motorcyclists can be improved. What key safety factors are involved? How can the road be made more motorcycle friendly? What are the important things to keep in mind while doing a road design?

To get a better understanding of how to incorporate aspects of safety into all maintenance and construction projects we develop. Not just develop motorcycle specific projects

To get a better understanding of motorcycle issues

To get an overview

To improve our design

To learn design requirements for motor bikes

To obtain updated information on motorcycle safety initiatives and requirements to assist me with my work

To review current motorcycle initiatives undertaken by local council

Vic/Roads invite because of our contract with them

Was working as the Road Safety Officer for Alpine Shire Council, where motorcycle crashes are a significant issue

Work for an construction materials company and ride motor cycles

Work invitation.

What did you expect to learn from the seminar?

About motorcycle issues

About the package content, about delivery of the package to participants, questions and queries from participants

An understanding of making roads safer for motorcycles

As above

As above

As above

Awareness of motorcycles on the road

Better knowledge of requirements and Vic roads perspective on road safety

Design improvements

Developments for motorcycle friendly roads

Engineering methods to improve motorcycle safety

For the same reasons described above.

Get to know the issues on our road network in regard to motorcycle safety

Guidance on how to better assess motorcycle safety on roads

I didn't expect to learn a lot, because of being involved in motorcycle projects previously. Any new innovations I didn't know about.

I expected to learn what innovations there were and what changes were proposed to make roads better for motorcyclists.

I had no particular expectations. I was hoping for some information as to the thinking at the higher levels of VicRoads in relation to motorcycle-related issues.

I learnt what others are doing within the Road Safety Strategy in this area

I look at roads differently (from a motorcyclists perspective)

I was expecting to learn about safe roads design and road side furniture like safety barriers, sign boards etc in making roads motorcycle friendly.

Important considerations and approaches used to assess the road network for motorcycle safety.

Important factors to consider when designing and providing any infrastructure

Improved ways of identifying motorcycle crash hazards and appropriate treatments.

Increase my awareness of actions where we unknowingly create a more dangerous environment for motorcyclists

Increase my awareness of roadside objects and what VicRoads look for.

Infrastructure support and programs for safer roads for motorcycles.

Issues facing road design with motorcyclists in mind

Issues impacting motorcyclist and how to recognise and address them to minimise risk to this vulnerable group of road users.

Knowledge on how to make roads safer for motor cycles

Learn how to manage our work site better and create safer environment for motorcyclists

Means of making the network safer for motorcyclists

Motor bike riders need to be more aware than car drivers of actual road conditions. Road surfaces and surface treatments can and do make a lot of difference to motor bike safety

Not much, I thought I'd know pretty much the likely content, which I did

Not sure.

Practical ways in which maintenance can be applied to improve motorcycle safety

Same as above

See what measures VicRoads were proposing

Strategies in road design to minimize risk for motorcycle riders

The difference in requirements b/n cars and motor bikes

To gain further insight into current motorcycle safety issues on roads

To reinforcement my knowledge in making roads more motorcycle friendly.

To take motorcycles into consideration when designing and carrying out our works

To think of motor bikes in our maintenance work

VicRoads current actions in making roads motorcycle friendly

What is happening /happened

Was not sure

Was unsure.

Wasn't exactly sure of what the content was going to be

What sort of things can be built into or considered road improvement projects to better cater for motorcyclists. And to understand motorcyclist issues from a riders perspective.

What the current thinking is on motorcycle safety initiatives.

What VicRoads implementation plans for local council uptake

What VicRoads is doing for motorbike safety

How have you or your workplace implemented the information from the seminar in your job/workplace?

Applied the learnings in the development of motorcycle projects

Awareness of the needs of motorcyclists addressed in Worksite traffic management training

Changed design parameters for guardrail installations

Checking of design plans with consideration given to motorcycle safety.

Cold mix temporary reinstatement

Considered in the preparation of contract documentation and during the implementation of projects.

Considered requirements such as road surfaces in designs

Due to changing departments I am not sure if information has been used in the workplace.

Have had no need to consider the information as yet.

Haven't had any need to implement except to be aware of the conditions

I apply for m/c bids and found the information useful

I have a better understanding of hazards confronting motorcyclists when undertaking Road Safety Audits

I have given greater consideration to motorcyclists in my road safety audit assessments

I haven't had a chance to implement that information.

I now understand motorcycle issues so can use that knowledge in design, maintenance etc

I performed a 30min presentation summarising the seminar and made the resources available to the attendees

Improved Road design for pavement maintenance projects to include recommendations related to motorcycles in road safety audits.

In the development of new projects

Information sharing

Information was more about engineering. It has been good to pass on what others are doing to stop crashes but there was not much on enforcement within the project. The networking within the group was good.

It has reinforced existing knowledge to a large extent.

It is not directly relevant to my current role.

Just being aware of the risks to motorcyclists.

Looking more closely at maintenance on motorcycle routes. Including motorcycle initiatives in SRIP projects where possible

N.A.

N/A

No

Not a lot

Not applicable

Not really, limited opportunity to do so in our normal work

Region has sought funding for motorcycle projects. Other projects have included things like rub rails on guard fence in some vulnerable area

Reinforced the risks when producing work files

Simply by being aware of things we were previously unaware of and implementing them into things we do.

The information from the seminar will be implemented in the detailed design of the road.

The information has been passed on to crews that maintain the roads giving them a better knowledge on what we can do to keep motor cycle riders safe.

Types of different alternative measures when it comes to road side hazards.

Unknown, as I have left that company.

We already were considering this information in our workplace, although the ability to do much of it is limited due to much of it being maintenance related. We are considering way to change this but it may take several years, if successful.

We are attempting to select more appropriate surfacings etc.

We conduct motorcycle safety audits, so we were already aware of a large portion of the information. But being at the seminar did help to reinforce our knowledge.

We have implemented Saferoads funding for motorcycle safety which has used information from the seminar, and software which we obtained. This has been passed via various sources through the community.

We put the reference material into our technical library.

We discuss it at work group meetings. When we locate our assets we make conscious decisions about road users.

When developing and scoping projects that aim to address motorcycle crash trends we incorporate treatments that were discussed in the seminar.

Yes

Yes to a certain extent on road safety treatments such as shoulder sealing, plastic reflectors on guardrails, rubrails on guardrails to reduce impact etc.

Yes we have been more aware of surface conditions such as level differences and loose stones.

Yes, RoadSafe Colac has placed ads and publicity about motor bike safety.

If you have any suggestions for improving the seminars or the seminar materials (brochures and DVD), please detail below.

A minimalist brochure with summary of the latter questions points (how much can you use to provide safer roads) or similar would be a good prompt list to issue to Council Depot Staff.

Found it fine as is

Found the seminar of great interest, and useful in work as volunteer in Roadsafe network.

Great sessions, although there needs to be a requirement for maintenance teams to be more aware of motorcyclist needs. Although they agree and would like to do more, their tiny budget does not allow for more regular inspections along high motorcycle routes etc.

I found both the seminar and materials provide adequate

I think that the seminar would be a good tool if it was open to the actual road maintenance workers that perform the repairs and place warning signs out on the road network. These are the people that will make a difference.

I thought the seminar was very good and the supporting material has good as well

In development of motorcycle projects the Region engages a consultant to prepare a Motorcycle Road Safety Audit which identifies improvements consistent with the seminar. I believe maintenance standards on some road heavily used by motorcycles and with a high crash history should be increased.

Include in VicRoads specs requirements such as road plate treatment storage of materials, e.g. crush rock, tighter controls on crack sealing, more warning of road planing / rotomill activities, consideration of major events /GP /WSB prior to works

Information provided in the seminar needs to be reinforced with actions and advice from VicRoads to ensure the subject is at the forefront of peoples minds and to ensure protection steps are actioned.

It was very informative.

Make available on line

No suggestions.

No we thought they were alright to be fair.

None

The majority of our problems don't lie in design but in maintenance areas. There are a lot of rough road surfaces that aren't addressed appropriately because they are a minor inconvenience to cars but are a death trap to motorcyclists. The roads surfaces that aren't broken seem to be good. A rough road is ignored by maintenance people, it doesn't get repaired until it is broken. And then they race out and patch it when it is broken, which creates more problems for motorcyclists as the rough areas are almost invisible. Surface regulation needs to be done, rather than patching.

The seminar provided a broad range of suggestions and confirmed many existing ideas/suggestions. Discussion and assessment of new innovations, safety products and technical solutions would be of value for me when bidding for safety funding. (e.g. new plastic rub rail for guard fence, new flexible sign posts, Wire Rope Safety Barrier for location along the centreline of 2 way rural highways, etc)

This approach is working from the bottom up, that's ok if there is also a top down approach also - which there appears not to be. In this context, these sessions are largely, if not totally, wasted. FYI, I started a top down approach from Eastern Regions perspective with a specific motorcycle strategy, which if successful would then make this presentation & information useful. FYI, I have not used any of the provided information since the session because I was already doing so / or aware of it beforehand.

Very worthwhile seminar

Within the seminar I got a lot regarding the motor cycle issue from the 'other side' and it made me more aware of things to look for. If anything we need to come to a better contact situation between Police and engineering agencies