Community Grants
Measuring Success Factsheet

One requirement of Community Grants is that project outcomes are measured and included in a 'closing report'. It's important to plan what and how to measure your project before it begins.

Why do we insist that your project is measurable?

For a number of reasons, including:

- So we can all learn more about what works well and not so well

- To be accountable for how public money is spent

- For your group or organisation to know what you've achieved and feel a sense of satisfaction from your efforts

- So we can share outcomes of great projects on our website and inspire others to take action for safer, greener and more active travel.

What to measure

What you need to measure depends on your project, its objectives and intended outcomes. In most cases you should be able to measure one or more of the following changes:

1) the number of kilometres travelled using transport other than the car (for example, by walking, cycling, using public transport, carpooling etc.)

2) differences in ideas that participants have once they've participated in your project. (Their perceptions of benefits they directly attribute to your project's delivery – like saving money, time, being safer or getting healthier)

3) changes in behaviour that people make as a result of your project (for example, turning on their car headlights even during the day for longer journeys or using public transport to get to work more often).

How to measure the changes in participants' travel behaviours

To successfully measure your project it is vital to get feedback from your participants, this can be achieved in a variety of simple ways. Here are few of the measurement techniques, which can be effective in getting useful information to report changes in participants travel behaviour.

1) Survey participants about their car use, how much they cycle, walk, use public transport or carpool before and after the project to determine if any changes have occurred in their travel habits throughout the project and if they plan to continue this new habit.

2) Have participants keep a record (this can be completed in a range of ways) of how they get around (walk/cycle/public transport/carpooling) including locations they have travelled. One simple way to do this is just to calculate the distance from the trip starting point to the intended location (multiply by two for return trips). Do this each time the car trip was avoided to determine the reduction in car kilometres travelled.

3) Get participants to log car odometer readings from the start of the project through to the end to see if there has been a change in vehicle kilometres travelled.

4) Survey participants before and after the project to find out their perceptions about personal transport (why they travel or behave the way they do) and how they feel after participating in your project and trying something different.

5) Monitor the behaviour you are targeting through partnerships with external organisations. For example, for speed related project, approach local police to find out if speed has reduced after a project, use traffic 'strips' to monitor speed in your targeted location).

6) Involve your project team in collecting information from direct observation of behaviour before and after your project. For example, visually observe traffic volumes, number of cyclist or people walking, use of facilities (e.g. are bike racks being used more often?).

How have previous Grant recipients measured their projects?

Good Beginnings Australia promoted the use of public transport services by providing metro tickets to clients and providing associated support through their adult education sessions. They recorded their successes based on discussions about their car and public transport use at each adult group session. The number of kilometres travelled on the bus was recorded by calculating the distance from the client's home to their centre and return. They also noted how many people had made a commitment to changing their travel habits, as well as identifying how many would continue this behaviour in the long term.

YWCA of Adelaide purchased work bikes and encouraged staff to cycle to city based and nearby meetings. A pre-survey gathered information about staff travel behaviour. This included how often they used a car and the number of kilometres travelled in a month. At six and twelve months staff were re-surveyed to evaluate changes in travel behaviour, in particular to capture use of the work bike and kilometres travelled by car.

McLaren Vale Bowling Club hired tutors to assist club members in using a computer, including setting up spreadsheets and databases, which they used to set up a carpool system for their bowling matches at various locations in the Adelaide metropolitan area. They then worked out the number of kilometres not travelled in the car by calculating the distance travelled to and from each game, and then multiplying that number by the number of people travelling as passengers in the car, based on the information that was on their database.

Uniting Care Wesley Port Adelaide assisted people in Mount Gambier with a disability to develop skills and confidence in using the public transport system in Mount Gambier. Changes in participants' ability to utilise public transport was measured via staff and participant surveys. Surveys were conducted either independently or as semi-structured interviews, which varied depending on the needs of the person. The number of bus tickets used by participants was also monitored and the ongoing change was also measured through self report on increased ability to budget for the costs of tickets.

Adelaide Hills Community Road Safety Group provided practical and safe cycling training for young cyclists. The project was measured using feedback gathered from participant surveys which identified changes in perceptions relating to safe cycling reported by course participants and their families. Data was also gathered by measuring the number of people who participated in the training workshops.

Vietnamese Community of SA taught young Vietnamese people skills for riding the bus, reading timetables, etc. Their project provided participants with one multi-trip bus ticket on the condition that they keep a log of their travel. If they returned a fully completed log of travel they then received another multi-trip ticket as an incentive to continue using public transport.

A number of groups, including **Salisbury Council's Positive Aging Program** and the **Fleurieu Road Safety Group**, have conducted Moving Right Along workshops for older drivers in their local communities. Their project measures have included the number of attendees at their workshops and feedback about how the workshops have changed their perceptions about safe driving practices (http://www.dpti.sa.gov.au/communityprograms/programs/moving_right_along).

If you are not experienced in measuring behaviour change, Community Programs staff are happy to provide advice and assistance about how to simply and effectively measure your project. Feel free to contact us at DPTI.CommunityGrants@sa.gov.au.