



## The CASS Study: Increasing community demand for safer speeds

– January 2025

### FACTS:

- Speeding contributes to around 41% of all road fatalities and 24% of all serious injuries on NSW roads each year.
- Over 50% of all drivers in NSW admit to low-level speeding (speeds of less than 10km/hr above the posted speed limit).
- Exceeding the speed limit by just 5km/hr on a 60km/hr road can double the risk of crashing.

### PROJECT CYCLE:

2024 – 2026

### PARTNERS:

The George Institute for Global Health, Australia

UNSW Sydney, Australia

University of Sydney, Australia

City of Sydney Council

City of Canterbury Bankstown Council

Mid-Western Regional Council

City of Coffs Harbour Council

Port Stephens Council

### SUPPORTERS:

The National Road Safety Action Grant

### PRINCIPAL INVESTIGATOR:

Professor Julie Brown

### BACKGROUND:

- Inappropriate travel speeds represent a risk to all road users as speeding remains a major contributing factor in road crashes and road trauma.
- Non-compliance with posted speed limits and widespread misperceptions about the risk of speeding has led to negative community attitudes towards speed management initiatives.
- Increasing public demand for safe speeds, particularly through a bottom-up approach involving the community, is critical to shifting the culture around inappropriate travel speeds.

### AIM:

- To use a novel, community-driven participatory decision-making method (Community Jury) to develop a community-driven set of evidence-based recommendations that can be used to increase demand for safe speeds in five Local Government Areas (LGAs) across the state of NSW, Australia.
- At least one recommendation will be piloted in each LGA and evaluated on their impact on the community's attitudes to speed and speeding behaviour.

### METHODS:

- Four jury meetings will be held in each of the five participating LGAs (two metropolitan areas, three regional). Each jury will consist of 12-20 community members.
- At least one jury recommendation will be piloted in their LGA, using the APEASE criteria to select the most suitable recommendation(s) to trial.
- Before and after attitude surveys and speed data from traffic monitoring tubes will be used to evaluate the recommendations and identify shifts in community attitudes.

### IMPACT

- The CASS study will give the five LGAs practical, community-driven recommendations to increase demand for safer speeds, along with insights into how their community feels about and responds to speeding.
- If the community-driven approach is effective, a guide to using this approach will be developed and made publicly available so that other jurisdictions can follow and encourage safe speeds in their area.

### CONTACT:

To find out more about this project, its investigators or The George Institute please contact Tina Wall +61 410 411 983 OR [twall@georgeinstitute.org.au](mailto:twall@georgeinstitute.org.au)

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