



Fonds für  
Verkehrssicherheit  
FVS

# SMART Goals Webinar

**Remo Bebié Gut, Silvy Ammann**

9/17/24 - Webinar SMART Goals



# Information about Recording

We will record today's webinar so that other applicants who cannot be here today, can also access this information.



# Agenda

- 1. Welcome**
- 2. Relevance of impact measurement**
- 3. Defining good goals**
- 4. Derive indicators**
- 5. Impact measurement**
- 6. Q&A**



## Remo Bebié Gut

Department for Customer Experience  
& Service Design at ZHAW



## Silvy Ammann

Business Office FVS &  
Data Analyst

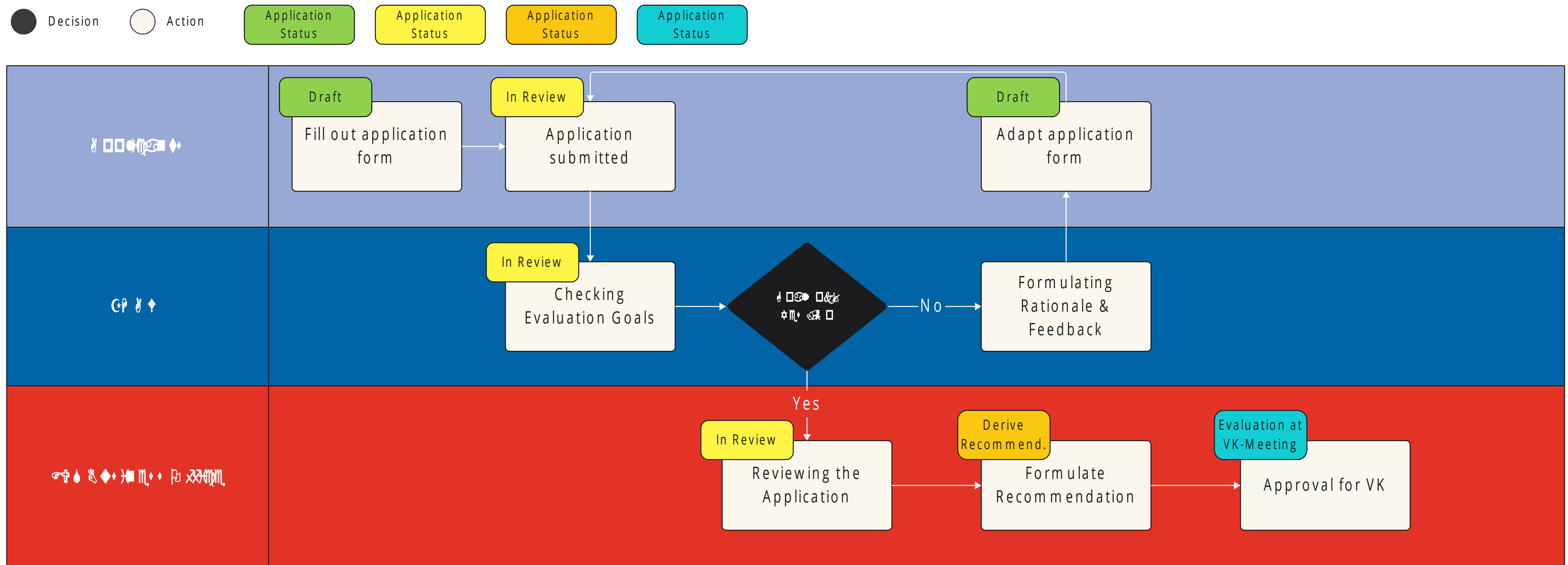


# Key points

- Since April 15, it is now necessary to define evaluation objectives for all applications.
- For each project submitted, an impact on the behavior, attitude or knowledge of the target group must be defined.
- At least two goals and two corresponding indicators must be defined for each application.



# Procedure for submitting an application





# Impact measurement



## Goals



- Demonstrate impact for all projects funded by the FVS
- Continuously adapt projects so that the desired impact can be achieved
- Transfer knowledge gained to new projects



# SMART- Goals

*SMART goals are clear and specific statements about what a project should achieve. They serve as orientation and a yardstick for the success of the project.*

Is my goal SMART?

- Specific: Is the goal clearly and precisely formulated?
- Measurable: Is the goal quantifiable and measurable?
- Achievable: Is the goal realistic and achievable?
- Relevant: Is the goal significant and relevant to the project?
- Time-Based: Is there a clear deadline for achieving the goal?

These goals are **not** SMART:

*200 people visit the website  
smartgoals.com*

*Children know the  
traffic rules.*







# SMART- Goals

These goals are **not** SMART:

*200 people visit the website  
smartgoals.com*

Website visits can be measured objectively. However, a visit alone says nothing about the impact of the information on the website.

A visit to the website is at best a necessary, but not a sufficient condition for the content to have an effect.

*Children know the  
traffic rules.*

Here, for example, it is not clear specified:

- Which children and at what age? (specific)
- Which traffic rules and to what extent (measurable)?





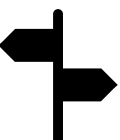
# Indicators

*Indicators are measurable variables that show the progress and success of a project in relation to its objectives.*

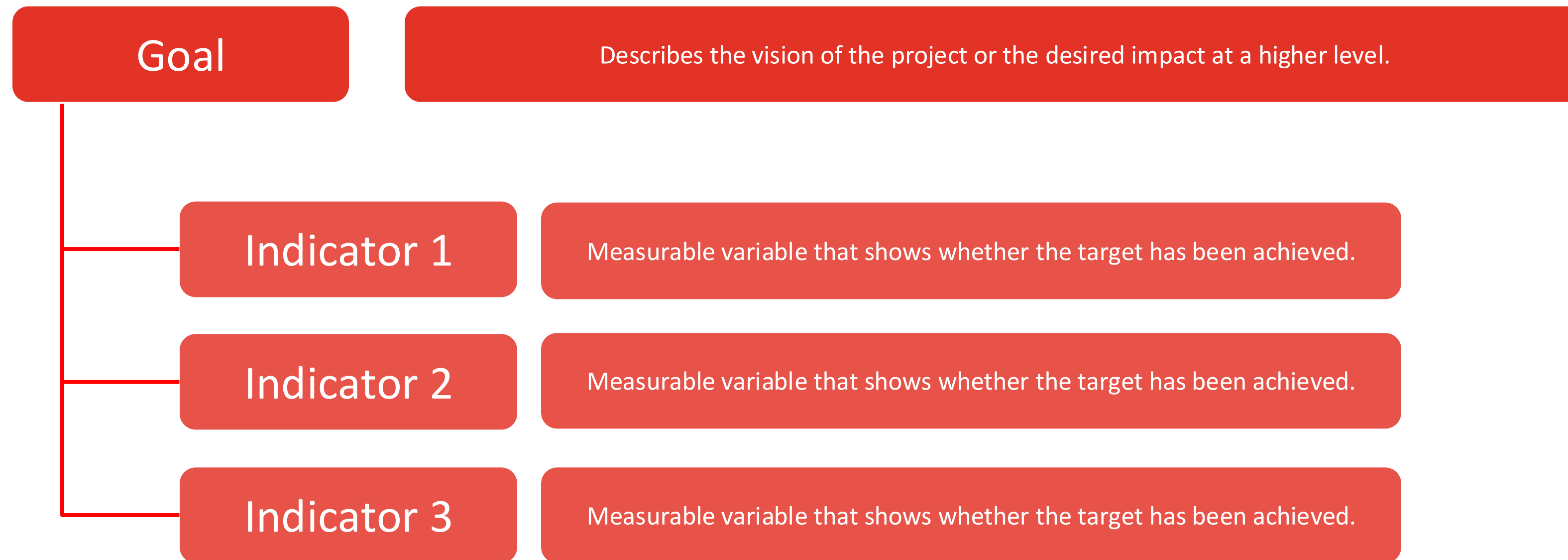
**Purpose:** They are used to monitor the progress of the project, document successes and identify areas for improvement.

Criteria for good indicators:

- **Relevance:** The indicator should be directly related to the objective of the project.
- **Reliability:** The indicator should provide consistent and accurate measurements.
- **Comprehensibility:** The indicator should be easy to understand and interpret.



# Deconstructing Goals & Indicators

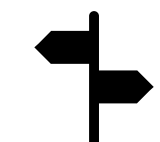


# Practical example I

## Traffic training for kindergarten children

**Goal 1:** The kindergarten children can still remember the traffic rules they have learned a few weeks after the training and reproduce them correctly.

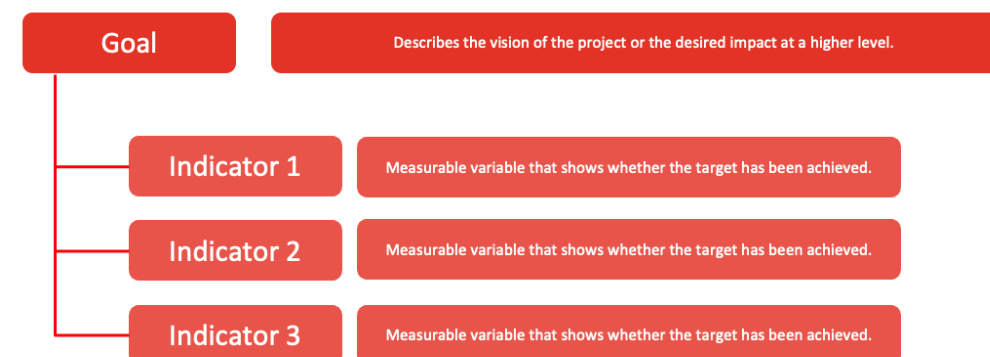
**Goal 2:** The kindergarten children are able to correctly apply what they have learned about road traffic behavior in a practical exercise a few weeks after the training.



# Goal 1 with indicators

**Goal 1:** The kindergarten children can still remember the traffic rules they have learned a few weeks after the training and reproduce them correctly.

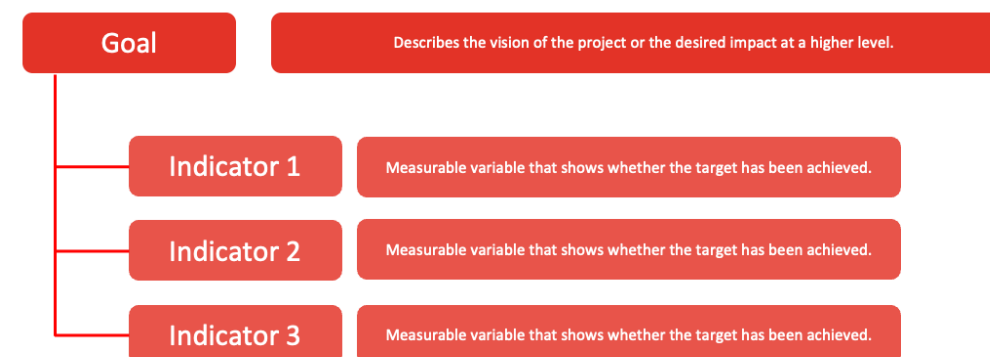
- **Indicator 1:** Two weeks after the traffic training, 95% of kindergarten children should be able to correctly name the rule “Do not cross the road on red”.
- **Indicator 2:** Two weeks after traffic training, 85% of kindergarten children should be able to correctly name the rule “I must not run when crossing a road”.



# Goal 2 with indicators

**Goal 2:** The kindergarten children are able to correctly apply what they have learned about road traffic behavior in a practical exercise a few weeks after the training.

- **Indicator 1:** Two weeks after the traffic training, 90% of the kindergarten children should wait correctly at a red light during a practical exercise.
- **Indicator 2:** Two weeks after the traffic training, 80% of the kindergarten children should observe significantly more of the traffic rules learned in a practical exercise than before the traffic training.





# Practical example II

## Poster campaign “Visibility in road traffic”

**Goal 1:** Raise awareness among cyclists and parents of children who cycle of the importance of visibility in road traffic.

**Goal 2:** Increase the use of luminous strips and luminous vests by cyclists who are out and about in the evening or at night.





# Goal 1 with indicators



**Goal 1:** Raise awareness among cyclists and parents of children who cycle of the importance of visibility in road traffic.

- **Indicator 1:** The proportion of respondents who state that they are aware of the importance of visibility in road traffic increases by 15% within the first 8 weeks after the start of the campaign.
- **Indicator 2:** The proportion of respondents who state that lights are a useful means of increasing road safety increases by 10% within the first 8 weeks after the start of the campaign.

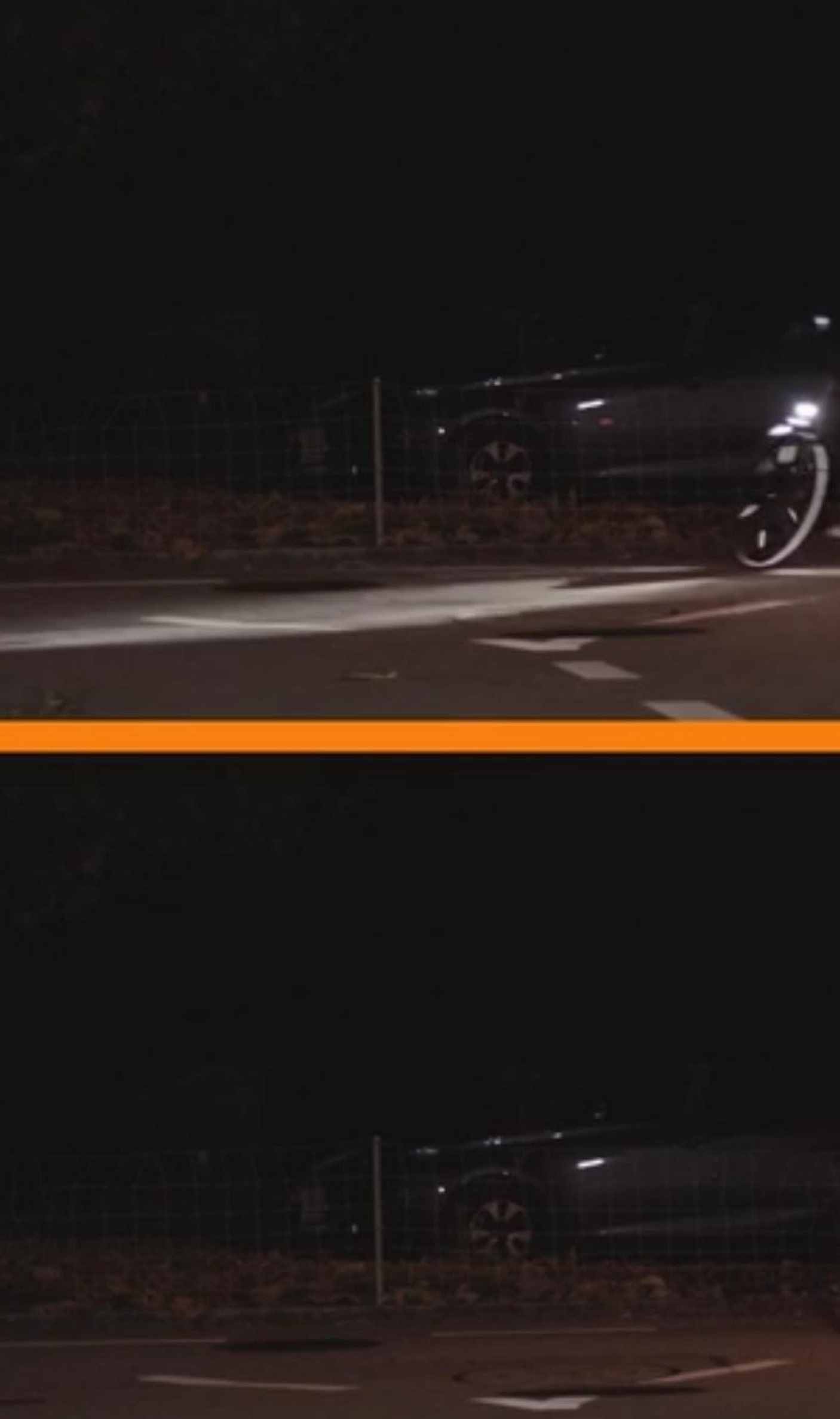




# Goal 2 with indicators

**Goal 2:** Increase the use of luminous strips and luminous vests by cyclists who are out and about in the evening or at night.

- **Indicator 1:** The number of cyclists wearing luminous strips or vests on the road 8 weeks after the start of the campaign is 10% higher than before the start of the campaign.
- **Indicator 2:** The effect persists and can still be verified with a second measurement after 4 months.





# Impact measurement

## Relevance:

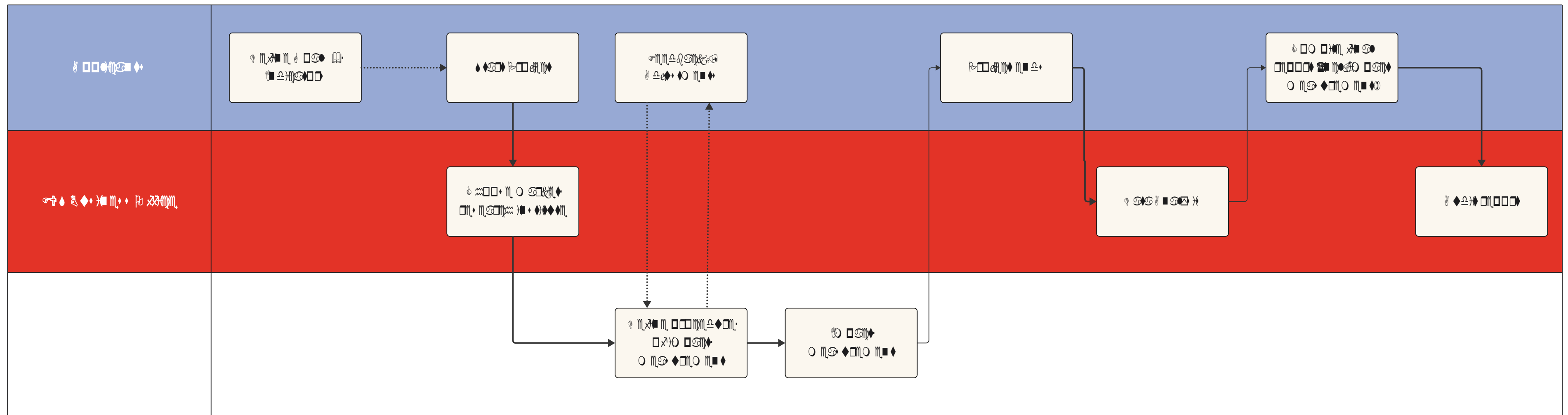
- **Proof of effectiveness:** It shows whether the objectives of the project have been achieved.
- **Improvement of measures:** Identifies successful strategies and areas for improvement.
- **Learning process:** Provides valuable insights for future projects.

*The impact measurement is carried out by an external market research institute.*





# Procedure for impact measurement





# Quantitative methods

*Objective methods that record numerical data and measurable variables.*

## Quantitative methods include:

- **Surveys:** standardized questionnaires to collect data (online, on paper or via telephone).
- **Statistics & measurements:** Counts, speed measurements, etc.
- **Experiments:** Controlled experiments to test specific hypotheses.





# Qualitative methods

*Subjective methods that capture impressions, opinions and experiences.*

## Qualitative methods include:

- **Interviews:** Personal conversations with participants / those affected.
- **Focus groups:** Group interviews on specific topics (often more with experts).
- **Observations:** Systematic observation of behavior and events.

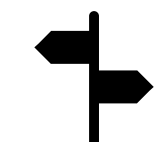


# Practical example I

## Traffic training for kindergarten children

**Observations (qualitative):** Professionals observe the children's behavior during the practical exercise and note qualitative impressions (e.g. whether the children are attentive, whether they need help).

**Test/survey (quantitative):** A simple test with pictures of traffic situations where the children have to choose the correct response (e.g. picture of a red traffic light, the children have to say that they have to wait). The number of correct answers is counted and compared with a control group.





# Practical example II

## Poster campaign “Visibility in road traffic”

**Survey (quantitative):** A representative sample is invited to take part in an online survey with attitude and knowledge questions

**Measurement/census (quantitative):** The actual behavior in road traffic is randomly checked by means of a count.





# Summary

- The **impact measurement** makes the impact of the funded projects visible to the FVS and should serve to improve the projects in the future so that all projects can achieve the desired impact.
- Clearly defined **goals** are important in order to be able to measure any impact at all. These should meet the SMART criteria
- Each objective should have suitable **indicators** that define exactly what impact the project is intended to achieve.
- The impact can be measured **qualitatively** or **quantitatively**, although in most cases quantitative measurement is more appropriate.
- How the **impact measurement** is to be carried out is determined in collaboration with a **market research institute**.





# Q&A



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# Thanks for your participation

Fonds für Verkehrssicherheit FVS  
Monbijoustrasse 43  
3011 Bern

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