



October 2009

# Trafinz Conference a success

TRAFINZ 2009 "Act Now for Tomorrow – turning vision into reality" really was a conference not to be missed! If you joined us here are some of the highlights. If you missed it, we look forward to seeing you in Wellington next year.

TRAFINZ' role is primarily to act as a voice for NZ local government on transportation issues, acting collaboratively for the community through advocacy, promoting best practice, sharing information and contacts in partnership with private sector and government agencies and bringing in international



Prof Ian Johnstone  
Oz road safety  
researcher

experts on road safety and transport planning in support of our objectives.

TRAFINZ 2009 brought together over 200 transport professionals and practitioners in Auckland from September 6-9 to discuss the future of land transport, road safety, and planning our cities and towns. The conference programme superbly tied together a wide range of disciplines in thinking about our transport and planning future. Speakers included urban planners, engineers, ministers, police, road safety specialists, government agency representatives, technology gurus.

The conference was opened by Mayor **John Banks**, and the programme included international guests UK engineer and Home Zone guru **Phil Jones**, the ever popular Professor **Ian Johnston** (retired Director of Monash Accident Research Centre, **Todd Litman** (Executive Director of Victoria Policy Institute – Canada), **Jim Otterson** (Parsons Brinkerhof – Brisbane), and Professor **Jeremy Davey** (Queensland University).

A powerful highlight was the knock your socks off 'Hour of Wow!' from all the Road Safety Co-ordinators in the Auckland Region.

The conference also included excellent interactive workshops on each of the three days, separated into engineering, education and enforcement streams.

The social and networking side of the conference was also greatly enjoyed by delegates, including the conference dinner at the stunning Auckland Museum, where Associate Minister Nathan Guy awarded two NZTA awards for community led initiatives.

He also presented the TRAFINZ Leadership Award to Christchurch City for 25 years of road safety leadership, including a raft of national firsts. Cr Bob Shearing, Barry Cook, and Susan Cambridge accepted the award on Christchurch's behalf. Special mention was

was scenario planning, and the ability to be flexible. New Zealand is not currently in that space.

**Dr Rick Boven**, Director of the New Zealand Institute and **Robin Gunston**, formerly with NZ Refining Company told delegates to think about alternative scenarios, not just assume business as usual. Oil supply and price were regularly seen as key risks, and likely to affect how we get around and also how we organise our economy, and where we live. Several speakers including Canterbury University's **Dr Susan Krumdiek** warned delegates not to assume electric powered vehicles were likely to maintain current levels of personal mobility because of cost, technical challenges, weight etc. Rick Boven warned NZ is in danger of becoming a dinosaur. 'we are much less aware of likely changes in the world as we've become used to it.' UK keynote **Phil Jones** said our (NZ) Government is now doing 'utterly the wrong thing,' in focussing so heavily on highway construction.

**Todd Litman** described sustainability as being like preventative health – leading a healthier life style to avoid getting sick. He said unfortunately anticipating problems rather than fixing them isn't glamorous. **Todd** advocated integrating landuse and transport and the need to address all transportation issues together rather than in isolation. He showed US crash rates showing almost perfect correlation between mileage travelled and chances of dying. Unsurprisingly the % of income spent on transportation is significantly higher in more sprawled development, and he said US real estate prices showed the suburban housing market has crashed, where it's going pretty well in smart growth areas.

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## New Zealand speakers at Trafinz '09

included Dr Rick Boven (Director of the New Zealand Institute), Robin Gunston (future strategist), Pam Hook (Feet First), Graeme Seymour (Managing Director of Honda NZ), Dr Sam Charlton (Waikato University), Superintendent John Kelly, Bill Greenwood (NZTA Network Standards), Colin Crampton (NZTA Capital Projects Group), Deputy Commissioner Rob Pope, Jan McCredie (Manager Manukau City Urban Design Group), Dr Jan White (CEO ACC), Hon Steven Joyce (Minister of Transport), Dr Peter Stoeveken (public transport expert), John Gottler (Aurecon Principal Transport Engineer), Joe Caccioppoli (Gen-I Head of Mobile), Dr Susan Krumdiek (University of Canterbury), Jayne Gayle (AA Principal Advisor), and Carl Bevan (Police Serious Crash Unit).

made of former TRAFINZ life member Mike Gadd's role.

Where speakers used slide shows these are now on our website [www.TRAFINZ.co.nz](http://www.TRAFINZ.co.nz).

## Three Big Themes from the Conference

### Theme 1 - Transport Future

There was a clear clash of world views between speakers thinking the future will be very like the last 50 years in terms of how we get around, and those who say the world will change and New Zealand risks being left behind. Whatever your world view, the message



At the conference our platinum sponsor HMI Technologies made a generous offer of 2 school safety signage systems. HMI is New Zealand's leading manufacturer of intelligent electronic signs.

The school safety systems are to be awarded at next year's TRAFINZ conference to one primary /intermediate school each from the North and South Islands. These systems are highly valued as a means of improving the safety of our pupils.

TRAFINZ will be working with HMI on the appropriate criteria which we will notify through our next newsletter. Schools will need to develop their application alongside their local authority.

TRAFINZ greatly values our relationship with HMI Technologies and we are very grateful to HMI Technologies Directors Mohammed and Ahmed Hikmet and GM John Ashman for this generous offer ([www.hmi.co.nz](http://www.hmi.co.nz), ph 09 5720006).

# 2009 Trafinz Conference Report

He advocated a significant shift in transport thinking and actions, and expects per capita vehicle travel to flatten and decrease. NZ is out of line with this. Todd discussed the importance of quality in public transport in persuading people to adopt it. He described sustainable transport policies as 'no more anti car than a healthy diet is anti food.' He stressed that he is not suggesting car use will become zero but it will reduce significantly from the current 90% of trips.

Answering a question about focus of investment on state highways, Todd said 'The growth trends over the last half century won't continue.' He thinks we will wish we'd spent less of those resources on roading. He finished by saying 'The future isn't what it used to be'

Honda NZ's MD **Graeme Seymour** had a different world view. He did discount electricity and hydrogen as viable mass sources for mobility, but saw hybrids and much more fuel efficient internal combustion vehicles allowing us to maintain personal mobility. He said people will not abandon their cars. President Obama is requiring vehicles to achieve 6.7 litres per hundred km by 2016, while Europe's 2020 target is 3.8 litres per hundred km, something no production car currently achieves. The Prius is currently Japan's top selling car. He expected 30 -40% more cars on roads by 2050.

Transport Minister **Steven Joyce** also took the business as usual world view. He said the new Government was elected with a clear mandate and is 'getting on with it'. This is 'especially true in transport' which is critical to the economy and the development of communities. The priority is the seven RONS and their associated local roads. All focus on economic growth, congestion relief and improved safety. He wants all seven substantially advanced within 10 years. In answering a question about scenario planning he said Government is 'determined to get Kiwirail operating on a sustainable basis.' He said we do "need to focus on short to medium productivity" and he "Doesn't think people will sacrifice personal mobility in the short term. If oil prices rise he said he was "more confident now than ever before that technological changes will ensure private mobility won't be sacrificed. He thinks electric vehicles will come on stream very quickly, just as digital cameras have replaced film.

**Colin Crampton**, NZTA Group Manager Highways and Network Operations talked about the economic focus of the new GPS especially in getting product to market. He confirmed greater weight will be given to benefit cost analysis

and to getting the greatest benefit out of existing infrastructure. He said that Kiwirail showed a strong correlation with the investment Government proposes in RONS. Over the next 5 years NZTA's focus will be on

- Improve customer services and reduce compliance costs
- Improve road safety
- Improve efficiency of freight movement
- Improve effectiveness of PT
- Plan for and deliver roads of national significance

UK keynote speaker Phil Jones and Waikato University's Dr **Sam Charlton** didn't agree with Graeme's view that we'll be able to keep driving long distances. They considered we are likely to become a less travelled world. Two scenarios were increasing urban density or more people living close to food sources. Phil's view, backed up by Canterbury University's Dr Susan Krumdiek was that some wider spread car dependent suburbs are likely to become 'very unpleasant places to be'.

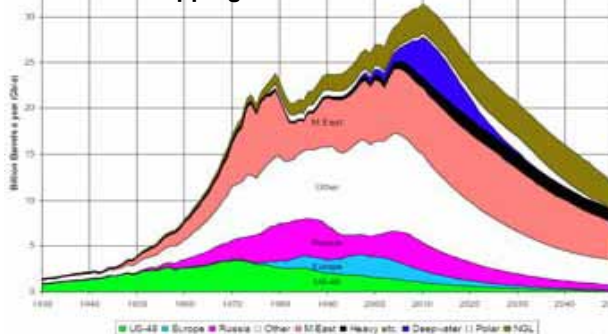
Phil said we have one of highest car ownership levels (700 per 1000 people). While 94% of distance travelled is by car – walk, cycle

and PT represent 21% of journeys. Phil said we have developed a driving culture because cars are cheap, parking is cheap, and land use planning generally conspires against other modes. However he warned of a transport revolution. 95% of transport is fuelled by oil and it's running out. The consensus is peak oil is imminent 2010. Thereafter there is a fundamental misalignment between production and demand, with an expected global shortfall of 33-39% by 2025. 55% of world oil used by transport. It will fundamentally affect cars and aviation. Brookings (2002) calculation was that a 15% shortfall in supply equated to a 550% increase

in price (\$320 per barrel). Phil predicted increasing use of electric motors, collectively managed transport (PT) and rail and sea. He agreed with Honda that hydrogen cars are unlikely, biofuels have problems (NZ has advantages here). He said electric cars will be more expensive and have reduced range, while hybrids are still oil dependent. Governments will have to address loss of

**...the Swedish vision (Vision Zero) wording 'Nobody behaving responsibly should be killed or seriously injured' was far superior to that proposed in Safer Journeys and advocated targets also be included. [Ian Johnston]**

**Peak Oil: dropping from 2010 on...**



fuel duty income.

## Theme 2 - Safety

We know we will fail horribly in meeting the objectives of the current 2010 Road Safety Strategy. This year 420 – 430 people will die on our roads, the target next year is to get under 300! Injury rates are even further off target, a point stressed by ACC CEO Dr Jan White in discussing the sustainability of our Accident Compensation system. Fail-

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# 2009 Trafinz Conference Report

ure of political leadership has been the main reason for not achieving 2010 targets. Most of the initiatives proposed in the 2010 Strategy remain unimplemented. In New Zealand, road deaths are the single largest cause of death in the first 40 years of life.

There was considerable discussion at conference about the opportunity the 2020 draft strategy offers. Australian expert Ian Johnston said 'Safer Journeys' the current 2020 is not yet a strategy, but a wish list. The Minister disappointingly said Government is unlikely to implement anything like all the 60 odd proposals. TRAFINZ will be submitting what we consider the priority action areas, and recommending several additional initiatives. The new Government has the opportunity to show the leadership that was previously missing.

Ian said that the New Zealand approach is to blame the driver, failing to recognise that humans make mistakes. He advocated the European safe systems approach where responsibility is shared between system designers (roading authorities, lawmakers, police, insurers, educators, fleet purchasers etc) and road users. He added that road safety needs champions.

Speaking of champions, Transport Minister Steven Joyce, said safety is a key element of the increased state highway investment programme. He also discussed 'Safer Journeys 2020' saying 'I want an action plan out of it'. Disappointingly he said of the 60 initiatives proposed 'it is not Government's intention to introduce anywhere near all of those items'. He stressed the need for public buy in. We hope this Government will not back away from effective interventions on the grounds of the almost inevitable vocal opposition transport initiatives generate. Should there be a lesson in the lack of reaction to banning hands held cellphones? He said he has not ruled out including targets and reviewing 2010 to see why it had failed. The Minister was strongly challenged by road safety coordinators about the potential loss of road safety education funding. He said he needs to review what is getting 'concrete measurable outcomes' – local road safety coordinators, TV ads etc ?

Had he stayed to hear Auckland Region Road Safety Coordinators 'Hour of Wow' immediately after his speech we think he'd have seen value, passion and creativity in spades. Auckland City's 'Space wasted' viral video achieved 30,000 views and an international award. Franklin and Papakura's bleeding billboards achieved 900,000 hits on Utube in 5 weeks, an award at Cannes, and approaches from other authorities all round the world. North Shore's Llamallama campaign, Rodney's powerful 'Speed Grenade 09' and Manukau's 'Think' project and Waitakere's 'Vodanovitch Road' campaign were all innovative, powerful and effective, and done on a shoestring. **Andrew Bell** wrapped the session up with his own stunning song about keeping our young men safe on – or preferably off – our roads. New

Zealand shamefully has the highest road death rate for 15 – 17 year olds in the entire OECD. Superintendent **John Kelly** said the presentations "all showed tremendous commitment" and "a spirit of innovation that is outstanding." The 'hour of Wow' was undoubtedly the emotional highlight of the conference.

The AA's **Jayne Gayle** talked about Understanding the Road User Perspective, Working with Humans. The AA's surveys indicate an impossible 86% of drivers consider they are better than average, and yet 2/3rds of crashes are single vehicle !

The AA has analysed all fatal crashes from 2008 and found clusters of common factors. They've also developed KiwiRap rating road riskiness.

Jayne also quoted a US study indicating inattention is a much bigger factor than previously thought in crashes. She thinks there's too much focus on the 'fatal three'. Interestingly as we get older we tend to have more side crashes and fewer frontal ones. This is significant as the risk of death in a crash

is much higher for side impact crashes.

Jayne also said Swedish evidence indicates the degree that increasing driver training has in reducing risk. 18 months experience lowers risk by 30% over 6 months. Age will also reduce crashes but less than experience. In NZ we average just 25 hours practice and no professional training, and get 80% pass mark. UK just has 50% pass rate and much harder training.

Deputy Police Commissioner **Rob Pope** discussed the need for the Police to innovate and be more customer and output focussed. Jeremy Davey agreed. He sees policing will change drastically over the next 30 years as enforcement technology - cameras, automatic number plate recognition, CCTV, more sophisticated database interlinks, driver recognition, self monitoring vehicles become available.

**Jan White** said ACC's future liability of current claims runs to \$21.2 billion, \$6.1 billion from motor vehicle crashes. ACC's assets are \$11 billion. Liabilities have increased due to rising claim numbers and rising health care and home services costs. ACC realises the need to reduce costs. In the motor vehicle area, the cost benefit for preventing crashes is 'compelling'. Jan said the focus areas are likely to be vehicle technology and motorcycles. She said motorcycle riders are 17 times more likely to be injured than car drivers. She said that the success of 2020 Strategy will be crucial.

Graeme Seymour discussed big short term gains in vehicle chassis designs, while longer term drivers will be increasingly directed by in car electronic systems.

**Jim Otterson** talked about monitoring traffic flow, speeds etc using Bluetooth connected cellphones. Gen-I's Joe Cacciopoli and Phil Allen of AA Traffic gave us an insight into the amount of information we'll soon be able to get through

**...streets are places to 'be' and have important public realm functions beyond the movement of traffic. [Phil Jones]**



Phil Jones  
UK Keynote  
Speaker



our phones about road conditions, live traffic events, even the crash round the blind corner ahead, interfacing with your car direct.

### Theme Three – Cities are for People

Keynote speaker Phil Jones from the UK told attendees about Home Zones (UK) or Woonerf (Neth) making streets places for people to be rather than merely to move through. Roads are just to go ‘through’. Movement – design function is to ‘save time’. Public realm – design function is to ‘spend time’

Good streets have a sense of place and are distinctive. They are lived in and provide access to buildings and spaces. Phil said good urban design involves:

- Joining up the streets
- Providing active fronts to streets
- Don’t set the buildings too far back from the street (unless very significant buildings)

Phil said cycling is a bit of a neglected mode in NZ. He sees it as personal transport, highly supportive of NZs natural 100% pure image, and compatible with our less dense cities (4x walking speed = 16 times area accessible). Cycling needs to become an everyday normal mode, not a lycra thing. He thinks helmet laws are a bit of a barrier, being likely to reduce cycle numbers, meaning it’s more dangerous (safety in numbers) He said that since London introduced its congestion charge in Feb 2003 cycling has grown 1.3% - every four weeks. It has massive media support, and support from new mayor, Boris Johnston.

Urban form is critical.

Parking standards – should have maximum levels not minimum (Wellington City has since 1994)

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Phil said getting Urban Form right is critical.

Sam Charlton updated conference on the Glen Innes-Point England (Auckland) self explaining roads project. The project identified which roads were traffic routes and which were local streets. He said we currently do a very poor job of aligning speed limits to the road environment. A ten step process was used. Following identifying traffic characteristics and community consultation the project set about bringing the physical characteristics of roads in to line with their purpose, using planting, deflection, art works etc. Where previously there had been little difference in speeds recorded on traffic arterials and on residential streets, post the project there is a clear distinction and speeds in residential streets had dropped significantly, and then ‘the kids arrived’ – the streets became people places.

Bill Greenwood of NZTA discussed the current review of NZS4404:2004 – the standard for subdivision the aim of which is to get subdivision design right in the first place. The draft standard is to be released for consultation in November this year.

Manukau Urban Design Group Manager, **Jan McCredie** described cities character as made up from topography, buildings and open space (streets represent 35%

of most cities land area – LA is 45% and it starts to destroy the very thing streets are supposed to serve). She said the expansive urban form has only really come since the car 100 years ago. She said cities should be for people first, and that what’s ok for the car is not the same as what’s good for people. Jan described 4 types of cities:

- The traditional city
- The invaded city – by cars
- The abandoned city – to huge car lots (US and some NZ model) Malls/offices with seas of cars around them.
- The reconquered city – rise of urban design. Barcelona, Lyon, Strasbourg, Freiburg, Copenhagen, Portland, Curitiba, Cordoba, Melbourne. Taking out traffic lanes

She said that too often planning has become a legal thing which had nothing to do with (good) outcomes. She said it is very hard to do anything with Auckland which has a very poor street pattern. She warned against the ‘false hypotheses’ – if you have enough good buildings you will have a good city – wrong – cities are fundamentally about spaces.

She said quality is critical to the success of densification, and advocated land development agencies and demonstration projects.

**The critical role of Leadership came through in all three big themes. Changing “Business As Usual” and overcoming the inertia of the status quo is a very hard task.**



Dr Sam Charlton  
*‘self-explaining roads’*



### Benefits of TRAFINZ Membership

Membership of Trafanz provides access to a wealth of information on transportation matters including road safety and sustainability. TRAFINZ’s current membership includes all major metropolitan authorities, our key stakeholders such as Land Transport NZ, the NZ Police and Transit plus numerous Consultants. We also have a strong alliance with SASTA, the Community Road Safety Group. The annual conference provides an opportunity to meet with peers from all organisations and discuss matters of mutual interest as well as learn from the presentations made.

Trafanz regularly prepares and presents **submissions** on major Transportation proposals and these are made available to members.

TRAFINZ changed its financial year end from 30 June to 31 December in 2008 and gave its members a 6-month subscription holiday. Subscription invoices for the 2009 calendar year will be sent out shortly.

Membership is gained by applying to the Secretaryship, which currently

lies with Dunedin City Council. Write to:  
**Trafanz**, c/- Transportation Planning  
Dunedin City Council, PO Box 5045, Dunedin

### The Current subscription fees are:

Over 200,000 population	\$3,000
100,000 – 200,000	\$2,000
50,000 – 100,000	\$ 750
Up to 50,000	\$ 500
Corporate	\$1,000
Associates	\$ 50

### Key contacts for TRAFINZ are:

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