



# act now for tomorrow

turning vision into a reality

6th September - 10th September 2009



TRANSPORT SAFETY WALKING CYCLING PROGRESS ACCESSIBILITY CONNECTING COMMUNITIES PASSENGER TRANSPORT

## Conference at a Glance

### Trafinz is engaging the industry to Act Now for Tomorrow and to turn visions into reality

This year the Conference Committee has structured the conference around the theme of 'Act now for Tomorrow' and 'Turning visions into reality.' To achieve this day one focuses on the future of transport in 2040, while day two challenges our plans for 2020 and day three is all about the ideas, innovations, opportunities and action the industry can undertake today.

The Trafinz conference offers participants the opportunity to learn, challenge and engage by acting now for tomorrow and making visions a reality at the strategic meeting of the transport industry in Auckland commence 6th of September and finishing with a special professional development for travel planners and roads safety co ordinators.

As a Transport industry we face exciting challenges including travel efficiency and travel reliability, productivity to meet the new Government Policy Statement. This conference is intended to challenge our business as usual outcomes and assist us with national and international experts providing their experience on

- **How is Transport really going to contribute to economic growth?**
- **How do we contribute to the national urban design protocol?**
- **The road safety 2020 strategy discussion document has been released - what does this mean?**
- **How do we integrate road policing and crime prevention, we rely heavily on our policing partners, engineering does not do it alone?**
- **Do we really appreciate the education initiatives that provide support to engineering measures to achieve change in behaviour?**

Trafinz has again worked hard to ensure that the industry receive tremendous value for money, as the lowest cost conference which also offers the greatest strategic professional devolvement and networking within the industry today. For the Institute this is not only a conference, but also promotes and provides us with a practical learning opportunity to assist us all in creating excellence in transportation outcomes for the future.

**The Institute offers a strategic, but practical learning opportunity not to be missed.**

## Sunday 6 September 2009

Set at the unique Hopetoun Alpha venue, The Mayor of Auckland the Hon John Banks will open the Trafinz Conference welcoming the industry to the city of sails. John believes in public service because New Zealand has been good to him and because he likes to get things done. During the four hours together, the scene will be set for delegates to commence their learning, enjoy networking, not to mention a lovely stand up dinner.



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## Monday 7 September 2009

Dr Rick Boven believes our future economic success both depends on and provides for effective and efficient transport systems. High quality long term transport planning must incorporate examination of megatrends, development of scenarios and wise use of decisive rules that focus on outcomes.

Robin Gunston believes we can rely on all our yesterdays, we can plan as if tomorrow is the same as today or we can plan for new tomorrows with considerable uncertainties how we take a futuristic mindset and apply it to our planning for transport requirements and their implementation taking cognisance of the dynamic's of economics, energy and resource realities as well as societal mobility aspirations.

Professor Ian Johnston knows from decades of transport research that it is time we began seriously to examine the way we use our road transport system, to partner with those concerned about environmental sustainability and to challenge the culture we have built around car use.

Pam Cook and Julie Mills have developed a school based educational programme providing opportunities for long term positive behavioural change

Honda NZ believes that current thinking re mandating CO2 (because of global warming) will shape automobiles for the long term future (now lead by Mr Obama) but it will require massive social change as well as new technologies in automobiles. What will power the cars of the future?

- The limitations of the power sources currently available
- Is there life in ICE. (Internal Combustion Engines) and it could yet be all the way to 2050

And there a few side benefits - Road deaths will more than halve - but it will not be the good cops that do the hard yards.

Phil Jones lessons learned on streets that were designed to act as community space and not just a place for vehicles. Homezones created great interest the early part of the decade, but relatively few schemes have been achieved on the ground outcomes hence fashion has moved on.

Dr Samuel Charlton's decades in scientific research show that self explaining roads can address safety and other road transport issues by making the appearance and function of roads consistent, intuitive, and easy to for humans to use.

Phil Jones and Dr Sam Charlton's workshop will explore and challenge participants to solve real-life road design problems using a participatory design tool kit. The problems have been drawn from one of the locations involved in the Self-Explaining Roads for Sustainable Safety programme described earlier in the day, and introduced at last year's conference.

Pam Cook and Julie Mills engaging workshop will look to the future for the 'Feet First' New Zealand Transport Agency programme which provides what will happen to online content and inspiration around the global ethics of care and concern for our own, and our communities' well being and the wide global concern.

The Ian Johnston and John Kelly workshop engages participants in the fact that in the real world we live in not all drivers are criminals but all criminals drive cars. As drivers, criminals are just as lawless as in the rest of their life. They park illegally, they don't always register their cars, they speed, etc. A "broken windows" approach to road policing will pay off not only in reducing general crime but in nabbing "persons of interest".

Many participants have made serious contribution to the new revised engineering subdivision standards Bill Greenwood will explain how this work will place equal emphasis on roads functioning as a **Place** as much as a **Link** between places.

**Where do we need to be in the next 30 years?** is the topic of the Panel discussion chaired by Trafinz President Cr Andy Foster presenter Phil Jones, Dr Samuel Charlton and Ian Johnston will engage with participants on this key transportation conundrum.

The Auckland War Musuem Event Centre, will be transformed with a view to the future for another amazing Trafinz conference dinner and in addition to the Ministers presentation on Wednesday morning, the Associate MOT the Honourable Nathan Guy will present the New Zealand Safety Awards and the Trafinz Leadership Awards at this 'black tie' dinner that only Trafinz can create for participants.



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## Tuesday 8 September 2009

Todd Litman will describe a new integrated transport urban form through policies, planning practices and mobility management strategies that provide the foundation to create an outstanding urban transportation system which will reflect sustainability principles, increases system efficiency, diversity and integrates decision-making between jurisdictions and agencies

Colin Crampton will explain how we will identify the interventions needed for our short, medium and long term planning. He will explain the programming of infrastructure development, as well as how delivery can obtain more out of the infrastructure we already have invested through the application of technology and the provision of tools towards achieving our vision of a safe and sustainable transportation system.

The Deputy Commissioner of Police in collaboration with the industry and Trafinz as its very long term peer and partner will challenge the planning and deliver of enforcement into the future and the risks as well as the opportunities the future of road policing under a pragmatic eye on the reality of policing in New Zealand today.

Manukau's Jan McCredie challenges current process and impacts based planning. Jan's approach to city building is three dimensional, holistic design. Her presentation will identify the benefits and dis-benefits of both the segregated low density city and the compact city. Jan will highlighting the different characteristics between 'good' and 'bad' low density models and the compact city models.

The cost of serious road injuries is one of a number of factors undermining the financial sustainability of New Zealand. Acc CEO Dr White will outline several initiatives designed to address that significant urban issue and the safety and sustainability opportunities available.

In this presentation Phil Jones will challenge the key and cost-effective changes needed to begin to reduce travel demand and car dependency, and to make the move towards lower-carbon, more compact patterns of land use as Identified with the current 2020 document.

This workshop will use examples of infill and brown fields development from New Zealand and overseas to highlight development outcomes which are poor and others which are successful. It will illustrate how a design based planning approach is focused on outcomes.

The workshop enable participants to experience travel planning for themselves. This will be a "hands on" workshop.

Ian Johnston's enforcement workshop identifies the quick wins of speed and impaired driving enforcement. Understanding general deterrence and the principles of prevention are fundamental to effective enforcement of behaviours and desired outcome. Managing the public perception of speed enforcement is crucial and some challenging strategies will be debated.

The SCU presentation is the cold reality of the industry getting the outcomes we do NOT want. However, it offers us 'the industry' an opportunity to investigate and learn from systemic failure.

The Mayoral Conversations forum has Phil Jones presenting to the Auckland Region at the Town Hall on the future form of urban and land use integration. Trafinz participants are privileged to be part of this strategic, innovative change management forum for the future of the Auckland Region as the largest economy and community population in NZ.



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## Wednesday 9 September 2009

The day begins with a SASTA and Police transportation Check Point.

The Minister of Transport the HON Steven Joyce will address professionals on **Transportation – Why is it so important? What is our vision? And how can we enable this future for New Zealand?**

Prepared to be 'wowed' from the moment you arrive on Wednesday morning. We will have five short presentations to grab your attention and get your creative juices flowing.

Dr Peter Stoeveken will explain that from international 'best practice' NZ can get the best value for money within the public transport system, today.

This intervention for today workshop is designed to engage participants into what action they can take NOW within their sphere of influence. The focus is to positively influence the modes of transport, the infrastructure and the people utilising the transport system.

This workshop will establish actions on the major steps and directions necessary to create enhancements and improve 'best practice' for the public transport systems within New Zealand, today, based on international successes and how this can be applied to NZ.

Professor Jeremy Davey's workshop will get people engaging on enforcement issues identification for the future and responses to these issues. He will also want to develop some sort of realistic time line for the short and medium term achievements towards desired outcomes.

Telecoms' Joe Caccioppoli will present on how mobility solutions which provide anonymous aggregated data that enables predictive decision making. Technology provides a solid basis for projects both in car and within infrastructure to design future road capacity, as well as traffic routing and incident planning. This intersection of mobility and transport extends beyond planning to public safety and consequently risks and opportunities exist for our transportation systems.

This presentation looks at the issues for road safety enforcement into the future. It examines some of our current and past responses to road safety enforcement. In particular it examines the behavioural factors involved in at risk driving and the social and political context of traffic enforcement.

Dr Susan Krumdieck's presentation identifies our human frailty to accept myths rather than understand scientific facts in the planning, development, operation and delivery of our vision of a safe and sustainable transportation system. She challenges our leadership, our lack of taking responsibility and our human weakness of short term personal or collective outcomes at the cost of others and the environment. Is the answer to transportation, YOU?

The AA's Jayne Gale will present research from surveys of the human perspective of transport. What are drivers really like? What do people think (or not think) about road safety? Are our roads and markings suited to human road risk assessment driving? What do people need in roads as multi modal users?

Illegal Street Racing is a significant negative issue for safe sustainable transportation outcomes and society in NZ. Constable Mark Fleming will explain the highly effective "can do" enforcement initiatives of NZ Police in South Auckland. Collaboratively Police are seeking to develop step by step solutions, understanding and the provision of appropriate tools for the 'boy racers,' epidemic in urban NZ.



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## Thursday 10 September 2009

This educational workshop is an opportunity for road safety and travel behaviour professionals to speak, question and query the profession's outcomes while discussing new ideas and opportunities that education is making a positive difference in the delivery of safe sustainable transportation within our communities.

Tim Corbett will provide an overview of 'best practice' in social marketing, the key steps to developing a social marketing strategy and how to bring a social marketing 'lens' to all activities of the organisation. 'Home grown' case studies and examples from New Zealand will be used to help illustrate social marketing in action.

Tim Corbett's workshop is designed to lead participants through the steps of developing a social marketing strategy to create change. The aim for participants is to develop a draft plan for an area that they want to focus upon either now or in the future.

Helen Climo will put the how into the 2020 strategy from a co-ordinator's perspective: What, if anything, will change for you as a result of 'taking your responsibility' for adopting the safe system approach? Where in the system is most of your focus currently? Which of these initiatives would affect your role most?

Helen Climo and Glen Bunting's workshop will focus on the four tier framework within which Road Safety Action Planning activity operate and identifying opportunities within that framework for Road Safety Action Planning that align with governments' vision for transport and how to achieve outcomes for communities.

Creating public transport opportunity within current low demand areas is the Peter Stoeveken workshop that discusses and evaluate the basic concepts of these demand responsive services (e.g. for call-a taxi services and demand responsive bus corridor services). It will discuss how international best practice can be adapted to work within a New Zealand context.

Now its time for participants to carry out their action plans based on these leanings and use this knowledge to collaborative create with the vast Trafinz network a safe sustainable transportation system for OUR communities.

