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FROM THE PRESIDENT

I want to wish you all a very Happy New Year, and hope that 2018 will be better than 2017 was. Sadly I have to talk again about the number of people who died on our roads, people just like us, Kiwis, visitors, men, women, little children. A grim toll of 380 people dying, more than one a day. That is more than 50% higher than the 253 people who lost their lives in 2013. Every year since then the number of dead has been higher than the previous year. I asked delegates at our November conference in Nelson how many people have died on our roads in my lifetime (and yes I did say how old I am !). Everyone underestimated - massively. I am deeply involved in World War One commemorations and I am not for one second belittling the sacrifices made in wars. The point is that this year we've gone past 30,000 people who have died on our roads in my lifetime and also past the combined total of New Zealanders who died in every war since and including the Boer War.

It is a subject we wish we didn't have to talk about, but just wishing a better year is not going to make it so. Actions need to be taken. Often what seem like brave actions, that take courage and leadership, and require understanding of the issues and potential solutions. Would it be the same if Ministers of Transport and Road Safety, senior officials, and councillors had to talk to the bereaved? What if legislation required all major players to have a safe system plan?

I'll report elsewhere on TRAFINZ' conference. Suffice here to say that conference and hearing from leading practitioners in safety, as well as urban design, technology, accessibility, transport strategy (etc) will help inform and inspire any decision maker, politician or manager. If you weren't with us in Nelson I encourage you to plan now to join us for the 70th TRAFINZ conference in Wellington in November.

Most importantly in Nelson there was a strong message of hope, particularly from the NZTA and MoT, that the new Government is serious about road safety action. Even the words 'Vision Zero' were discussed. We have three times the death rate per capita of leading European nations. Are they that much better road users - or is it what they have done and continue to do in roads and roadsides, speeds, vehicles, and road user behaviour - a safe system? Just think if we could prevent 2 out of every 3 current deaths.

TRAFINZ looks forward to working with new Ministers Twyford and Genter and the Government agencies. We'd love to have you involved with us. That is something to look forward to in making 2018 a happier year on our roads than was 2017.

Warmest Regards,

Cr ANDY FOSTER  
 PRESIDENT  
 New Zealand Traffic Institute  
 (TRAFINZ)



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## CHANGE IS COMING TO NEW ZEALAND

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### A view from Conference – from new Executive Member Pippa Coom



World renowned road safety strategist Dr Matts- Åke Belin found himself in New Zealand at the worst of times and the best of times. Dr Belin was invited to NZ to attend Trafinz and to share how Sweden's Vision Zero approach has halved the road toll since 1997 to achieve one of the lowest number of fatalities per capita in the world.

New Zealand's road toll rate (7.7 fatalities per 100,000) is almost triple Sweden's and getting worse. Seven years into the Safe System approach to road safety something has been going very wrong. Meanwhile we are also counting the wider social, environmental and health costs of our transport system.

But as Dr Belin discovered as the keynote speaker at Trafinz there is a strong sense that a seismic shift is about to happen to transport policy under the new government. The stars are lining up for the implementation of Vision Zero NZ far sooner than road safety campaigners could ever have imagined.

I went to the conference to learn from Dr Belin (and the many other excellent presenters) and to find out if transport officials and the road safety sector are ready to embrace a radical change to their thinking and approach. It is hard not to be sceptical after years of traffic efficiency trumping safety despite a rising road toll but I was very encouraged by what I heard, in particular from NZTA's representatives.

Lisa Rossiter, Senior Manager Strategic Interventions at NZTA was the first to address head on the opportunity that

is coming together. She didn't want to hear that the road toll is "too hard" or that "technology is going to solve everything" or that "we don't need median barriers." She only wanted "helpful conversations" because when it comes to controlling energy (vehicles) and protecting people "we know what has to be done".

Lisa introduced Dr Paul Graham NZTA's Principal Scientist from her team. He looked at a range of complex reasons why NZ's road safety performance is declining (In brief: crash data on overseas drivers, older drivers and motorcycles cannot explain the increase but the 100k increase in the heavy vehicle fleet 2013-17, 70% of used vehicles on the road being over 10 years old and rising open road speeds are stronger factors). He confirmed that the core philosophy of safe system should be that on NZ roads "you are not killed if someone stuffs up". He recognised that it is often hard to get cut through with road safety messages so he suggested we just promote the simple concept to the public: "nobody dies."

Fresh in his role as NZTA's Safety and Environment Director Harry Wilson offered the most promising "teaser" of what we can expect under the leadership of Minister of Transport Phil Twyford and Associate Minister Julie Anne Genter. He told us that based on early signs, the new government "wants to make a difference" and that Minister Twyford has asked for "safety and vision zero" to be part of a new transport action plan. Mr Wilson saw it as a "reset of aspirations of what the government is aiming to do" after progress under the previous administration had "stalled" on road safety and infrastructure investment. He said that the Ministry of Transport had "done us proud" with the briefing to the incoming Minister.

As with his other NZTA colleagues Mr Wilson appeared ready to embrace a new approach. He said "we've got to stop trading off safety for time savings," "our death toll is completely unacceptable, we need to create a sense of outrage and urgency in the public".

In his concluding remarks at the conference Dr Belin provided encouragement to take the opportunity presented and in doing so to "work with change and be brave."



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## Report on 2017 Nelson Trafinz Conference

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**Marg Parfitt** who chaired the organising committee advised the Executive that the Nelson Conference was well received by attendees and local city and district councillors. Its theme was well targeted and achieved an attendance of 155 – let's beat that figure for 2018 Wellington.



**Dr Mats Belin** from Sweden provided a strong keynote address (see A view from Conference) and the survey results collated by the organisers Harding Consultants gave very strong ratings to all the headlined speakers.





The **welcome function**, held at the Boathouse had great networking activities for delegates. Rotary provided the two casino tables and the donation went towards Fifehire Foundation. At Christmas time Rotary make up packs of gift vouchers that are distributed to various people that need some help.



Huge thanks to our wonderful **sponsors** and all those who had **trade displays**.



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**2018 CONFERENCE!**

Mark your diaries: **SUNDAY 11 - WEDNESDAY 14 NOVEMBER, SHED 6, WELLINGTON.**



Paul Barker with a local organising committee of Anna Blomquist (SASTA), Glenn Bunting, Peter McKennie, Ellen Blake with John Goettler and Glenda Harding will be developing details. Possible themes have been discussed with a preference for an emphasis on involving communities and individuals in developing and implementing step changes in transport.

**TRAFINZ FIRST XV**

**15 Interventions to Reduce Death and Serious Injury**

**The number of people dying and being seriously hurt on our roads has increased by over 50% since 2013. There are a range of factors behind this, but death and injury levels are rising far faster than population or the distances we travel. We can and must take a concerted action to reduce this trend. TRAFINZ has set out the key initiatives we consider should be taken. Collectively we consider that over time these initiatives will dramatically reduce death and injury on our roads. Simply catching up with the best performing nations in the world would cut death rates by 2/3rds saving some 250 lives a year – every year. We should aspire to do even better than that.**

**STRUCTURAL**

**1.** Develop a comprehensive Transport Strategy in collaboration with key stakeholders, within which safety is a vital component. Ensure all the key transport documents (GPS/Investment Assessment

Framework/ Economic Evaluation Manual) are aligned with promotion of safe mobility. This concept can also be allied to environmental, health, social and economic benefits.

**2.** Adopt Vision Zero - to demand and inspire action, to recognize that this is everyone's issue, that we are all part of the solution, and that we can all make a difference. Many, or most, of our community still holds the outdated 'blame the road user' mindset, which cannot improve safety outcomes. Set interim targets to drive action. Require 'system owners' to develop their own 'Safe System Plan' setting out what they plan to do to progressively eliminate death and serious injury within their sphere of influence.

**3.** Ensure that there is a dynamic Vision Zero safety leadership structure that is linked to all the key stakeholders from the Minister down. Such safety champion organisation(s) and position(s) should be independent

but publicly accountable for driving Vision Zero and for holding others in central and local government and the private sector to account for safety performance.

**4.** Invest in education of practitioners, decision makers (including politicians), fleet operators, professional road users and in grass roots road safety education. Only with wider understanding will we achieve safety results.

**5.** Work with Local Government, relevant Government agencies, and developers to ensure that our towns and cities are designed and retrofitted with liveability and safety as vital components. This fits closely with national health, social and economic aspirations, and encouraging active transport.

**SAFE ROADS AND ROADSIDES**

**6.** Significantly increased and accelerated investment in highest risk roads and intersections. This would equally include State highways and local roads. NZTA, the AA and private sector have done excellent work in prioritising risk areas so we know where to target the resources. We would see many more median and edge barriers, rumble strips, and intersection redesigns. Review the funding arrangements (FAR) to ensure financial constraint does not prevent especially smaller local authorities from delivering better safety outcomes.

**7.** Particularly in the urban context, focus on safety, convenience and accessibility for active users (pedestrians and cyclists). This would be required as part of local authorities 'safe system plans' supported by other 'system owners' such as NZ Police as required. Speed and safe design are key components. Accessibility and an ageing population will require footpaths of a reasonable surface standard to minimise the personal and health system risks of trips and falls, and allow all citizens to participate as fully as possible in social and economic life. Issues with emerging technologies potentially competing for footpath space need to be resolved.

**SAFE SPEEDS**

**8.** Accelerate the implementation of the Speed Management Guide. Speeds should be safe for the given environment, and set with human physiology in mind.

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Require road controlling authorities to review speed limits of at least 10% of their networks per year, starting with the highest risk roads. This is likely to require NZTA resource support for NZTA as a road controlling authority, and for TLAs, and other road controlling authorities such as DoC. It will also require significant focus on education and information provision to 'take the public with us'.

9. Provide for a greatly increased network of safety cameras including single point and point-to-point speed cameras, combined speed and red light cameras, variable speed limit and "no lane changing" compliance. Determine the best organisational structure to manage cameras, enforcement, processing and appeals.

## SAFE VEHICLES

10. Significantly raise the safety provided by used imported vehicles. The average age of the New Zealand fleet is 14 years, meaning we miss out on many of the huge benefits of newer technology. This includes everything from collision avoidance technology to airbags, seat belt warning systems, and alcohol interlocks. Age and quality restrictions on imported vehicles are options. Actively incentivise the exit of older less safe vehicles including improving consumer information. In time AVs have potential to significantly reduce road trauma and New Zealand needs to stay involved in this emerging technology.

11. Encourage safer forms of transport. This includes encouraging a greater proportion of freight being carried on rail or ship where this is economic and practical. Heavy trucks are involved in approximately 1 in 4 fatal and serious crashes and this proportion is rising, and can be expected to rise further with growing freight movement. It also includes encouraging greater use of public passenger transport. Passengers on public transport are some 20 times safer than when travelling in private cars. We have already covered safer active modes especially in urban areas above.

## SAFE USE

12. More rigorous standards and testing for motorcycle licences. This could include a time limit on motorcycle licenses and requiring a practical test to renew. (because many riders 'have a break' between owning a bike as a young person and then again at an older age) Include mopeds in motorcycle

licensing framework. Continue to support motorcycle safety training programmes.

13. Review and support driver training and licencing, including its relationship to the education curriculum. Consider the circumstances in which 'refreshers' or retesting could be required. Fleet operators should be required as part of their safe system plans to demonstrate appropriate training and that drivers are not put under pressure to exceed safety parameters. Monitoring (eg telematics) should be encouraged as part of safe system plans.

14. Fundamental review of offences and penalties so that penalties are commensurate with risk, and act as deterrents. Consider warnings, suspended notices or opportunities to comply for first time or "occasional" offenders to address any concerns about 'revenue gathering'. Also assess the risks and benefits of hypothecation of fines revenue.

15. Ensure that the investment in road safety policing is well targeted, documented and monitored. Reduce substance abuse including by introducing compulsory roadside testing for drug impairment and increased targeted drink driving enforcement. Work with Police to increase alcohol enforcement (levels and effectiveness). Encourage the uptake of voluntary alcohol interlocks in commercial fleets to normalise interlocks and expand market.

## Next Trafinz Workshop

The next half day Trafinz Workshop will be in Wellington on the morning of Wednesday 28 March 2018. The topic will be "Achieving a Step Change in Speed" with particular emphasis on how to gain community engagement and support. The Trafinz AGM will also be held later in the day. More information later.

## New Ministers of Transport



**Hon Phil Twyford** is the new Minister of Transport. He is also Minister of Housing and Urban Development- a powerful combination with the potential for better planning of development and associated infrastructure.

There are two Associate Ministers **Hon Shane Jones** and **Hon Julie Anne Genter**.



**Hon Shane Jones**



**Hon Julie Anne Genter.**

**Minister Genter** has been the most active so far with statements on the road toll and funding for a programme of safety improvements, especially on rural roads. She has also opened a new cycleway in Christchurch.

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## New Members

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Welcome to **Marlborough District Council** who have recently joined Trafanz as a Local Authority Member.

### JOIN TRAFINZ NOW

There is a Membership Form at the end of this Newsletter or see our website [trafinz.org.nz/](http://trafinz.org.nz/)

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## New Trafanz Executive Members

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We welcome **Pippa Coom** and **Bruce Johnston** to the Trafanz Executive.



Pippa is the Chair of the Waitemata Local Board of the Auckland Council and Transport Portfolio Lead.

Waitemata Local Board has adopted Vision Zero as an outcome in its Local Board Plan 2017 and is advocating for a zero serious injuries and fatalities target to be included in the Auckland Plan refresh.



Bruce is Transport Safety Coordinator for Kapiti Coast District Council.

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## Funding Active Modes

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A new report from the MOT and launched by the Associate Minister for Transport Julie Anne Genter prior to Christmas shows that supporting more people to walk and cycle for transport could have significant public health benefits.

The Minister said "The Transport Outlook report shows that around 260 premature deaths could be prevented if walking and cycling trips increased by about 50 percent and 250 percent respectively," said Associate Minister for Transport Julie Anne Genter.

"If we ensure our streets are safer for cycling and walking it'll be easier for all of us to get a bit more exercise on our way to work, school or just getting around town. That's great for both our physical and mental health. Ministry of Transport modelling shows a big increase in walking and cycling is possible with safe cycling infrastructure and more medium-density housing in the central cities and inner suburbs."

"We know that regular physical exercise halves the risk of conditions such as stroke, coronary heart disease, and diabetes. However, less than half of adult New Zealanders get the recommended 150 minutes of moderate exercise per week. This is why the new Government has made a commitment to increase funding in the transport budget for walking and cycling infrastructure."

"It's important to note, however, that a number of the other scenarios in the Transport Outlook report reflect policies of the previous Government. I would expect some different outcomes from the new Government's approach to transport."

For more information see [transport.govt.nz/](http://transport.govt.nz/)

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## Golden Foot Walking Awards 2018

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The Golden Foot Walking Awards celebrate and recognise New Zealand achievements for pedestrians. Nominations for the 2018 awards are now wanted from agencies and individuals.

"The Golden Foot's support walking projects and highlight the big benefits of often small projects to get more people out walking." Ellen Blake Tumuaki Tuarua of Living Streets Aotearoa says, "The awards recognise the special effort required to undertake walking projects. These projects rely on local initiative and fundraising, and don't receive government funding."

Meg Christie, Golden Foot award coordinator says, "Walking is part of every trip and we want to see people walk more but most of our cities developed for the car. This makes it difficult to get the exercise we need every day. That is a recommended 30 minutes physical activity for adults, and more for children and teenagers. It should be easy to walk or use public transport to where you want to go, and save the car for special trips. Let's recognise great developments and nominate our top projects."

The 2018 Award categories will cover a broad range of the many ways to improve walkability. The awards ceremony will be in Wellington in July. For more details on the categories and how to nominate a project see: [www.walkingstreets.org.nz](http://www.walkingstreets.org.nz)

## Living Streets Aotearoa



### PAST AWARDS

Recent Golden Foot Award winners include:

- **Hamilton City Council** for the 'Kirsty kerbs' that help people get on and off buses more easily,
- **Wellington's Sculpture Trust** for their **Parking] Day** sculpture walk through town, and
- **Main Street Tauranga** for their **Wharf Street** improvements.

The photos (next page) are of two of the Parking] Day spots that take over a car park and turn it into something much more interesting for one day each year. The Ball Park figures are by Paula Warren (a Living Streets member), and the Volcano was a hit with these small people who came out to walk around and look at all the sites. Baking soda and vinegar went down the vent and it exploded!

Some people knew about the day and others just found it as they were walking past - enjoyed by all.



## REPORTS

### Motorcycling in the Safe System - Report on Workshop and Safety Summit



Trafinz ran a half day workshop on Motorcycling in the Safe System on 13 September. The workshop heard from Andrew Bell (Auckland Transport), Peter McKennie (NZ Police), Dave Keillty (ACC) and Diane Gamble (NZ Transport Agency) and was well attended. It was followed by a Motorcycle Summit in Wellington organised by the Motor Safety Advisory Council (MSAC) on 5 October. This was the launch event of a wider 'Ride and Decide' engagement initiative led by MSAC and supported by ACC.

Trafinz Executive member Andrew Bell took the conclusions from the workshop and presented on Trafinz's behalf at the Summit. Other speakers from the Trafinz workshop also presented.

Andrew's comments: The Summit was very productive. Most of the key players were in the room which was great to see and there was a lot of knowledge exchange.

MSAC is making a genuine collaborative effort to help address NZ's Motorcycle Safety challenge, and I learnt a lot about the unique and varied perspectives of Motorcycle riders.

- MSAC's Single Point of Truth (SPOT) Analysis of key issues (completed by Opus & based on crash data) was very valuable

- Harry Wilson outlined NZTA's Big Three Actions: Safe Road Demos, Vehicle Changes, and Training/Licensing. He also encouraged people to think wider than just safety as well, as how to leverage other opportunities

- Brent Johnstone from MoT indicated that there is room to do more in the Policy area around motorcycles if there is evidence and support for this

- Hamish Mackie provided a valuable Human Factors overview trialling new motorcycling lane marking approaches and some urban cycling intersection analysis with the potential to help motorcycling

- Trafinz was challenged to encourage a more collaborative approach to the value of Motorcycling as a legitimate mode among its Local Government members.

- MSAC was challenged to consider a wider representation of Motorcyclists including the growing number of moped riders in urban centres, the wider benefits of motorcycling as a transport choice, and to help shift the current perception of motorcyclists as risk-takers.

There was a good panel discussion on what needs to be worked on next, including Safer Journeys Action Plan and how to get faster traction for motorcycle safety.

This was followed by afternoon workshops on Human Factors, Safe Roads, Protective Gear, Vehicle Tech, Rider Skills which were insightful.

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## New Zealand Walking Summit July 2017.

Report from Ellen Blake

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The first New Zealand Walking Summit, held in Wellington last July, was an exciting opportunity for those involved in transport, health, urban design and local government, to explore with walking advocates the theme of 'how to make New Zealand a world leading walking place'.

Keynote speaker Ben Wooliscroft from Otago University, spoke on New Zealanders attitudes to mobility, and what we think is normal. This highlighted the difference in approach to counting and measuring delay for vehicles, but not counting pedestrians or crossing times. How we fund mobility but ignore many externalities. The disconnected language we use to describe

vehicle crashes. However, the research Ben conducted showed that many New Zealanders see roads as more than just car places, and are supportive of measures to improve walking and cycling.

At the Summit we heard from political candidates about what they would like to achieve for pedestrians and walking. Julie-Anne Genter, MP and transport spokesperson for the Greens, talked about the need for better choices, and the need to reprioritise public space, planning and funding to put walking first, with cycling and public transport next.

Kris Faafoi, MP for Mana, said Labour want more leadership and funding for active modes, Geoff Simmons from the Opportunities Party talked about the evidence based policy stance by TOP. For transport this will mean asking where is the best return on investment. Transport modes must pay full costs and this is likely

to mean congestion charging will be part of the solution.

Iona Pannett, councillor from Wellington City, said walking is the most important form of transport, and WCC has walking at the top of its transport hierarchy, but the funding hierarchy is the opposite.

We heard from walking advocates in the UK and Australia on some of the issues and successes they have had, including getting adequate funding and addressing pedestrian safety. It seems there are many common threads and we can learn from each other.

Workshop participants enthusiastically looked at what might be required for walking in a national environmental standard for subdivisions, and we rounded off the day with a wide-ranging panel discussion. More information on the day is available at [livingstreets.org.nz/](http://livingstreets.org.nz/)



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## Asia Pacific Cycle Congress 17-20 October 2017, Christchurch

Notes by Rachel Cook  
[Rachel.cook@waikatoregion.govt.nz](mailto:Rachel.cook@waikatoregion.govt.nz)

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### EARLY ENGAGEMENT AND LESSONS LEARNED

There were many presentations that were reviews of projects – the good the bad, and the bike lash. There was a strong message to engage with the community well before any work begins to get underway, to measure the existing environment and talk to the community with the facts about the issues.

### GROWING CYCLING THROUGH ACHIEVING CULTURE CHANGE

A fabulous presentation from Jenn Graham of Atlanta Streets Alive about changing the story to change the culture. They have

had phenomenal growth of Open Streets events through drawing the focus away from cycling and on to Fun, with a tag line of "Human powered amusement".

A number of presentations about Bikes in Schools and the value of growing physical activity and cycling as a FUN and normal part of that.

### SAFETY AND RISK

Opportunity to advocate for driver training process to include training around cycling – cyclist road and cycle lane use patterns - to break down the barrier of them vs. us (driver vs. person cycling).

Several presentations on risk perception, for drivers and cyclists – more useful work to come out of this area in time and this will help direct behaviour change.

Session on German roundabout design vs. NZ. German design funnels 2-lanes into one lane entry point, with sharper angle, which results in lower entry speed, single lane entry for vehicles and greater safety for cyclists.

NZTA Cycling safety action plan – 22/36 of Cycle safety panel recommendations implemented through 10 key priority areas.

### DATA CAPTURE

"Love to Ride" is an international data capture platform for cycling (website and app) as well as encouraging more people

to ride through campaigns and challenges, communicating with new and existing riders, gathering data on who's riding, how often, barriers, benefits, GPS data. Potential use for the region.

### INTEGRATED PLANNING AND MODE SHIFT

Integrated planning and the role of cycling as part of a multi modal approach was emphasised. Fergus Gammie of NZTA spoke and this was one of his key messages. NZTA wants to see the next LTP have a strong focus on Travel Demand Management as part of an integrated, multimodal system. He also emphasised the need to integrate transport modes with digital technology through Mobility as a Service.

NZTA launched **SHAREHUB** a behaviour change information portal about behaviour change interventions with contact people and reviews of work undertaken.

### DESIGN AND CONSTRUCTION

Design guides for spatial areas discussed (e.g. Auckland, Christchurch) – I think there's a potential opportunity for RATA to produce a region-wide design guide for active modes.

Cycling Level of Service framework will be out in 2018.

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Several sessions on bridge design – community engagement approach and lightweight materials providing cost savings.

### HEALTH AND CYCLING

Physical activity as part of improving health outcomes and healthy streets and cities. Cycling is seen to have a key role in social inclusivity through providing community access to physical activity.

### TARGETING AND MEASURING

The common message was that targeting needs to be at the new user to achieve growth, and it needs to be for utility or every day cycling - not sport or recreation per se as these don't lead to an overall increase in every day cycling.

Women cycling for every day needs are seen as the litmus test for getting it right. Women are seen as holding the keys to the bike shed for their children, and facilities and activities need to get across the line with women to see real cycling growth.

### CYCLE TRAILS – ECONOMIC DEVELOPMENT

Clear message from MBIE & Queenstown presentations: cycle trails need to sell the vision to political leaders on a regional and national scale.

Most presentations are now available on the APCC conference website [apcc2017.com/](http://apcc2017.com/)

## Report on 2017 Nelson Trafanz Conference

CONT.

The **Dinner** included great entertainment from **Dust Palace** and **Madsen Brothers band**.



It was also an opportunity for **Trafinz** and its partner **SASTA** to present awards

## 2017 Cedric Rogers award winner Helen Whittal

At the TRAFINZ Conference Dinner SASTA were very pleased to announce the winner of the 2017 Cedric Rogers award to Helen Whittal.

Helen has been part of the road safety team in Auckland for 15 years. In that time she's worked across a wide range of road safety initiatives and an even wider range of communities and community settings. She attends many events and delivers many activities no matter the time or day – pre-dawn, weekends, and any given time.

In 2016 and 17 she led the motorcycle safety programme delivery, including messaging, events, provision of safety resources, social media and online videos. She has led delivery of campaigns targeting road users at high risk intersections through a mixture of advertising, community engagement and media. She's worked on two innovative driver distractions campaigns, the Oi! Campaign followed by the incredibly successful Sophie's Story.

## Road Safety Leadership Award 2017

### Congratulations to Auckland Transport – winner of the Trafinz Safety Leadership Award for their Driver Distraction Campaign - My Phone Stops in the Car.

Distraction is a road safety risk of medium concern in the Safer Journeys Strategy.

In the Auckland region between 2012 and 2016 there were 209 serious injuries and 24 deaths when driver distraction was a contributing factor. While the number of deaths had remained constant on the previous 5 year period, the number of serious injuries increased by 59.

A campaign aimed to increase public awareness of the risks associated with driver distraction and mobile phone usage – delivering a 'reality check' to the target audience – drivers aged between 18 and 39 years. Pre-campaign research revealed that



Ngairé Atmore and Michelle Stanbury presenting the Cedric Rogers Award to Helen Whittal



John Goettler, Andy Foster and Robyn Denton present the award to Helen Whittal from Auckland Transport

the target group did not believe that a crash while using a mobile phone would happen to them, and secondly, if by chance they did crash, they would be 'gone' – long term: life changing effects were not considered.

The campaign utilised YouTube, Facebook, Cinema, advertising in carparks and Police checkpoints.

Sophie's story was a warm and emotive story told by a video shot using a smart phone. The interest in this campaign was huge – Google had around 300,000 people watch the full video, Facebook 450,000 people, and interest by media with update including NZ Herald, Radio NZ and various other outlets.

Evaluation of the campaign showed high engagement – not only by the target audience – but also their mothers!! Go Mum! Those interviewed noted increased discussion on the topic – with a high percentage forwarding links to friends and family. There was also behaviour change noted via reduced usage of cellphones for texting, calling, and using maps.

In closing the Conference **President Foster** thanked all those responsible – the local Organising Committee led by **Margaret Parfitt, Robyn Denton, John Goettler, Glenda Harding** and her staff, the organisations involved in the **Trade Display** and the **Sponsors**.



# Transport for People

Rutherford Hotel, Nelson  
8–10 November 2017



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At the NZ Transport Agency, we're transforming our organisation because the world is changing and we are working to better meet the needs of New Zealand. Technology is making rapid changes to the way people connect and the transport choices we have, and customers and business want faster, easier and more personalised transport services. We're transforming so we can make the most of the future opportunities for New Zealand - join us.

The purpose of the Safety and Environment group is to radically improve the safety and environmental performance of the New Zealand land transport system. It does this by leading the development of system solutions and interventions that will deliver the step changes needed, and ensuring solutions and interventions are delivered internally and externally.

The purpose of the Senior Engineer position is to provide technical and policy advice to regulate the safety and environmental performance of New Zealand's land transport system. For this position, this specifically relates to the technical leadership, management and implementation of the Land Transport Rule: Setting of Speed Limits (2017), the Land Transport Rule: Traffic Control Devices (2004), and the Traffic Control Devices Manual and trials programme.

This role is a rare opportunity to be involved in innovative initiatives, helping to make our roads safer. Some projects this role has worked on include Rural Intersection Active Warning System (RIAWS) to improve safety at high risk rural intersections; new signs, signals and road markings to promote cycling; new signs and markings to enable electric vehicles to use special vehicle lanes and the evaluation of traffic sign recognition systems for autonomous vehicles. The person currently in the role is due to retire mid-year, so this is a unique opportunity to learn the ins and outs of the role and gain some specialised skills and knowledge before they leave.

You will use your ability to understand and interpret legislation, standards, guidelines and policies along with your stakeholder management skills to provide advice and guidance around traffic control devices and speed management, both internally and externally. You will have the opportunity to provide technical insight and input into policy development and lead and facilitate consultation processes to ensure national consistency. You'll also be a key source of technical leadership around traffic control devices and speed management and will represent the Transport Agency on cross sector steering groups and committees.

To be successful in this role you will bring:

- The ability to understand and interpret legislation, standards, guidelines and policies
- Excellent attention to detail and a high degree of accuracy
- A background and experience in road safety, traffic engineering, traffic signal management, transport or a similar area is highly desirable. This could be within a local authority or regulatory environment
- Previous experience in a technical or policy focused role
- Experience implementing safety systems and policies in a high risk industry is desirable
- A knowledge and understanding of the New Zealand transport and roading system
- Strong stakeholder engagement and influencing skills
- Strong written and verbal communication skills
- A tertiary qualification in Engineering or other relevant technical discipline is desirable, or comparable and relevant experience

Applications close: 8th February 2018

To apply for this position and view the position description [nzta.govt.nz/careers](https://nzta.govt.nz/careers)

For further information email [careers@nzta.govt.nz](mailto:careers@nzta.govt.nz)

To be considered for this position you must have a legal right to live and work in New Zealand.



## MEMBERSHIP APPLICATION FORM

**NAME OF APPLICANT ORGANISATION:**

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**NAME OF REPRESENTATIVE:**

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**POSITION TITLE:**

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**POSTAL ADDRESS:**

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**PHONE:**

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**CELL:**

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**EMAIL:**

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**CONTACT DETAILS FOR ACCOUNTS:** / IF DIFFERENT FROM ABOVE

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**MEMBERSHIP CLASS:** / REFER OVERLEAF

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### CONFIDENTIALITY AGREEMENT:

Discussions at Trafinz meetings will often involve the sharing of information by attending parties that is not yet publicly available or policy. This may include details of possible future national policies which are in the early stages of development and draft submissions on these policies is provided on the basis that there are advantages to be gained from sharing the information and gaining feedback from Trafinz as an organisation, representing the views of territorial local authorities and their communities. Confidentiality of this information is crucial and therefore any intending member must complete and abide by the following confidentiality agreement.

We (the intending member) \_\_\_\_\_ acknowledge and accept that any information relating to the development of possible national transport policies, rules and procedures becomes privy to in the course of or as a consequence of our membership shall be maintained in the strictest confidence and we shall not divulge/release or otherwise allow the information to be made known to any person/persons who otherwise are not eligible to partake of such information without first discussing the matter with the President or Vice President and where necessary gaining Trafinz Executive approval.

**SIGNED:**

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**POSITION TITLE:**

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Please send completed form to:  
Susan Lilley, Secretary, Trafinz  
C/o Dunedin City Council  
email: [Susan.Lilley@dcc.govt.nz](mailto:Susan.Lilley@dcc.govt.nz)

This application will be considered at the next Trafinz Executive meeting.  
If application is accepted a Membership Pack will be provided along with an invoice (as appropriate).



## INFORMATION FOR INTENDING MEMBERS

The NZ Traffic Institute Inc has been in existence since 1948 and has the following objectives:

1. To provide or advocate for public mobility including the planning provision and management of roads, public transport and parking in a sustainable manner.
2. To promote the safe use of roads by all, through education, encouragement, engineering and enforcement.
3. To ensure the environmental impact of traffic movement is recognised and treated sensitively.
4. To ensure that the Ministry of Transport and New Zealand Transport Agency and their departments and partner agencies are aware of the needs of local authorities and their communities.

The Institutes membership comprises local and territorial authorities, crown agencies and consultants. The Institutes strategic partners are Local Government NZ, MOT, SASTA, NZ Transport Agency, NZ Police and ACC.

Local Government members are represented by both elected members and technical staff.

<b>MEMBERSHIP CLASSES AND ASSOCIATED FEES 2018</b>		<b>Cost (\$)</b> GST exclusive
<b>Local Government Members</b>		
Cities and Districts Authorities with populations :	300,000 and above	4,000
	200,000 and above	3,000
	100,000 - 200,000	2,000
	50,000 - 100,000	750
	Up to 50,000	500
Regional Councils:		2,000
<b>No charge for the first year of membership for new Local Government members</b>		
Associates	Not-for profit organisations	100
Corporates (Consultants, contractors)	employing up to 50 people	250
	employing 50 people or more	1,000
Strategic Local Government Stakeholders	SASTA, Local Government NZ	exempt
Strategic Government Stakeholders	NZTA, NZ Police, MOT, ACC	1,000
Learning Institutions	Eg University, Polytechnic	250
Life Members		exempt