



**Trafinz special mention for advancing accessibility for all users**

**CCS Disability - 'Measuring accessible journeys: including all people'**



Gerri Pomeroy, CCS Disability Action receives the award from **President Andy Foster & Vice-President John Gottler.**



Summary from Robyn Denton, Secretary/Treasurer, Trafinz:

This is a project that it is in its early stages of development, but one that Trafinz feels has some real potential to be of great value for both the engineering and planning disciplines.

We currently have lots of ways to determine user numbers, costs and benefits when it comes to developing a network for vehicles. Pedestrians and cyclists are the poor cousins by comparison and there is a growing realisation that more needs to be done to fully understand the benefits of providing facilities for these user groups.

Even more difficult is the task of quantifying the benefit of providing accessible journeys for all people – including those with mobility challenges.

'Build it and they will come' is not sufficient to justify an infrastructure proposal – but how do we really understand those trips that are not currently being made because of infrastructure deficiencies?

CCS Disability Action have embarked on this journey and with assistance from the Ministry of Social Development and their 'Think Differently' campaign funding, are developing tools and resources to assist including:

- Monitoring of the numbers of people with a disability using the pedestrian infrastructure
- Evaluating costs of removing barriers
- Determining the value of the benefit to the community of removing those barriers

The development of 'Street Accessibility Audits' utilises the skills and knowledge not only of the Council staff but also the local community members with disabilities who are able to bring their concerns and experiences to the table. This approach results in a range of suggested improvements including reduced cross fall on footpath and at pedestrian cut-downs, installation of refuge islands and signalised crossings along with tips on locations for mobility parks and tactile paving.

Understanding the benefits from this work is currently underway and includes consideration of the potential that is being unlocked by these works - including:

- Access to employment - both for the person with a disability and also for the support person who may be released from their caring duties
- Reductions in disability support costs
- The value to society of improved lifestyle choices leading to reduced health costs.

We look forward to hearing more about this project in the future and to seeing this approach being widely adopted at both a national and local level as best practice.



*Award for Leadership in Sustainability*

*Nelson City Council - 'Schools Package'*



**Marg Parfitt, Nelson City Council receives the award from President Andy Foster & Vice-President John Gottler.**



Summary from Robyn Denton, Secretary/Treasurer, Trafinz:

Over 50% of New Zealand children are driven to school each day and that has increased from 31% in 1990.

There is a clear correlation between congestion in the peak hours and the school term timetable. Driving to school instead of walking or cycling reduces children's physical activity and leads to increased traffic congestion, air pollution and chaos at the school gate.

In Nelson, the 2013 census showed that 18% of trips being undertaken by walking or cycling. Their aim was to have a 25% share of all journey to work trips being undertaken by either walking or cycling by 2018.

Crashes involving young cyclists aged 10-14 years was over represented with them making up 46% of the casualties.

Nelson City had carried out School Travel Planning systematically since 2004 resulting in many education and encouragement project and a long wish list of engineering improvements to create a safer environment. The problem was, that when each of these projects were considered individually they did not stack up for funding.

So, a Package of projects was developed and an application for \$12 million in R-funding was proposed and approved for the 2012-15 period.

A significant advantage of the package approach was in the NZTA's assessment of costs and benefits being made from whole-of-life and whole-of-network perspective rather than a project by project basis.

The potential reach of this project was huge with combined school rolls from the travel plans totalling more than 6,500 pupils alone.

Council led strong community engagement and collaboration around prioritising and concept design of the package components.

A Strategic group known as the Active Transport Advisory Group or A=TAG was formed to overview and assist with the prioritisation of project selection. Representation on that group included the local AA, Walking and cycling advocacy groups, district health board, police and the Nelson Youth Council. A year of monthly meetings resulted in a prioritised list of works, concepts developed, preliminary designs and consultation underway.

Construction was undertaken over the next 2 years and ranged from:

- A new footbridge to allow access directly into a school instead of having to walk/cycle along a main road
- Kerb extensions at pedestrian crossing points
- Pedestrian refuge islands
- Kea crossings
- Variable speed zones
- Active school warning signs



- Footpath improvements and installation
- Cycle path improvements and installation

And so, to the results – all very positive for the whole network resulting in:

- Connected cycle arterial links
- Safer school frontages
- 3.4% increase in cyclists
- 4.4% increase in walkers

And then at the specific locations of work being undertaken - increases up to 263% in 2015 when compared to the 2010 results.



*Award for Leadership in Road Safety*

*Auckland Transport - 'Oi! Mind on the road, not on the phone'*



Karen Hay, Auckland Transport and David Hines, NZ Police receive their award from **President Andy Foster & Vice-President John Gottler.**



Summary from Robyn Denton, Secretary/Treasurer, Trafinz:

In the Auckland region 'driver distraction' is a real concern and in the 2009-13 period was a contributing factor in 21 deaths, 61 serious injuries and 782 minor injuries.

Drivers aged between 20 and 29 years of age were involved in 32% of crashes and cell phone usage whilst driving was a primary factor.

In 2014, research of 200 drivers revealed that:

- 80% of 17-29 year old drivers had been distracted at some point while driving
- 62% had used their Smart Phones whilst driving and
- 56% had used an application such as maps or social media

Auckland Transport in conjunction with the NZ Transport Agency and NZ Police have just delivered the third year of a campaign targeted at addressing the dangers of driver distraction.

The two key aims of the distraction campaign were:

- To increase public awareness of the risk associated with driver distraction, and
- To reduce phone usage while driving.

An integrated marketing campaign was developed in order to achieve a high level of engagement with the relevant target audience – 20-29 year olds.

"Oi! Mind on the road, not the phone" was the campaign tag line. Oi! Being an exclamation from everyday language that is used to attract attention and thereby help spread the message.

The campaign used a variety of media targeted to the often difficult to reach age group including:

- Cinema advertising – viewed by over 91,000 people in the target age group
- Facebook messaging to over 134,000 Aucklanders that went viral with over 3.3 million views and 83,000 shares
- Various newspaper articles and discussions on radio
- 598,000 views of 'Oi! Mind on the road, not the phone' of the You Tube video

I have watched the You Tube video – and would encourage you all to make a point of watching it too – is it very clever at getting across a serious message.

NZ Police support of the campaign during May resulted in 790 infringement notices being issued, along with a variety of Oi! Branded resources including a brochure, phone socks, silicone sleeves and car registration sleeves.



Post campaign evaluation has shown that 60% of the target audience were aware of the campaign with over 40% reporting that they have seen the video.

Most exciting is that 58% indicated that the campaign made them talk with family and friends about driver distraction and 44% reported a change in their driver behaviour.





*Award for Leadership in Road Safety*

*Christchurch City Council - 'Crash Bash'*



Angela McDonnell, Christchurch City Council, receives the award from award from **President Andy Foster & Vice-President John Gottler.**



Summary from Robyn Denton, Secretary/Treasurer, Trafinz:

Working with your local academy of singing and dramatic arts may not seem like the traditional way to tackle a road safety issue, but Christchurch City Council, working closely with the NZ Police have developed a winning formula in conjunction with their local academy focused on youth drivers. In Canterbury 30% of serious trauma crashes involve young drivers.

Crash Bash began in the 1990's as a script writing competition for secondary schools, with a drink drive focus. The winning script was professionally developed in conjunction with the script writer and then toured by a theatre troop to secondary schools throughout Canterbury.

An evaluation of the programme in 2010 resulted in it being reformatted and contemporised to reflect the current day teen market and relevant road safety issues.

The Crash Bash Advisory Council was formed – drawing together senior secondary school staff, Police and the Christchurch City Council Community Travel Advisor. This group has collaborated to ensure that the programme closely aligns with the needs of school communities and addresses road safety issues impacting young people in Christchurch and Canterbury.

CPIT's National Academy of Singing and Dramatic Arts are contracted to create and perform a stage performance to convey the wider key road safety messages and strategies to help youth to make safe choices and avoid risky situations.

Crash Bash is not a 'one off event' - a new Crash bash show is toured each year – which means that a Year 10 student could see as many as four performance during their high school years - each reinforcing the messages from the previous year while taking a fresh approach and looking at the issues from a different perspective.

Schools appreciate the breadth of topics covered in the programme which includes alcohol, drugs, restraint wearing, passenger and peer pressure. The consequences of a crash are also discussed for example the financial implication and criminal convictions along with the physical and mental injuries that can be sustained by the driver and their passengers.

The show is supported by in-class discussions and a dedicated website.

The programme has been so popular that it has also toured further afield – visiting Wellington in 2014 and Timaru in 2015.

Crash Bash utilises theatre and young performers to convey relevant road safety information to youth in an engaging and memorable manner - avoids preaching to young people.

Crash Bash also fits in well with several components of the NZ Curriculum including 'Managing Self' and 'Integrity' for being responsible and accountable, along with subject areas of 'Life skills', 'Youth aid' and 'health'.



Since reformatting Crash Bash in 2010, the number of bookings by schools has increased by over 100% - rising from 11 schools in 2010 to 28 in 2015. More than 14,000 teenagers have watched the show this year alone. In the same period, there has been a 23% reduction in serious injury crashes involving young drivers in Christchurch and 32% reduction in Canterbury.