



CLEAN, GREEN AND SAFE

Moving People – Making Places

Trafinz, Hamilton NZ, November 2019



Steven Burgess, Director, Complete Streets

 @burgess_steven

steven@completestreets.net.au

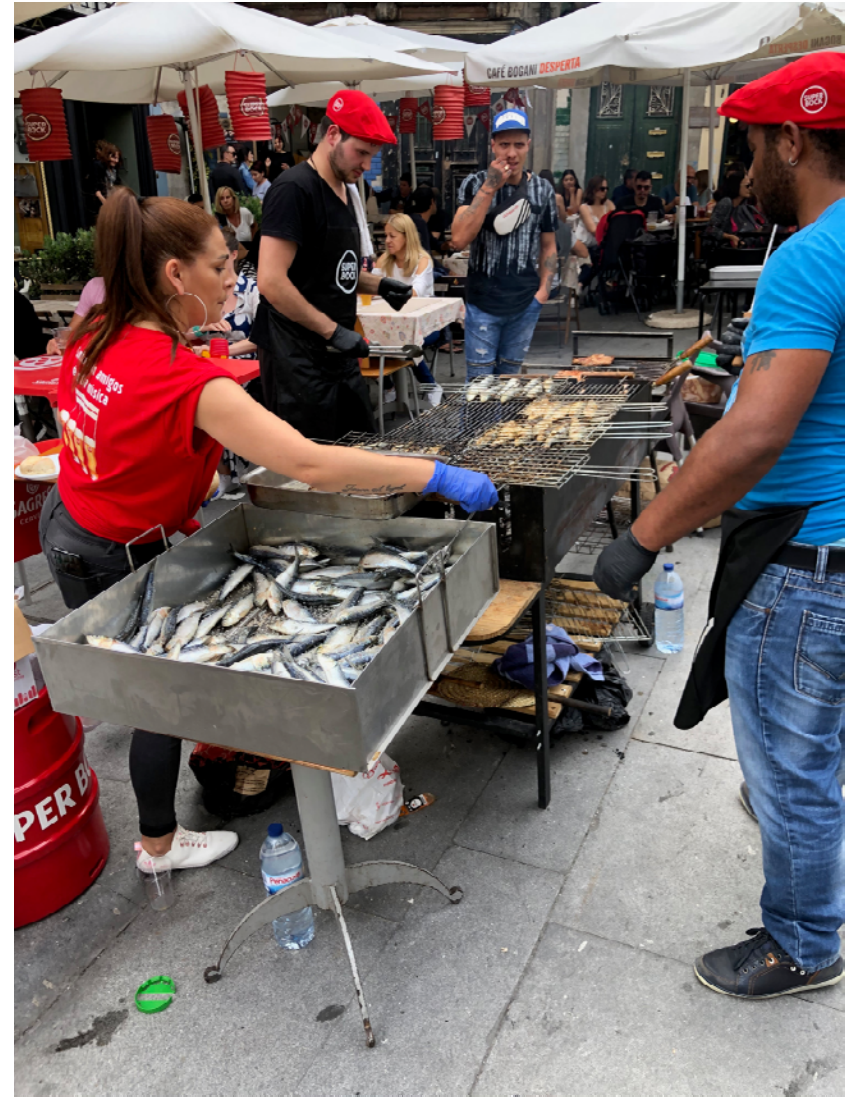


For the first time in 50 years...

Cities are all in a race to the top!
Cheaper housing and free parking
aren't enough anymore – in fact
that is a race to the bottom.
Millennials and the empty nesters
are after liveability and unique
experiences



**Complete
Streets**



IF WALKING
COSTS YOU
\$1



SOCIETY
PAYS
\$0.01



IF BIKING
COSTS YOU
\$1



SOCIETY
PAYS
\$0.08



IF BUSSING
COSTS YOU
\$1



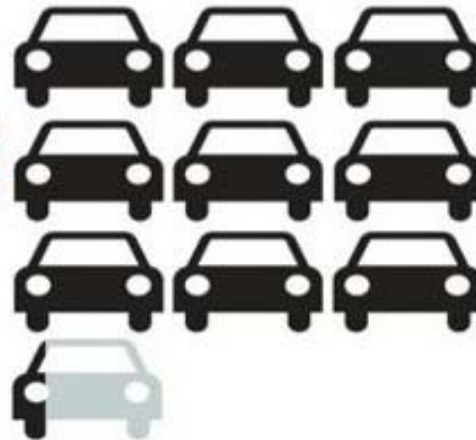
SOCIETY
PAYS
\$1.50



IF DRIVING
COSTS YOU
\$1



SOCIETY
PAYS
\$9.20



Why is this choice important?

Movement costs, and cars cost the most.



Where does our journey start

- Greater Melbourne along with many other cities is exposed here with no contemporary land use strategy



Unsustainable Suburbs

NEW suburbs are so poorly designed that residents **face an epidemic of chronic diseases such as obesity and depression that will cost the health system millions of dollars.**



What people care about in their cities

Clean – they want their cities to be loved, looked after

Green – soft, cool, slow and alive

Safe – comfortable inviting and diverse



What matters? This is what you measure...

PLACE ATTRACTION

Why we want to
go to a place

PLACE ATTACHMENT

Why we stay
& care

PLACE VALUE

Return on
investment



TOWN CENTRE CARE FACTOR PARRAMATTA

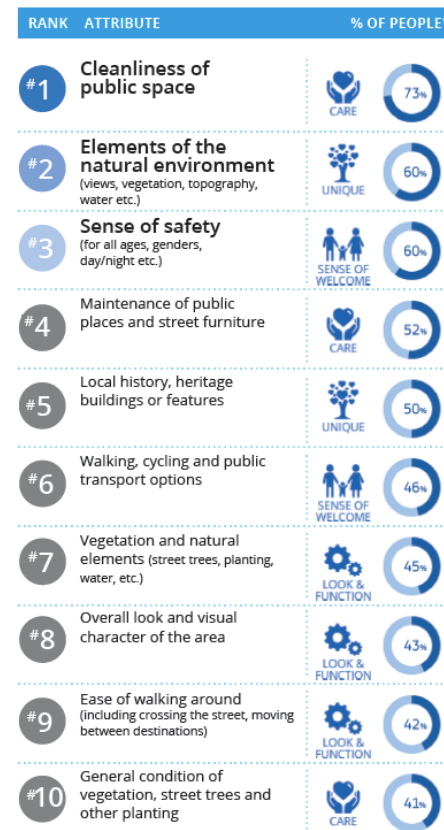
THE PROCESS:

Aim to get representative sample from existing and new areas

Online survey through all available data bases and marketing

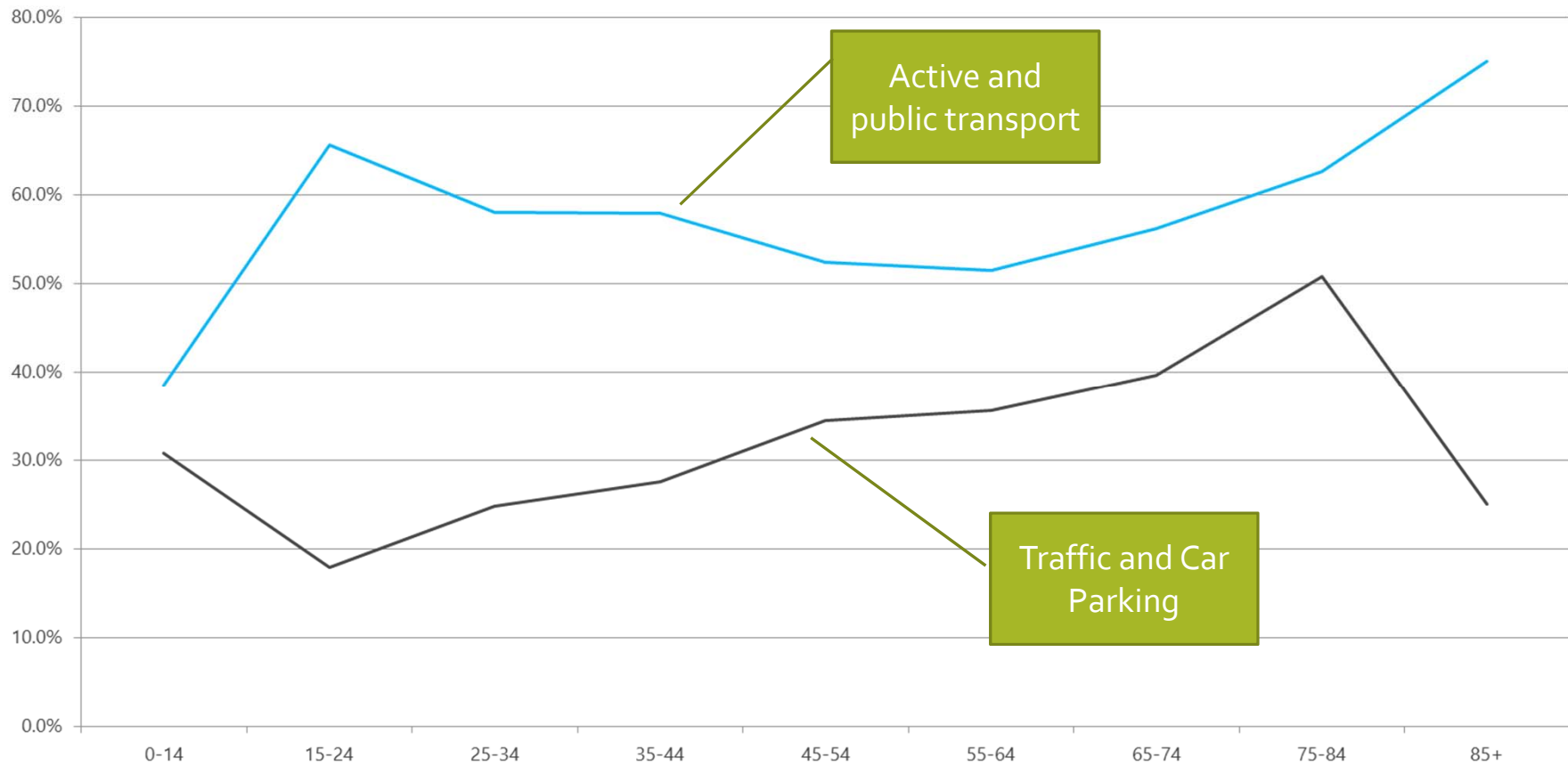
LGA & 20 neighbourhoods

2310 completed surveys



This is where the effort should go!

What they don't care about...cars



Traffic, parking and the movement economy

People traffic and car traffic are diametrically opposed in their needs and requirements;

People spend money, meet people etc (exchange), only once they get out of their car;





The safest mode



The most unsafe mode



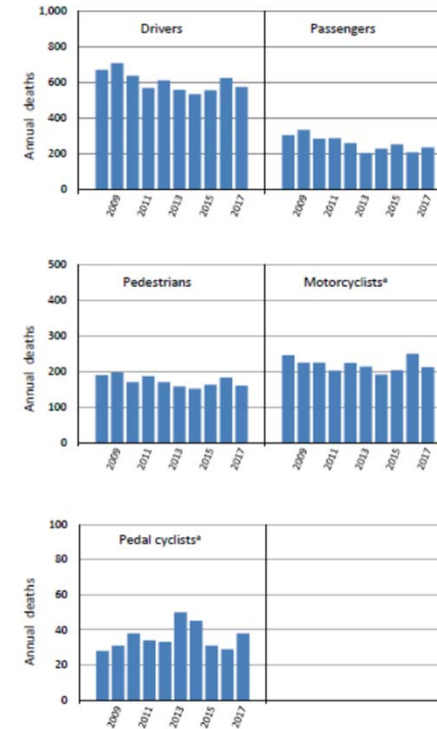
User Group Stats (ABS)

Our safety strategy is a bit like our investment strategy

If you aren't in a car it doesn't matter

This would reflect actual \$ spent no doubt?

Figure 1.2 Deaths by road user group



* Includes pillion passengers
Source BITRE analysis of Australian Road Deaths Database

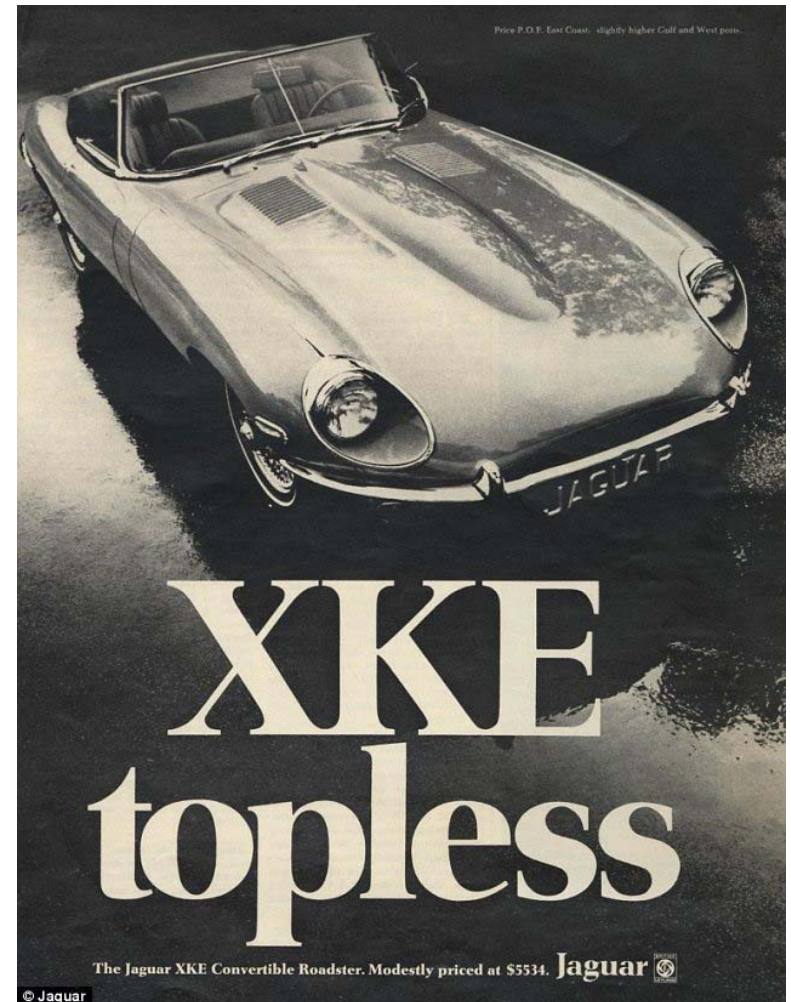
My analogy

- It's a bit of a stretch so stay with me...
- Smoking is a dangerous habit: if you do it enough, the odds are it will negatively impact your life on some level.
- So despite all the sexy ads by the manufacturers and sellers...what did we do?



My analogy

- Lets look at driving...
- Driving a car is a dangerous habit: if you do it enough, the odds are it will negatively impact your life on some level.
- So despite all the sexy ads by the manufacturers and sellers...what did we do?



We didn't try and make smoking safe...

We did this...we warned
people...

Don't do it – its bad for
you...



Did we give the car users the same warning?

Why not?

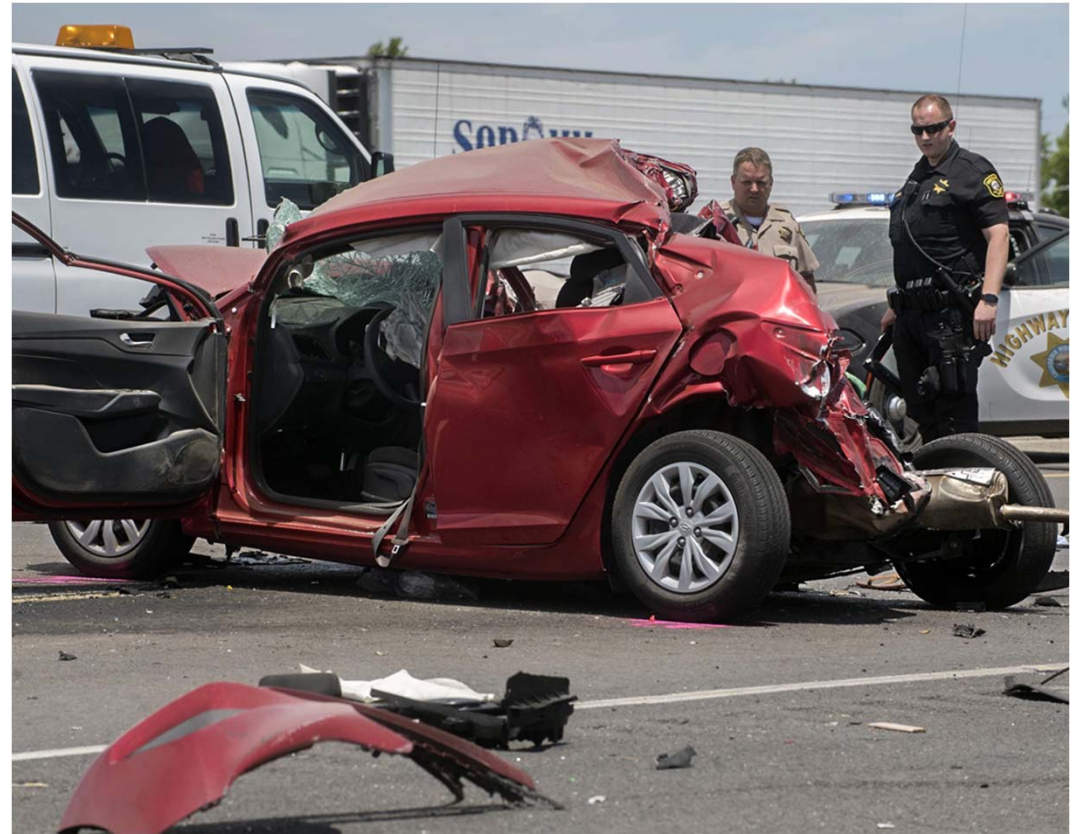
The problem is almost identical...

But we did this instead...



Warning:

Driving cars and motorcycles is a significant risk to you health, the health of your family and your community. For ways to avoid driving see your local NZTA office.



In an Urban Context...working towards Vision Zero is easy

Density

Walkability

Less car movement
space

More exchange space

Places people like



There is some obvious stuff to do?

Show some intent

Strategically tackle supply and manage demand

Minimum car parking rates is not a vision zero approach

3.5m lanes in an urban environment is not a vision zero approach





What causes this trouble?

Why do we do it?

Traffic, parking and the movement economy

- People traffic and car traffic are diametrically opposed in their needs and requirements;
- People only spend money, meet people once they get out of their car;



Complete
Streets





Market reaction to car space

- Will build more sprawl in reaction to better access
- Will change mode away from bus/bike/train etc
- Will demand more parking space
- More crashes
- Overall growth at risk – people don't like these cities...

Growing prosperous cities are:

- Attractive to millennials + Gen Y;
- Offer medium/high density living;
- Have low car ownership;
- Have high urban walking activity;
- Less people die in crashes;



Complete
Streets



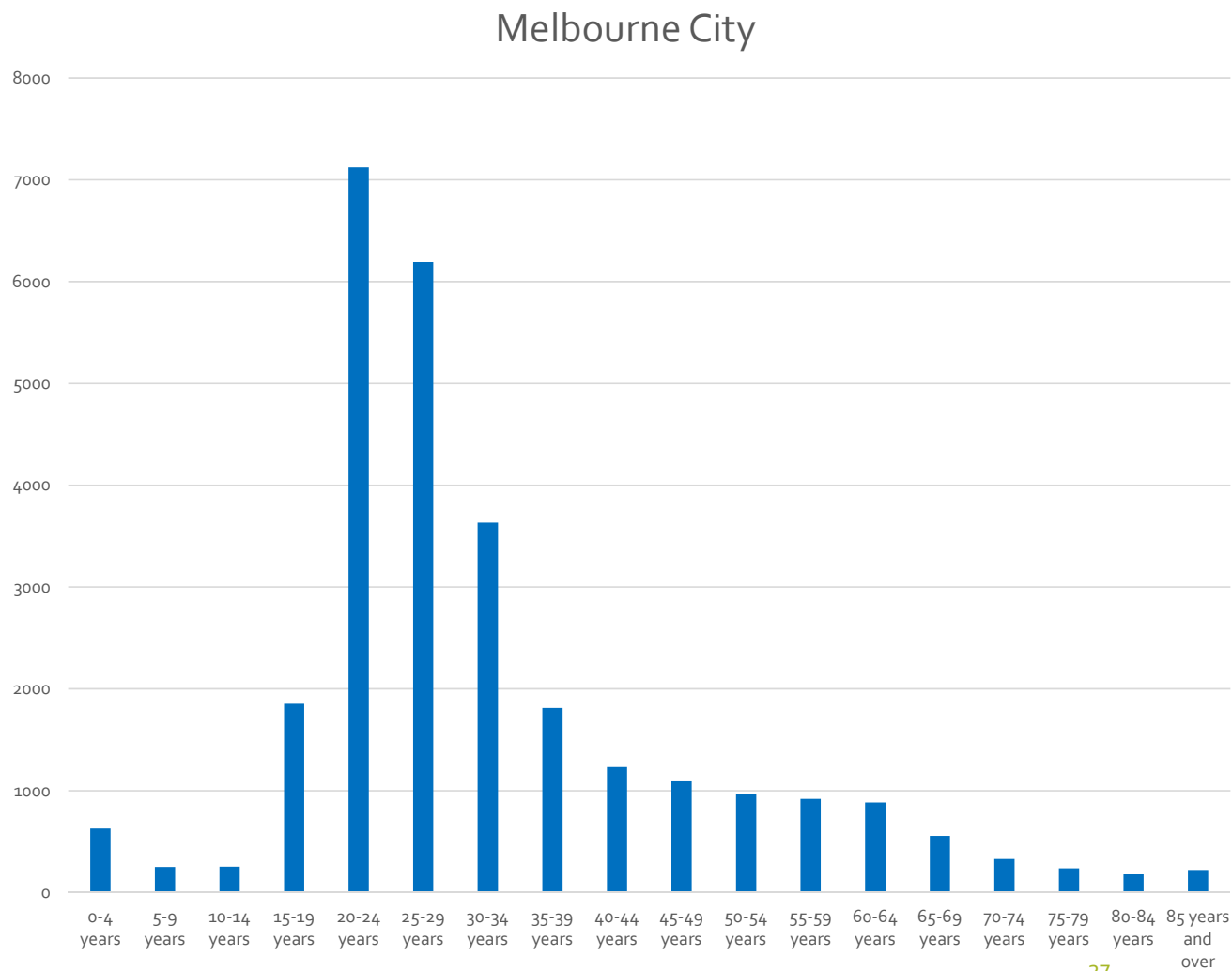


What New Zealand do we aspire to?

- **Do we understand our competition?**
- Are we making the best urban places in the world?
- Who's stealing our creative millennials?

They go here...

The big cities get all the money....
at the moment...



What our competitors could jump on...

- Sprawl
- Minimum parking rates
- Parking over supply
- Prioritising movement over exchange
- Lack of active and public transport options



Who would be in government?

You have to fix everything....but promise to change nothing!

What is the reward for being brave?





How do people perceive density?

Density is key to prosperity
and reducing traffic growth



Catering for growth like this works better than building road space. All benefit – no cost.

- People like it
- Its easy to deliver
- The result is a better City

Some places just don't have car crashes...



Get ahead of the pack...get noticed



This might not get you ahead of the pack



Listen out for a new story

The level of complaint is almost always the same,
no matter what

You might as well choose good over bad!





Steven Burgess, Director, Complete Streets

 @burgess_steven

steven@completestreets.net.au

www.completestreets.net.au

