



Leadership Award 2016 - Sustainable Transport

Project Glow Wear
Sustainable Transport Team, Greater Wellington Regional Council



Vanessa Rushton, receives the award from President Andy Foster & Vice-President John Goettler.



Summary from Robyn Denton, Treasurer, Trafinz:

Having to get ‘dressed up in your safety kit’ to go out walking, running or cycling can really take the joy out of ‘just doing it on the spur of the moment’ and generally means that most people just don’t bother. Safety kit is generally not fashionable, often not comfortable and many times is the ‘extra thing; that just makes the effort too much.

Conspicuity is something that often seems to barely register on the psyche of people and about in low visibility conditions. As long as they can see, they assume that they can be seen! Think about the number of car drivers that don’t even bother to turn on their lights - and how hard is that to do??!!

Wouldn’t it be great if every day wear was more reflective and was still fashionable, well, thanks to Project Glow Wear It now is!

The greatest number of pedestrians killed and injured are between the ages of 5 and 24 years and are often not seen as they are wearing dark clothing. Crashes involving cyclists peak in the morning and evening twilight times, when it is hard to see and be seen.

Project Glow Wear engaged with the general public as well as those involved with the fashion design, manufacturing and retailing sectors in a non-traditional way. Aimed to increase awareness of the need to wear reflective clothing the project encouraged people to participate in a design competition to create everyday reflective wear, the approach needed to ensure that the products were young, cool and relevant.

Targeting design schools in tertiary institutions the project tapped into the young creative talent this country is nourishing. Secondary schools were also keen to participate, and research has also shown that this competition covers a number of achievement standards from level 1-3. Next year is already shaping up to be something even bigger than this year.



Always looking for a new challenge, the fashion industry showed positive support for the project by donating major prizes including a paid internship at Arrow Uniforms for a student to take the Project Glow Wear project to market. Singer donated a brand new sewing machine and others from the industry donated design materials, fabrics and equipment. Levi's offered the use of their commuter range jeans for all of the models on the runway. International fashion houses specialising in the use of reflective materials for everyday clothing assisted with videos and example clothing, while Fonterra donated surplus hi-viz vests for up-cycling into new everyday garments.

Promoted nationally, over 80 garment and accessories from 68 competitors were received. 200 people attended the Project Glow Wear Runway Show, with voting for the People's Choice award resulted in nearly 8,000 Facebook reactions with a total reach of 15,000 people. Media coverage extended the reach of the project via an interview won Nice to Noon, articles in Stuff and the Dom Post and even mentions in the fashion magazine 'Capital'.

This project enabled an entirely new audience to be involved in road safety and to better understand the importance of reflective wear for all road users. A new thread of the road safety conversation has been added and with ongoing interest from the manufacturing industry, the opportunities moving forward are exciting.



Leadership Award 2016 - Road Safety

Share the Road
Cycling Action Network



Richard Barter, receives the award from President Andy Foster & Vice-President John Goettler.



Summary from Robyn Denton, Treasurer, Trafinz:

In NZ heavy vehicles are over represented in fatal crash involving cyclists compared with their proportion of the total vehicle fleet and distance travelled.

Cyclists have a number of risk factors that direct from car drivers including decreased stability, much lower levels of protection and less visibility to other road users.

The independent Cycle Safety Panel was established following the 2013 coronial review of cycle safety to develop practical and innovative recommendations for central and local government working together to make cycling a safer transport option. The panel worked closely with cycling advocacy group, transport organisation, local authorities and central government agencies.

One of the recommendations of the cycle safety panel for priority action was:

- All employees who drive a heavy vehicle as the primary activity of their employment must receive cycle safety specific driver training, and**
- To development and provide training and resources for cyclists to raise awareness of the risks of riding near heavy vehicles.**

Cycle Action Network in cooperation and with support from the NZ Transport Agency, and the road Transport Forum developed the Road User Workshop model that targeted heavy vehicle drivers starting in January 2013. Evaluation and feedback from the attendees at the original resulted in changes to the course making it almost entirely out on the road or in open spaces where the interaction between heavy vehicles and cycles could be experienced in person rather than via a presentation format.

A second response was to develop a workshop for cyclists and to develop Blind Zone activities. The latter was which could be used at events, race days and open days to encourage cyclists to climb into the cab of a truck or bus and experience first-hand the blind spots which they come across in everyday traffic.



Highly commended

**Marlborough Clued Up Kids
Robyn Blackburn**



Graeme Barsanti, receives the certificate on behalf of Robyn Blackburn, from President Andy Foster & Vice-President John Gottler.



Summary from Robyn Denton, Treasurer, Trafinz:

Franklin D Roosevelt once said

‘We cannot always build the future for our youth, but we can build our youth for the future’

Over the years we have seen the power of teaching our children and having them in turn teach their parents and other adults around them - the use of seat belts being a classic example. The best way of learning is by doing.

For ten years Marlborough Clued-Up Kids has been running an interactive child safety programme which consists of real life role plays (or sets) which present students with a number of tasks and problems that they are likely to encounter in everyday life.

Small groups of 4-8 students are taken on a 15-minute rotating circuit through eight safety sets which provide instruction in:

- **Quad bike safety**
- **Cycle safety**
- **Rail safety**
- **Home and earthquake safety**
- **Emergency first aid**
- **Dog and animal safety**
- **Water and boat safety**
- **Fire safety including 111 response**

Starting with 80 children the programme has now expanded to cover all Year 5 and 6 primary school students in Marlborough with 480 students taking part in 2015.



The programme is delivered with assistance from a many of the local safety agencies including the NZ Police, Fire Service, Dog Control, Public Health, Red Cross, Civil Defence and KiwiRail.

The programme has continued to develop and improve based on the evaluation which is carried out via pre and post-event of the children, teacher and safety agency questionnaires.

The Clued-Up Kids programme has contributed to an overall reduction in the number of new ACC injury claims for the 10-21 year age group of 41.5% in Marlborough - compared with a national reduction of only 3.8%.



Highly commended

**Protecting motorists against driving the wrong way
Auckland Motorway Alliance**



**President Andy Foster, Vice-President John Gottler & Robyn Denton,
display certificate in lieu of Auckland Motorway Alliance.**



Summary from Robyn Denton, Treasurer, Trafinz:

It's the stuff of movies and real life cop shows something that makes you wince and think, 'I hope I never have to deal with that'!

It's a problem that is encountered on motorways and expressways all over the world and yet to date it has been a problem for which there has not really been a coordinated approach used to address it - till now.

'Wrong way driving' occurs when a driver either inadvertently or deliberately drives against the traffic flow. On a divided road, particularly motorway and expressways, 'wrong way driving' results in a serious safety risk due to the high speeds that tend to be involved when a collision occurs. The divided carriage situations also tend to 'trap' the drivers as they cannot cross the median and get back onto the correct side of the road, often causing the driver to freeze and do not take the corrective action needed.

The Auckland motorway network, while only 220 centreline kilometres in length, records at least one death or serious injury and almost four times that number of other injuries per annum due to 'wrong way driving'. Nationally, the length of motorways and expressways are growing and this, coupled with an ageing population (an identified high risk group), it is likely that wrong way driving had the potential to become an increasing issue - that was until the Auckland Motorway Alliance decided it was time to tackle this problem

Once again, Kiwi ingenuity has been called upon - international jurisdictions have had a try and made a few simple tweaks, but not really achieved a full solution due to the complexities of the challenge faced.

The Auckland Motorway Alliance, working collaboratively with other agencies including NZ Transport Agency, Auckland Transport Operations Centre, NZ Police and traffic management and product suppliers, has over the last 7 years developed and implemented a full safe system solution.

The project has been innovative not so much via the development of new technology - but rather the integration of existing tools for smarter deployment by the key partners.



Use of cameras, activated warning signs, detector loops, changes in traffic signal displays, audits of the network by human behaviour specialists, smart temporary traffic management practices and automated alert systems has all resulted in increased safety for all users of the motorway network in Auckland.

As with all road safety initiatives, it is very hard to know exactly how many lives have been saved with this project - but since this safe system has been in place there have been no unintentional 'wrong way drivers' on the Auckland Motorway.