

Traffic: The psychology of transport behaviour

Creating safe and sustainable mobility

WITH **Tom Vanderbilt**

author of *New York Times* bestseller

*Traffic: Why We Drive the Way We Do
(and What It Says About Us)*

Professor Simon Washington

Queensland Transport & Main Roads Endowed Chair
School of Urban Development & Centre for Accident
Research & Road Safety – Queensland, QUT.

Professor Barry Watson

Director, Centre for Accident Research & Road Safety –
Queensland, QUT.

Seminar Topics

- » From 'Forgiving Roads' To 'Complete Streets': Changing The Road Safety Paradigm
- » The Windshield View: Understanding How Drivers See The World Around Them
- » 'Modal Bias' – Relations Between Different Road Users
- » Behavioural Economics & What It Means For Transport
- » The Future Of Driving: Smaller, Shared, & Semi-Autonomous
- » Bikes, Beach Chairs & Bus Rapid Transit: Lessons From A Changing New York City
- » Travel Behaviour Change & Travel Demand Management
- » Determinants Of Sustainable Mobility: The Relationship Between Urban Form, Transport Infrastructure & Travel Behaviour
- » The Role Of Illegal Road User Behaviours In Road Crashes
- » Whatever Happened To Walking? The 'Forgotten Mode' In The U.S. & Elsewhere
- » Mobile Apps & Its Implications For Transport

Monday 16th April 2012
9:30am – 4:30pm

Gardens Theatre
Queensland University of Technology
2 George Street, Brisbane

\$395 (inc GST)

Morning tea, lunch & afternoon tea provided

Register at www.sensibletransport.org.au

Registrations close
20th February 2012

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Institute for
Sensible Transport



Seminar Speakers



Tom Vanderbilt

Tom Vanderbilt is a Visiting Scholar at New York University's Rudin Center for Transportation Policy and Management. Tom Vanderbilt writes on design, technology, science, and culture, among other subjects, for many publications, including *Wired*, *Outside*, *The London Review of Books*, *The Financial Times*, *The Wall Street Journal*, *The New York Times Magazine*, and *Popular Science*.

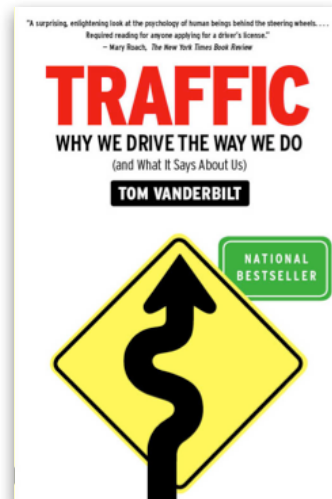
His most recent book is the New York Times bestseller *Traffic: Why We Drive the Way We Do (and What It Says About Us)*.

He has consulted for a variety of companies, from ad agencies to Fortune 500 corporations, and has given lectures at a variety of institutions around the world, from the Eero Saarinen Lecture at Yale University's School of Architecture to the Australasian Road Safety Conference in Canberra. He has appeared on a wide variety of radio and television programs around the world, including NBC's Today Show, ABC News' Nightline, NPR's Morning Edition, and the BBC's World Service.

"Automobile traffic is one of the most studied phenomena in advanced societies. Mr. Vanderbilt has mastered all of it. Arresting facts appear on every page."
—Christopher Caldwell, Financial Times (UK)

"This may be the most insightful and comprehensive study ever done of driving behavior and how it reveals truths about the types of people we are." — Booklist

"Tom Vanderbilt uncovers a raft of counterintuitive facts about what happens when we get behind the wheel, and why." — BusinessWeek



Professor Simon Washington

Professor Washington has a split appointment between QUT's Centre for Accident Research and Road Safety – Queensland (CARRS-Q) and the Faculty of Built Environment and Engineering (BEE). He is also a member of QUT's Institute of Health and Biomedical Innovation. In addition to these roles at QUT, Professor Washington also holds the Transport and Main Roads (TMR) Endowed Chair of Transport —

a role that integrates Professor Washington's activities with the Queensland professional transport community.

Prior to joining QUT, Professor Washington was Director of the Safe Transportation Research & Education Center at the University of California, Berkeley, and has held academic faculty positions at the Arizona State University, the University of Arizona, and the Georgia Institute of Technology.

His research interests span a variety of areas including research into the human and engineering causes and mechanisms associated with transport system related crashes, crash evaluation methodologies, and basic research in road safety.

Professor Washington has lead over \$10 million (US) in externally supported research throughout his career for the National Academy of Sciences, the Federal Highway Administration, the National Highway Traffic Safety Administration, and the Arizona, California, and Georgia Departments of Transport. He is Chair of the US Transportation Research Board committee on Statistical Methods, and has served on numerous US local, state, and federal advisory panels and committees.

Professor Washington has authored or co-authored more than 70 peer reviewed articles and is lead author on the textbook "Statistical and Econometric Methods for Transportation Data Analysis" (Chapman and Hall), now in its second edition and currently used in universities in over 20 countries. He is on the editorial boards of seven transport related journals, including the top ranked transportation safety

related journal Accident Analysis and Prevention, and is Associate Editor of the longest running US transport-related journal, ASCE's Journal of Transportation Engineering.



Professor Barry Watson

Professor Barry Watson is the Director of CARRS-Q at Queensland University of Technology, where he is responsible for the overall management and strategic direction of the Centre. He has over 25 years experience in road safety research and policy development, arising from positions with the NSW Traffic Authority (1984-86), the NRMA (1986-87; 1988-1993) and Queensland Transport (1993-97). As a founding member of CARRS-Q, Barry has been involved in the development and delivery of courses in road safety and traffic psychology for both undergraduate and postgraduate students, as well as leading research teams examining a range of road user behaviour issues including drink driving, speeding, driver licensing, driver education, traffic law enforcement and international drivers.

Barry is actively involved in the Australasian College of Road Safety (ACRS) and is currently a national vice-president of the College. He is also a member of the International Council for Alcohol, Drugs & Traffic Safety (ICADTS).

Register at www.sensibletransport.org.au

Cancellation policy

Cancellations must be received via email to info@sensibletransport.org.au before the 20th February, 2012. No refunds for cancellations made on or after 20th February, 2012.