

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 Graham Currie

Chair of Public Transport, Monash University

Chris Loader

Chris Loader and Associates

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
- » The Psychology Of Public Transport: How Users Perceive The Public Transport Journey
- » How Public Transport Planning Can Be Transformed By Better Understanding User Psychology
- » Understanding Melbourne Transport Patterns: Perceptions & Reality
- » Emerging Trends In Melbourne's Transport Patterns
- » Whatever Happened To Walking? The 'Forgotten Mode' In The U.S. & Elsewhere
- » Mobile Apps & Its Implications For Transport

Thursday 19th April 2012
9:30am – 4:30pm

Yarra Room

Melbourne Town Hall, 100 Swanston Street

 Flinders Street Station or Parliament

\$395 (inc GST)

Morning tea, lunch & afternoon tea provided

Register at www.sensibletransport.org.au

Registrations close

20th February 2012

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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)*.

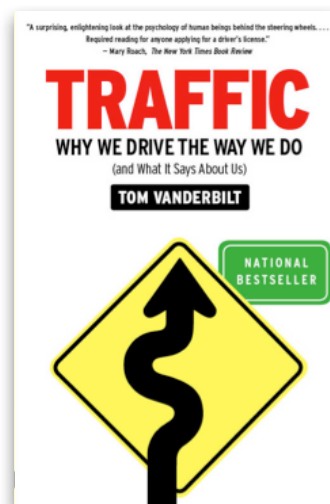
He has consulted for a variety of companies, from ad agencies to Fortune 500 corporations, and has given lectures at a variety of institutions around the world, from the Eero Saarinen Lecture at Yale University's School of Architecture to the Australasian Road Safety Conference in Canberra. He has appeared 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." — BusinessWeekBusinessWeek



Professor Graham Currie

Professor Currie holds Australia's first professorship in public transport based at the Institute of Transport Studies, Monash University where he researches and provides training in public transport planning and sustainable transport. He has 30 years experience as a transit planner and is a member of the US Transportation Research Board committees on Bus Transit and Transit Development and Planning and is Vice-Chair of the committee on Light Rail Transit. He is a member of the UITP academic network and the Victorian Roads Based Public Transport Advisory Council. Prof Currie has led numerous research projects in public transport in all states and territories of Australia as well as assignments in Europe, Asia and North America. He is an expert in transport for major special events and advised all Summer Olympic Games authorities since Atlanta in 1996. He also specialises in research on transport for disadvantaged groups and recently published a book *No Way To Go – Transport and Social Disadvantage in Australian Communities*.



Chris Loader

Chris is a highly regarded transport consultant working in Melbourne. He is currently assisting governments in public transport system design and transport data analysis more generally. Previously, he spent six years at Bus Association Victoria where he was Manager, Transport Planning and Policy, working with all levels of government, public transport operators, business groups, universities and the community sector developing and advocating policy solutions for more sustainable transport outcomes.

Chris's policy interests include transport planning, intermodal integration, transport demand analysis and urban planning. He is passionate about evidence-based planning and sustainable transport. Chris authors a blog "Charting Transport" that interrogates Australian and Victorian transport data for patterns and trends.

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.