

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)*

Dorte Ekelund

Executive Director, Major Cities Unit, Department of Infrastructure & Transport


Dr Cameron Munro

CDM Research

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
- » Australian Government's Major Cities Unit Work On Transport Policy & Creating Productive, Sustainable & Liveable Cities
- » Bikes, Beach Chairs & Bus Rapid Transit: Lessons From A Changing New York City
- » Travel Behaviour Change & Travel Demand Management
- » Planning For Pedestrians & Bicycle Riders: Reducing Conflict On Shared Paths & Roads
- » Whatever Happened To Walking? The 'Forgotten Mode' In The U.S. & Elsewhere
- » Mobile Apps & Its Implications For Transport

Tuesday 17th April 2012
9:30am – 4:30pm

Level 9 - 280 Elizabeth St
Tower B, Centennial Plaza - Surry Hills, Sydney
 Central Station

\$395 (inc GST)

Morning tea, lunch & afternoon tea provided

Register at www.sensibletransport.org.au

Registrations close
20th February 2012

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Major Cities Unit

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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.

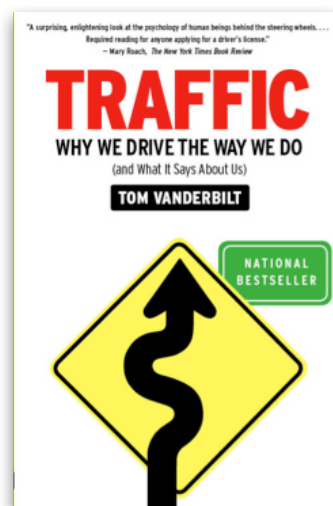
"Automobile traffic is one of the most studied phenomena in advanced societies. Mr. Vanderbilt has mastered all of it. Arresting facts appear on every page."

—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



Dr Cameron Munro

Dr Cameron Munro is a transport planner and researcher at CDM Research. Cameron has expertise in bicycle and pedestrian planning and road safety. His primary interests are in the evaluation of active transport projects, particularly with regard to the influence infrastructure can have on cyclist safety and road user interactions. Among recent projects have been the evaluation of enhanced vertical separation of on-road bicycle lanes, shared path design requirements to reduce cyclist-pedestrian conflict and the Melbourne bicycle share system.



Dorte Ekelund

Dorte Ekelund, Executive Director of the Major Cities Unit in the Federal Department of Infrastructure and Transport, has extensive experience in urban and regional planning across all spheres of government in Australia.

Dorte is experienced in urban development coordination, infrastructure planning, statutory and strategic planning, planning system reform and governance reform. In her current role, she is responsible for considering the challenges facing Australian cities, and how cities can contribute to improved outcomes for communities and the environment. Our Cities, Our Future – A national urban policy for a productive, sustainable and liveable future, was produced by the Major Cities Unit and launched in May. It provides a long-term blueprint for making the nation's 18 capital and major regional cities even more productive, sustainable and liveable.

Dorte has a Bachelor of Urban and Regional Planning (Class 1 Honours) and a Masters of Business Administration.

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.