

# **Michael Cambridge**

**Smart driving and parking to liven up Blenheim,  
increase travel speeds, and benefit from emissions  
trading**

# Why am I here?

- I have no expertise but after reviewing the literature, I see a huge business opportunity for applying some traffic demand management in Blenheim.
- We plan to bring a wide range of specialists to Blenheim for a seminar later in the spring to see how we can liven up Blenheim.

# Why Blenheim?

- Blenheim and Marlborough have been leading the way on sustainability issues
- Grove Mill – The world's first carbon neutral winery
- Ron Marriott – NZ's first carbon farmer
- Marlborough Regional Development Trust has for many years highlighted sustainability as a business opportunity
- Marlborough's carbon footprint has been measured

# Tackling Climate Change - 3 other projects I'm involved with

- Tree planting – over 300 forest growers now store carbon almost equal to Marlborough's emissions. My own trees = between 2 and 3% of Marlborough's emissions
- Promoting wood products and using European style solid wood buildings – further reduces carbon emissions see [www.organicbuilding.com](http://www.organicbuilding.com)
- Wood Energy – reduces Marlborough's carbon footprint by 3% but could be 10%
- Recent Wood Energy seminar brought wide ranging interests together to help achieve this
- The following 6 slides illustrate this

# Air Quality in Blenheim

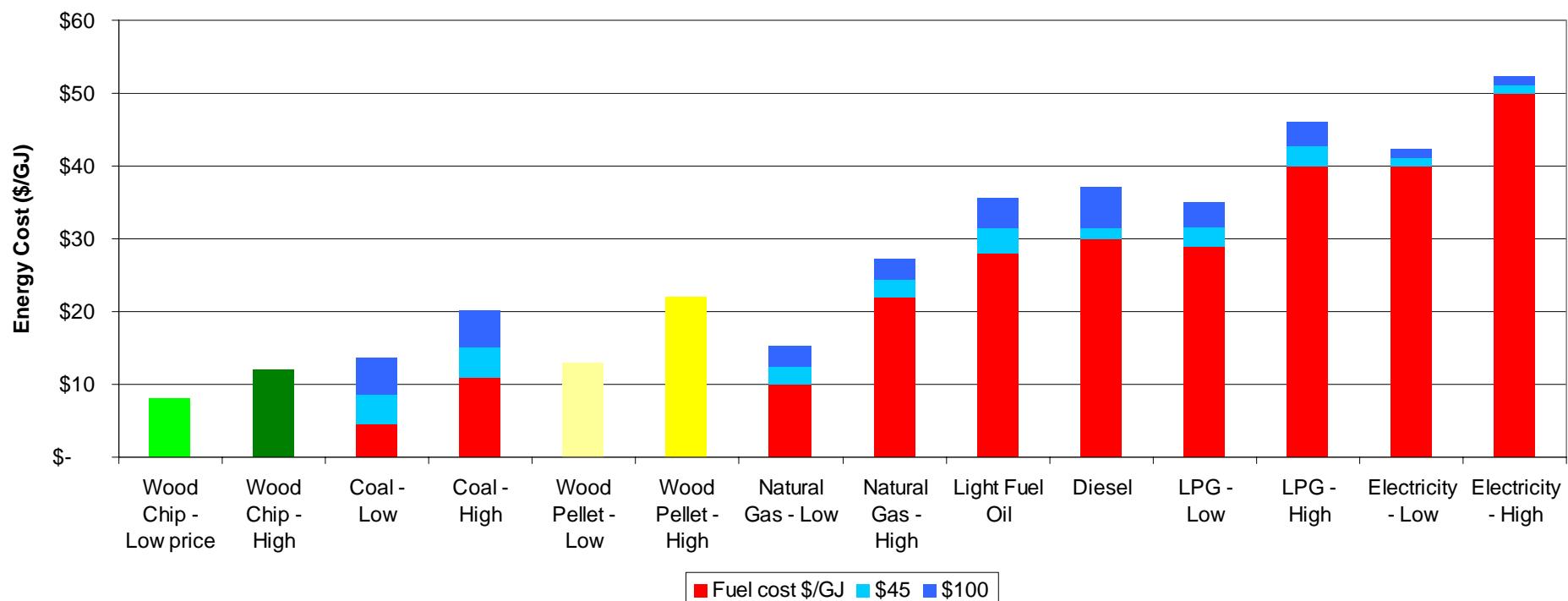
Fleur Tiernan, Environmental Scientist, MDC.



# Relative heating costs –

## NZ ETS will add a Carbon Charge in 2010

### Energy costs – NZ \$ / GigaJoule - EECA

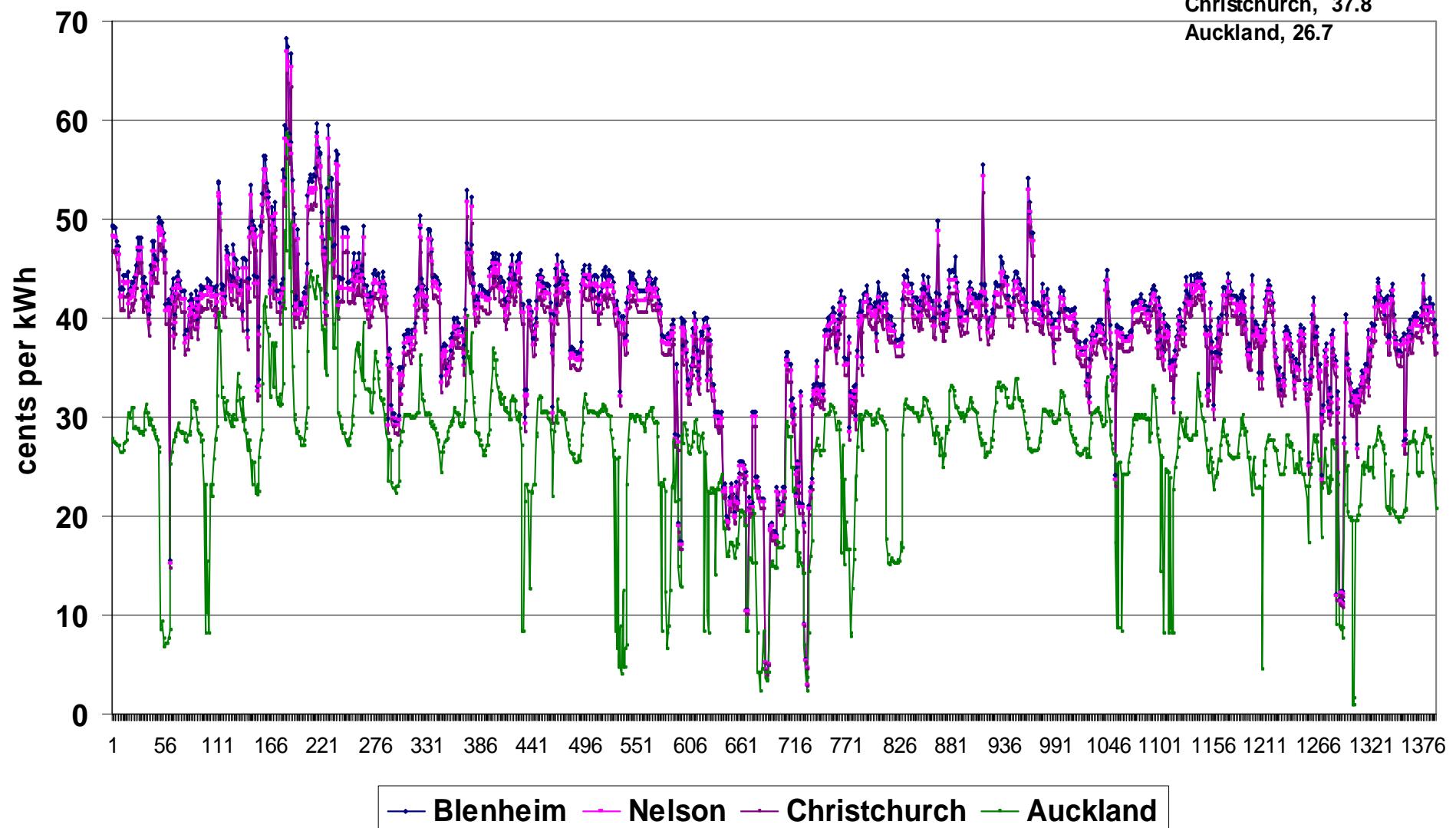


# Huge differences in CO2 emissions

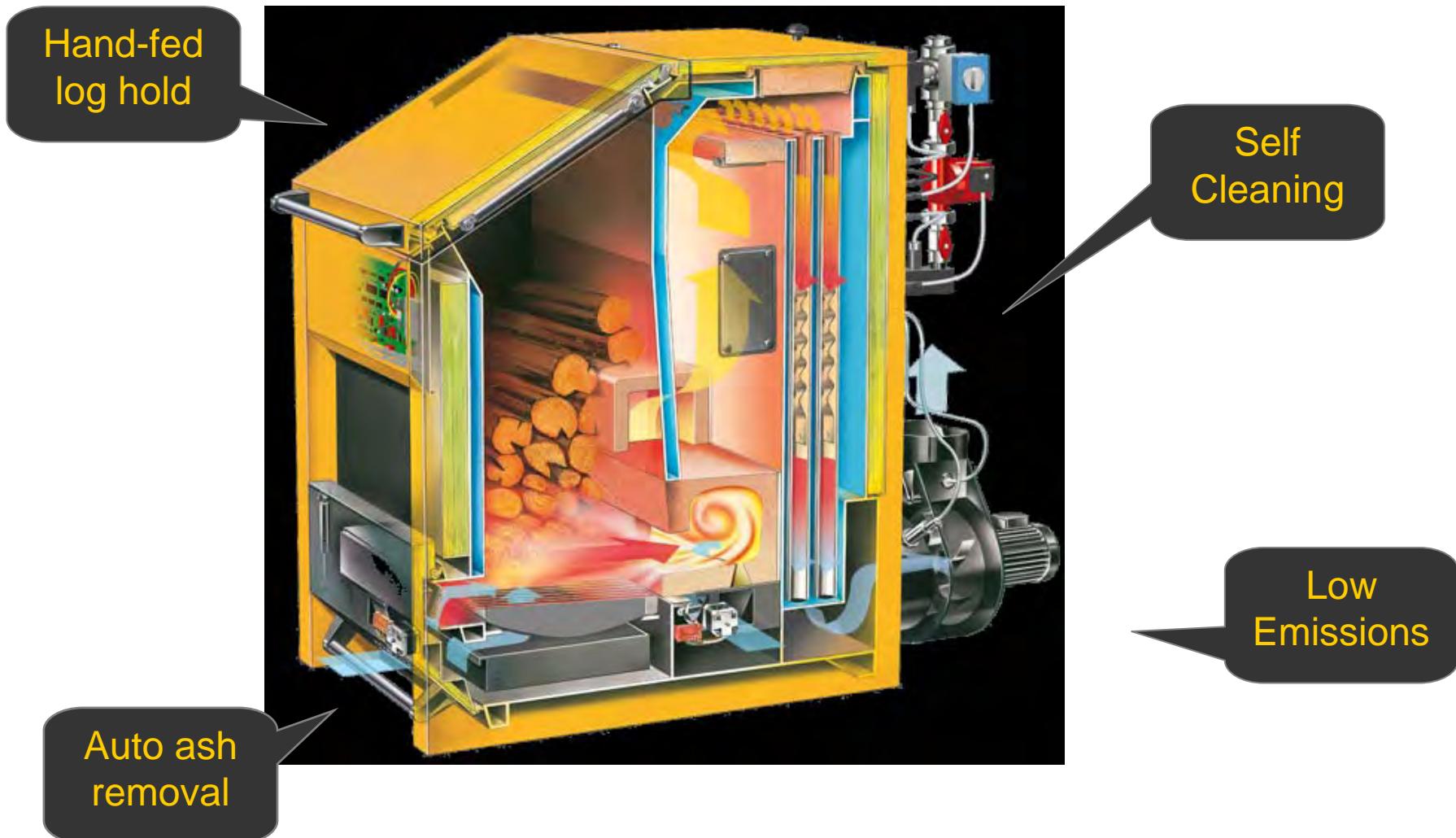
Household space heat source	emissions, kg CO2/kWh space heat
Electrical resistance heater	0.87
Heat pump COP 3, floor mount	0.36
Heat pump COP3, high wall mount	0.44
Flued natural gas	0.27
Flued LPG	0.33
Unflued LPG	0.23
Pellets or firelogs	0.04
Firewood transported 100 km	0.03
Firewood transported 25 km	0.01

## spot prices (wholesale) at load centres, June 1-29, 2008

averages  
Blenheim, 39.8  
Nelson, 39.0  
Christchurch, 37.8  
Auckland, 26.7



# Efficient European log and woodchip boilers



# Adding value to real estate



# Compact Blenheim showing 1km and 2km distance from centre



# Blenheim's advantages

- Short travel distances – over 60% live within 2km of CBD, most live within 1km of a super market
- Flat, sunny, clean air – great place to walk
- Good place to drive as long as not too many others want to drive at same time
- No traffic lights, lots of roundabouts, narrow streets
- Rodney Tolley gave town centre a big tick

# Who Provides Parking

- US study shows 5 parks for each car
- Residential, on street, off street, sports grounds, churches, supermarkets etc
- Councils and business carry most of cost
- Total parking costs almost equal costs of running a car in the US
- Non drivers subsidise drivers through rates, and business costs
- Supermarkets provide parking at great cost, included in price of groceries – walkers get no benefit

# Where are the best car parks

- Own garage
- Under a tree at sports ground on the way to work
- Right next to work?

# Free parking not promoted by Council



# Short cut to CBD over Taylor River best entrance to Blenheim



# Parking Management Strategies

- 21 strategies to reduce parking and traffic
- Maps, signs and marketing 5-15%
- Improve walking and cycling conditions 5-15%
- Financial incentives – paying for not parking 10-30%
- Sponsored spot prizes could work in Blenheim
- Todd Littman – [www.VTPI.org](http://www.VTPI.org)

# Parking, Traffic and Health

- More parking needed in CBD? \$4million parking fund
- Streets and roundabouts around CBD getting more congested
- Hundreds of unused carparks near CBD
- Need 30 minutes moderate exercise per day – combine with travel to save time
- More foot traffic livens up Blenheim
- Where are the best car parks?

# The Economic Benefits of Walkable Communities

- One study found that a 5 to 10 mph reduction in traffic speeds increased adjacent residential property values by roughly 20%.
- Another study found that traffic restraints that reduced volumes on residential streets by several hundred cars per day increased home values by an average of 18%.
- *Evaluating Traffic Calming Benefits, Costs and Equity Impacts*, Todd Litman, Victoria Transport Policy Institute, 1999, reprinted by Local Government Commission, Center for Livable Communities

# Safety in Numbers

There is good evidence that the more people who walk and cycle the safer it is. There is less chance of being struck by a car and the extra people on the street improve security.

- Increased foot traffic also makes the street more lively, with more chance of people meeting friends and making new acquaintances.
- Retailers and cafes have more chance of attracting pedestrians than drivers.

# Speed

- Benefits of slowing to 30kph
- Easy to drive at 30kph around most Blenheim streets to calm traffic
- If enough drivers did this then 30kph would become the norm
- Bike lanes are being removed in Munich
- Reducing top speed increases average speed for all drivers – Ivan Illich

# Incentives for smart driving and parking

- Graperide example
- Teams?
- Workplace competition
- Cashout payments for not parking
- Engaging the whole community
- Big prize pool
- Spot prizes for drivers <35kph

# Making a difference

- Livening up Blenheim could reduce Marlborough's emissions by over 2%
- Engage wider community in tackling climate change
- Tackling climate change becomes a pleasant experience
- Help tip balance for Marlborough to become carbon neutral
- Can the rest of NZ become carbon neutral within 20 years?