

# 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

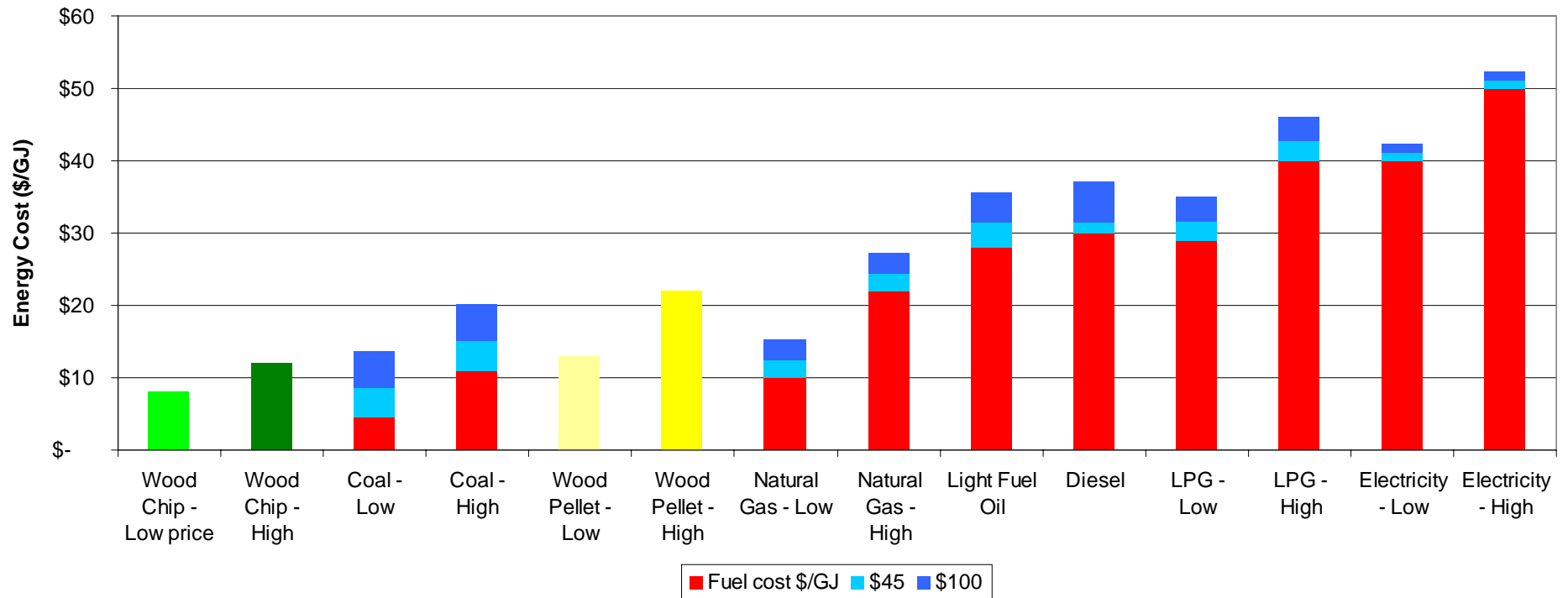
Fleur Tiernan, Environmental Scientist, MDC.



# Relative heating costs –

NZ ETS will add a Carbon Charge in 2010

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

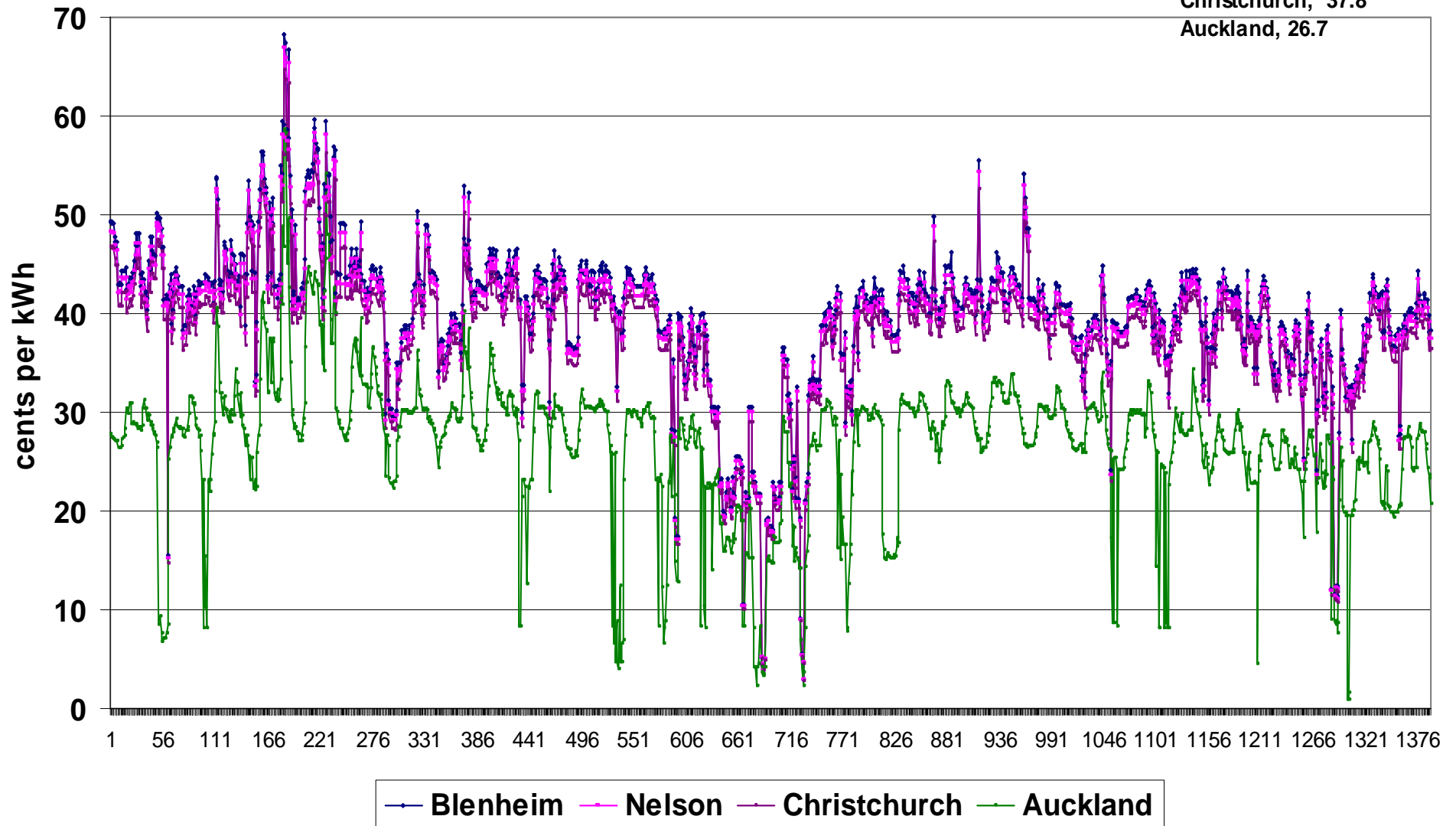


# Huge differences in CO2 emissions

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

# 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

Hand-fed  
log hold



Self  
Cleaning

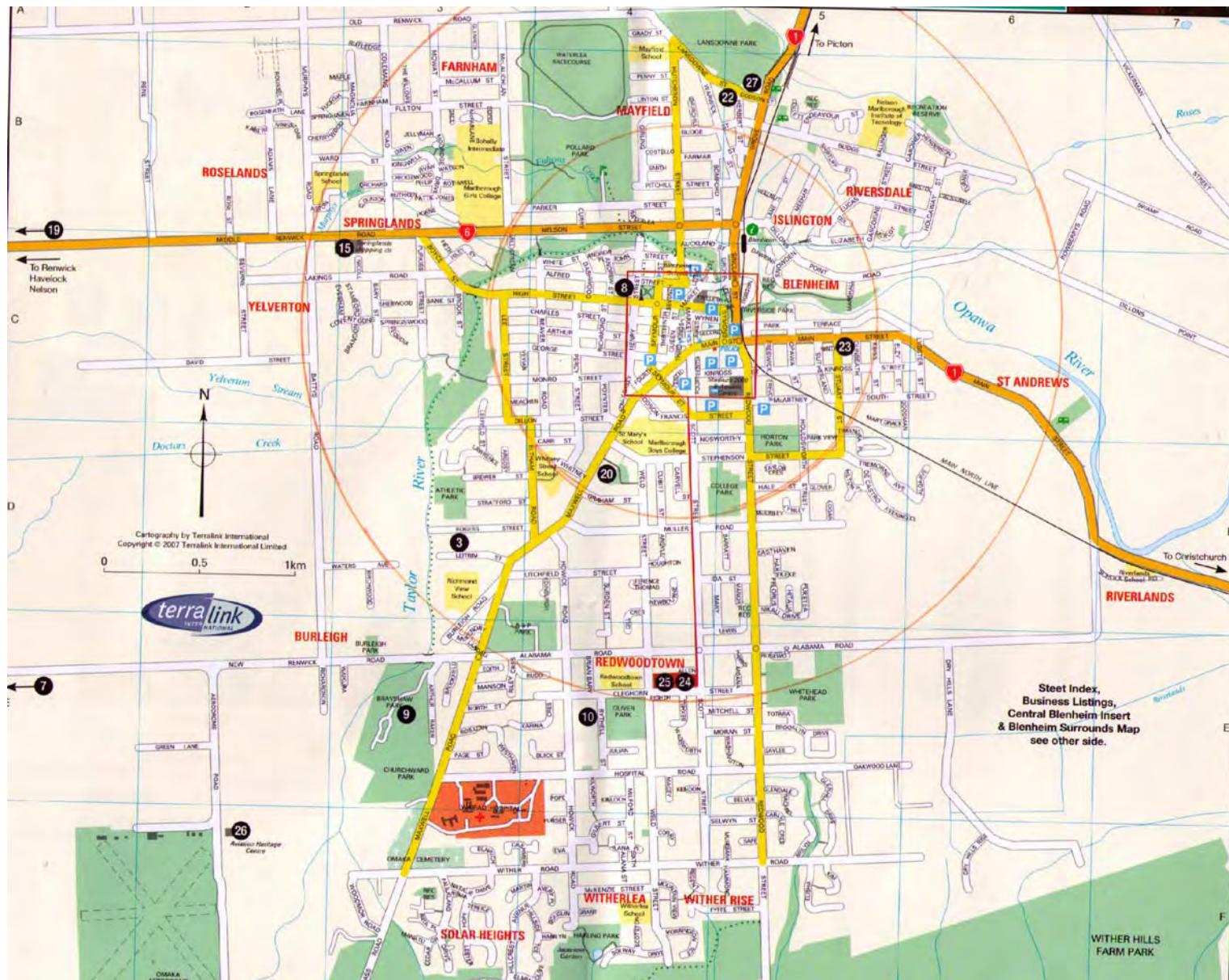
Low  
Emissions

Auto ash  
removal

# 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?