

Media statement on behalf of UFTI partners
17 April 2019

Project team announced to lead western Bay of Plenty's urban development and transport initiative

SmartGrowth and the NZ Transport Agency, along with its partners, have announced the appointment of the project team that will lead the Urban Form and Transport Initiative (UFTI).

An announcement made during the SmartGrowth Leadership Group meeting on Wednesday 17 April saw Robert Brodnax appointed Project Director, while Janeane Joyce has been appointed Project Manager, and Ben Peacey, Technical Specialist.

UFTI is an urban development and transport project for the western Bay of Plenty which provides a refreshed, coordinated and aligned approach across the sub-region on key issues, such as housing, transport and urban development.

UFTI was launched on 28 March 2019 as a collaborative project, spearheaded by SmartGrowth and the Transport Agency, and involves Western Bay of Plenty District Council, Tauranga City Council, Bay of Plenty Regional Council, and Tangata Whenua.

Mr Brodnax brings more than 25 years' experience in policy and strategy to the role of Project Director, having worked across resource and infrastructure management at the NZ Transport Agency, Waikato Regional Council and engineering and consulting firm, Beca.

Based in Waikato, Mr Brodnax has previously played a lead role in a range of collaborative spatial planning and growth management projects, including past SmartGrowth initiatives.

UFTI has begun a 12-month programme of work which will be delivered in four phases. As independent Project Director, Mr Brodnax will manage all day-to-day operations, and oversee the next phases of UFTI which will focus on supporting liveable community outcomes, and responding to strategic issues regarding housing capacity, intensification, multi-modal transport, and network capacity.

UFTI aims to deliver an integrated, strategic approach for the development of the western Bay of Plenty's urban form and transport system with immediate and future priorities and investment opportunities.

Mr Brodnax said he is thrilled to accept the position of Project Director, and is looking forward to working closely with Ms Joyce, Mr Peacey and UFTI project partners and stakeholders to deliver sustainable, long-term solutions for the region's shared transport and urban development challenges.

UFTI Project Manager, Ms Joyce, has more than 20 years' experience in the public sector, spanning New Zealand and Australia, and brings a wealth of knowledge across business and corporate planning, integrated planning and investment, facilitation and place-making.

As Technical Specialist, Mr Peacey brings to the role more than 15 years' experience across the transport and energy sector, and has led public policy, regulatory, and strategy-based projects in the public and commercial sectors.

For more information about UFTI, visit www.ufti.org.nz.

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