



Cambridge
connections
Moving forward together



15

Cambridge Connections Community Reference Group

14 October 2025





Challenges and opportunities

Some challenges & opportunities – for discussion

<i>Plans/Strategies</i>	<i>Paraphrased plan objectives</i>
<i>Ahu Ahe – Waipā Community Spatial Plan</i>	<i>Planning for rapid population growth (& infrastructure costs), ageing population & growing youth population, improved walking & cycling connections (school routes, to Leamington), pedestrian prioritisation of roads focussed on town centre, better public transport services, safeguarding key transport corridors, vibrant connected towns & villages, Te Ao Māori Design Principles in urban design and infrastructure planning, making towns vibrant spaces.</i>
<i>Cambridge town concept plan refresh</i>	<i>Supporting Cambridge’s valued character, town centre as a people friendly space. Moving around Cambridge more easily as pedestrians and cyclists. Strengthen the traffic, walking and cycling links between the north and south across the river. Optimise parking in our town centre in the long term. Loop bus service to key destinations.</i>
<i>Waipā Transport Strategy</i>	<i>Challenges identified for the district: Responding to climate change, growth demands on transport network, road safety, conflicts between commuter / heavy traffic and ‘people spaces’, high car dependence & lack of transport options, planning for a third bridge, ageing population, equitable transport access.</i>

Others:

Ageing Infrastructure (Victoria Bridge 117 years old, narrow, weight restriction of 3 tonne, heavy vehicles & buses need to use Fergusson Bridge (the low-level bridge). Fergusson Bridge 61 years old, Achillies Ave bridge (Tirau Rd) 86 years old.

Opportunities for Cambridge Connections

- Planning for current and future residents: 30 year plan of transport services and infrastructure - considers roles for freight, people who drive, taxi/uber, use public transport, bike, walk, scooter or use mobility aids.
- Transport can shape land use, e.g. frequent bus services support higher density living, slow speed street design supports more pedestrian friendly spaces, location of key roads and bridges shapes land use patterns.
- Pro-active infrastructure planning (for short, medium & long-term) can address key transport issues (e.g. congestion, safety) – think about other towns and cities & the type of town you want to live in.
- Not planning can lead to increased congestion, greater safety risks, and a decline in the town's overall liveability.



Growth and Transport Context

1995: 30 years ago ...

The World Wide Website was invented in 1990, and New Zealanders were only just learning about this new concept called 'the internet'.

Back then, we could never have imagined:

- Buying something at a shop in a different city, without ever having to leave home.
- Online grocery shopping and delivery to your door.
- Having a map built into your car that gives you instructions as you drive.
- E-scooters



Who remembers the dial up tone, and having to choose between using the phone and computer?

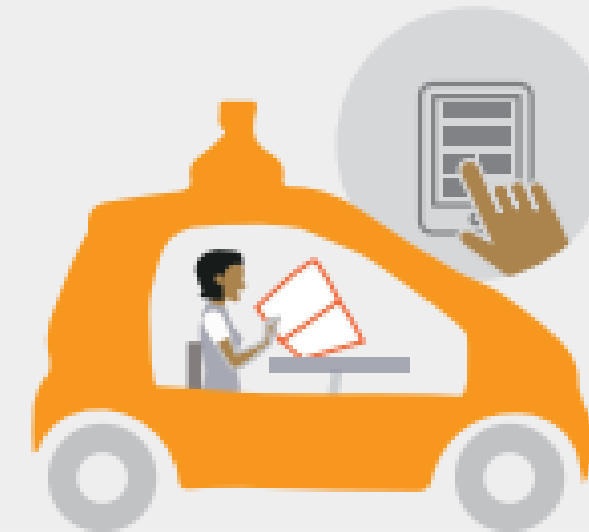
How will the way we use transport change in the next 30 years?

2055: In 30 years' time ...

Many more
electric vehicles



Self-driving vehicles ordered
through apps – a shift to
'mobility as a service': cheaper
travel, no need to own a private
vehicle, improved access for people
who currently don't drive



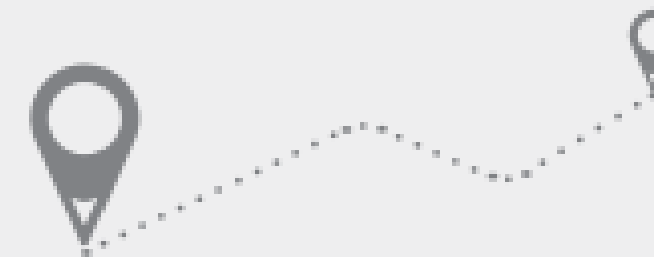
Demand management pricing
to ease road congestion



A blurring between 'private',
'shared', and 'public'
transport – 'public
transport' could be any
mode that a user can hire,
purchase, or share



Point-to-point services, for
example direct services to
shopping centres,
hospitals, large work sites,
or from outlying areas to
public transport hubs



Future transport

Take a look at NZTA's powerpoint (Attachment 3). You can see how transport technology has changed over the past 30 years, what is already available, what is around the corner, and what this might mean for Cambridge



'Self-driving 'flying taxis' in Singapore.

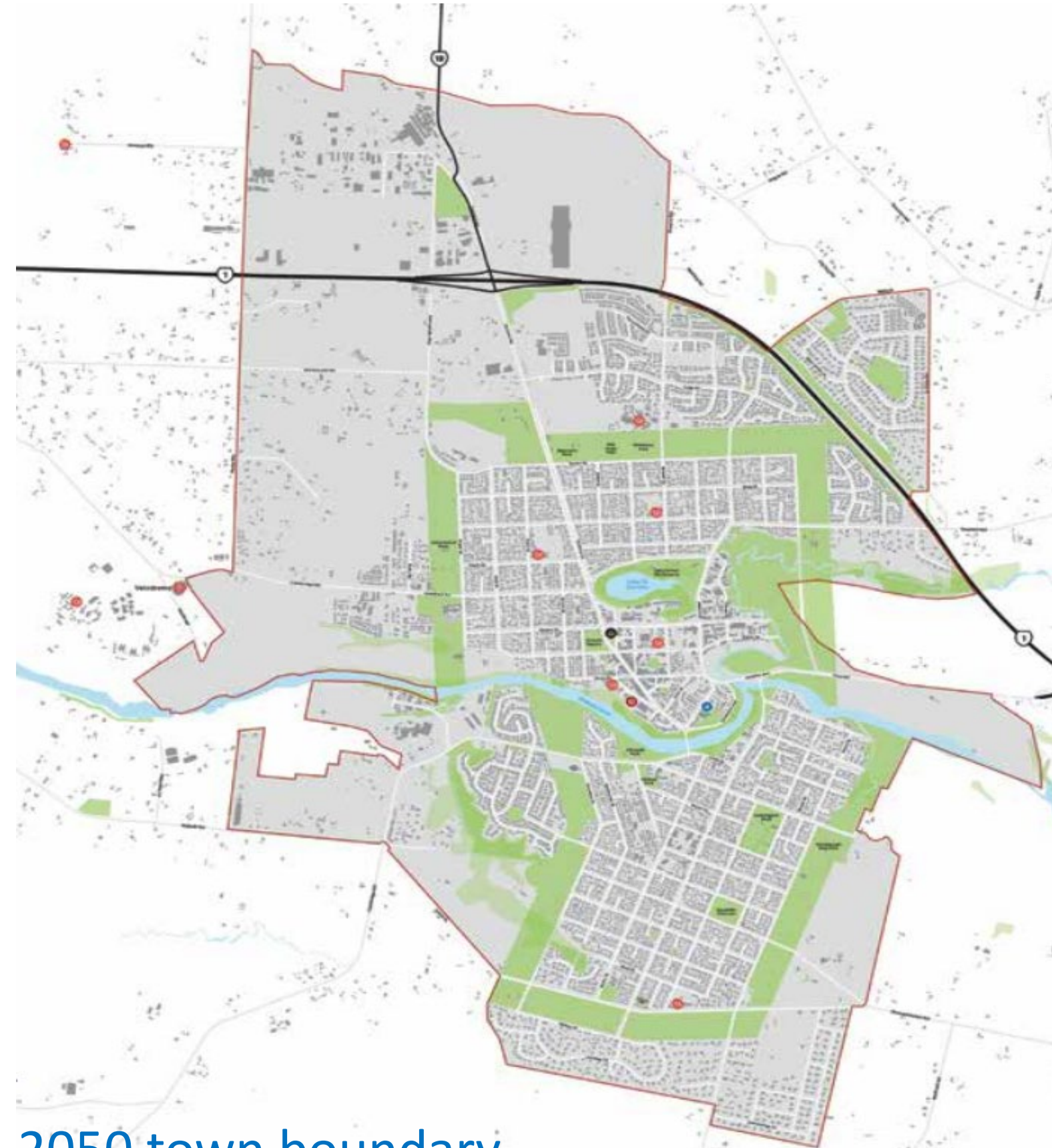


Land use & Growth

A larger town and district in the future means:

- more industry (Hautapu Industrial Area)
- more employment
- more retail/commercial
- more housing and denser housing.

More people and more activity means more traffic, more trips (private & commercial/freight movements) and more congestion.



2050 town boundary

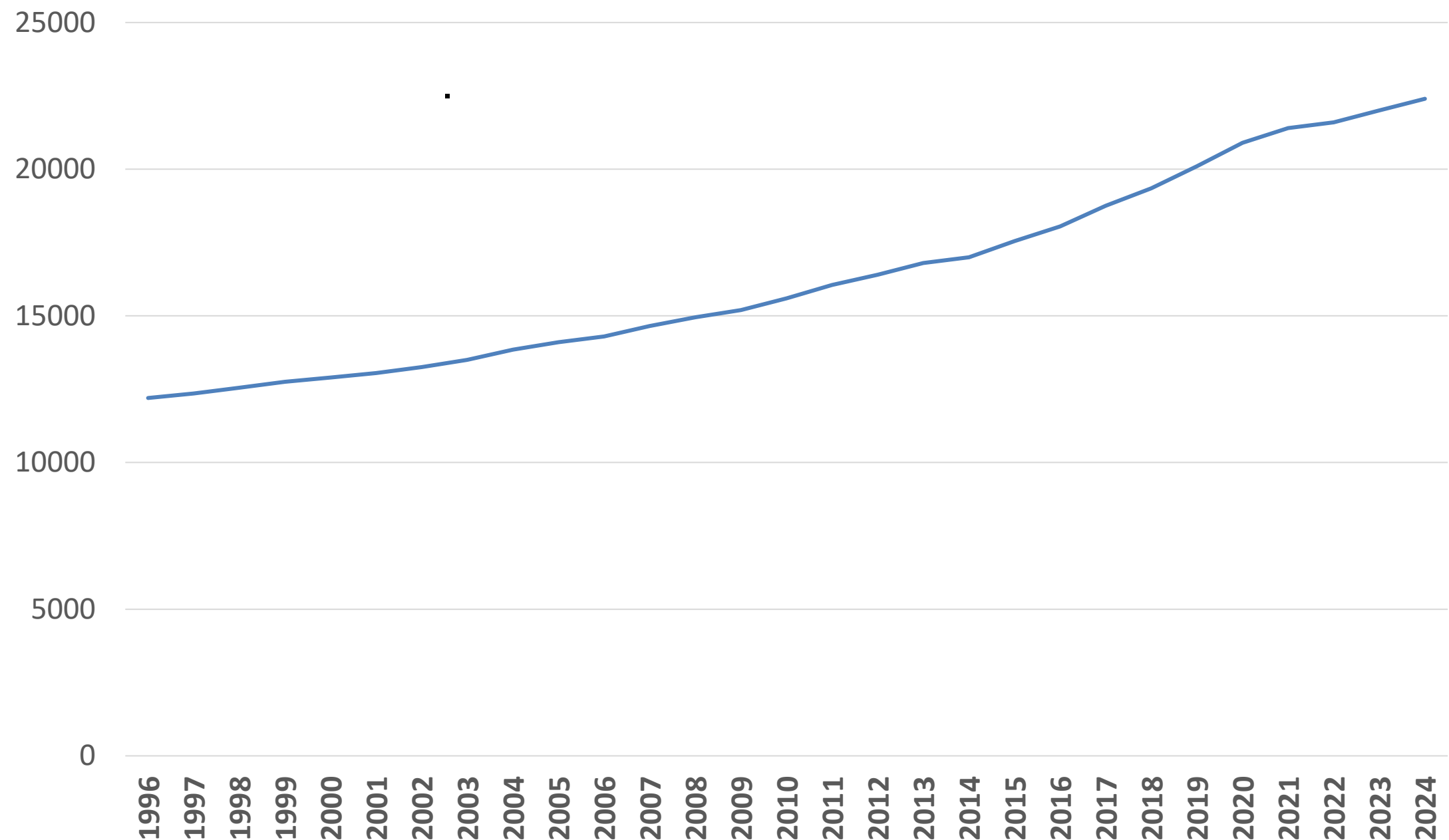
Source: Ahu Ake Waipā Community Spatial Plan



Cambridge: a growing town

- Current population 22,400*, with a growing elderly population, 22.5% aged 65 and older & 19% under 15.
- Population is projected to grow to more than 33,000 people by 2055.
- An additional 25,000 residents are expected in Waipā District by 2050, bringing the district's total population to nearly 75,000

Cambridge estimated resident population 1996 - 2024



*Stats NZ as at 30 June 2024.

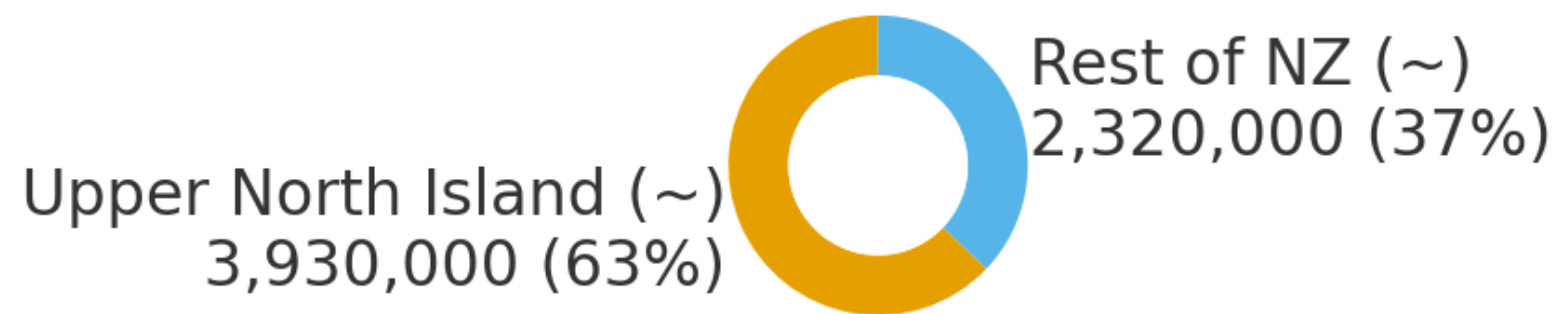
Growth is happening in the Upper North Island

More than 50% of people in NZ already live in the upper North Island.

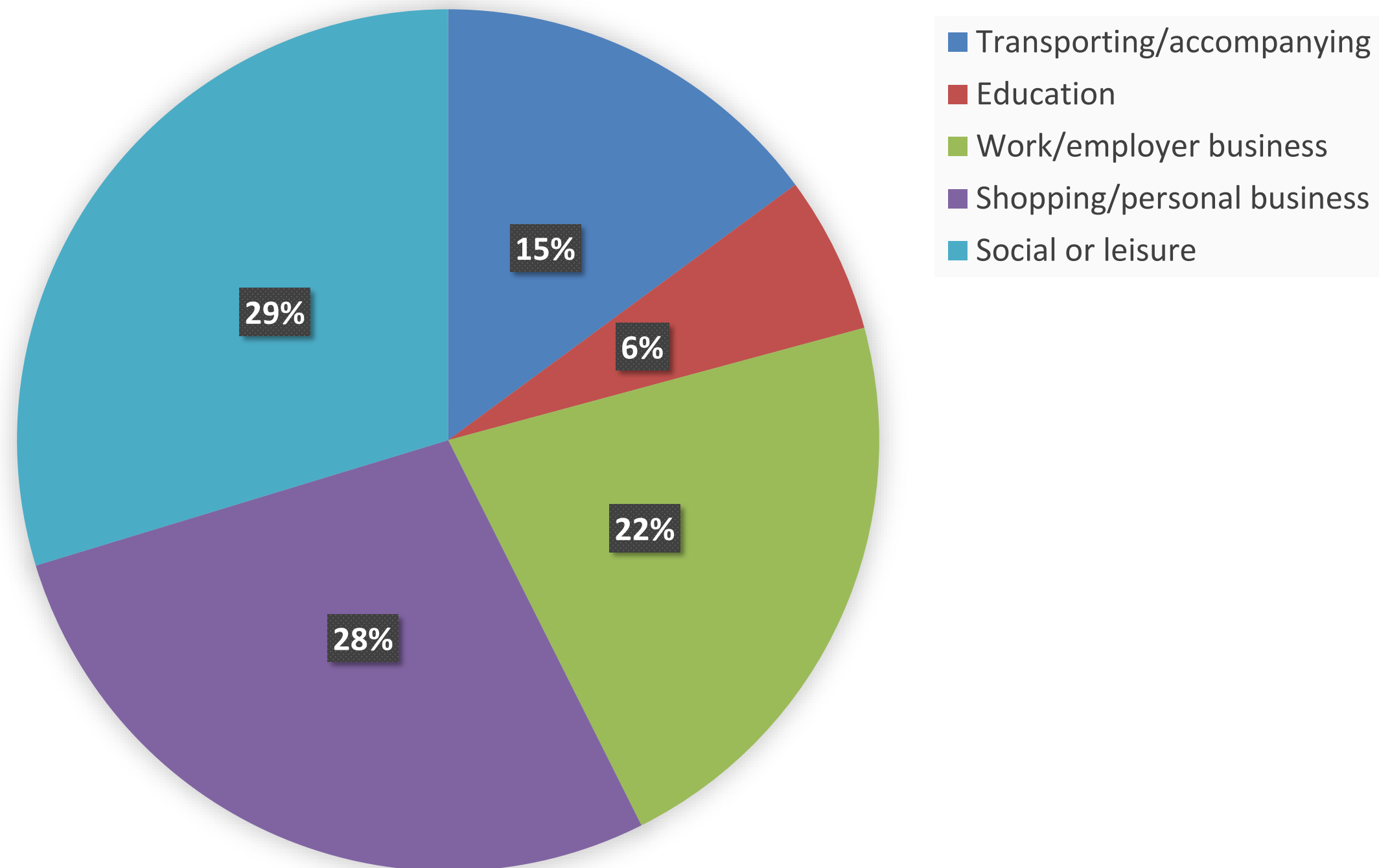
By 2055, more than 60% will do so.



2055 (Projected)

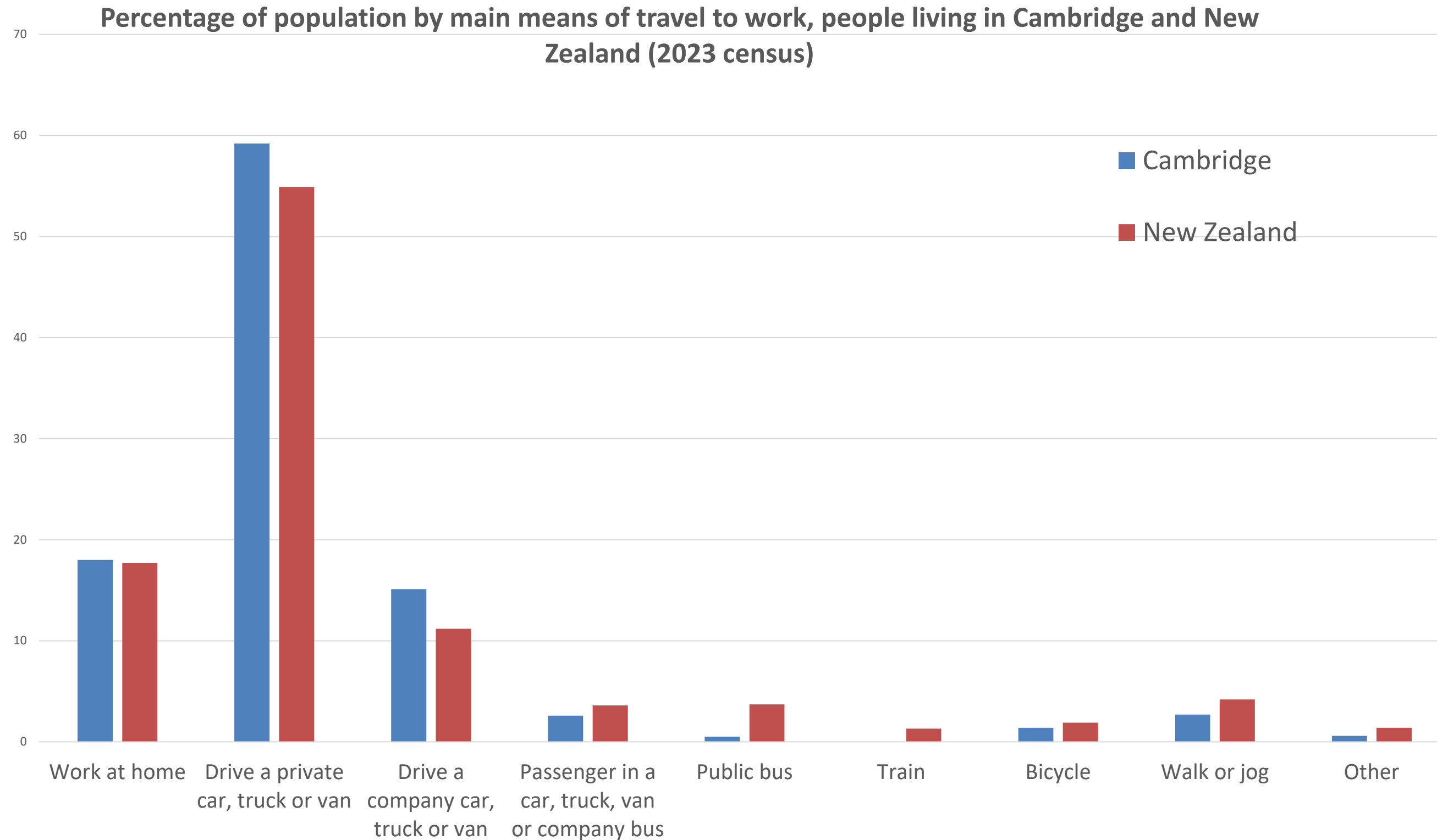


Purpose of trips in NZ



About **29%** of household kilometres travelled in NZ are for **social and recreational** purposes

How Cambridge people travel to work



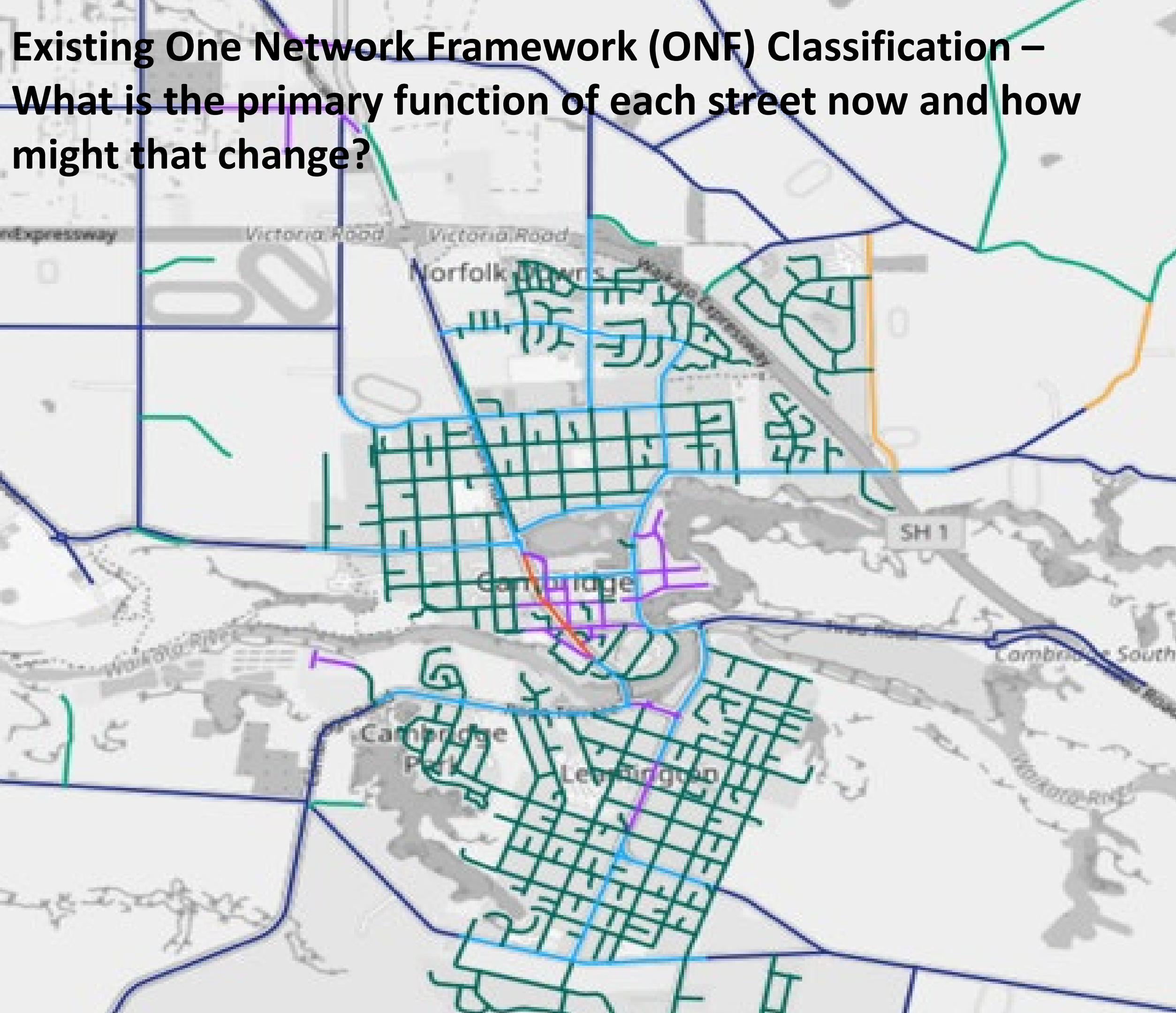
A high proportion of residents travel to work by car.

Travel to work by bus, bike or walking is less than most of New Zealand



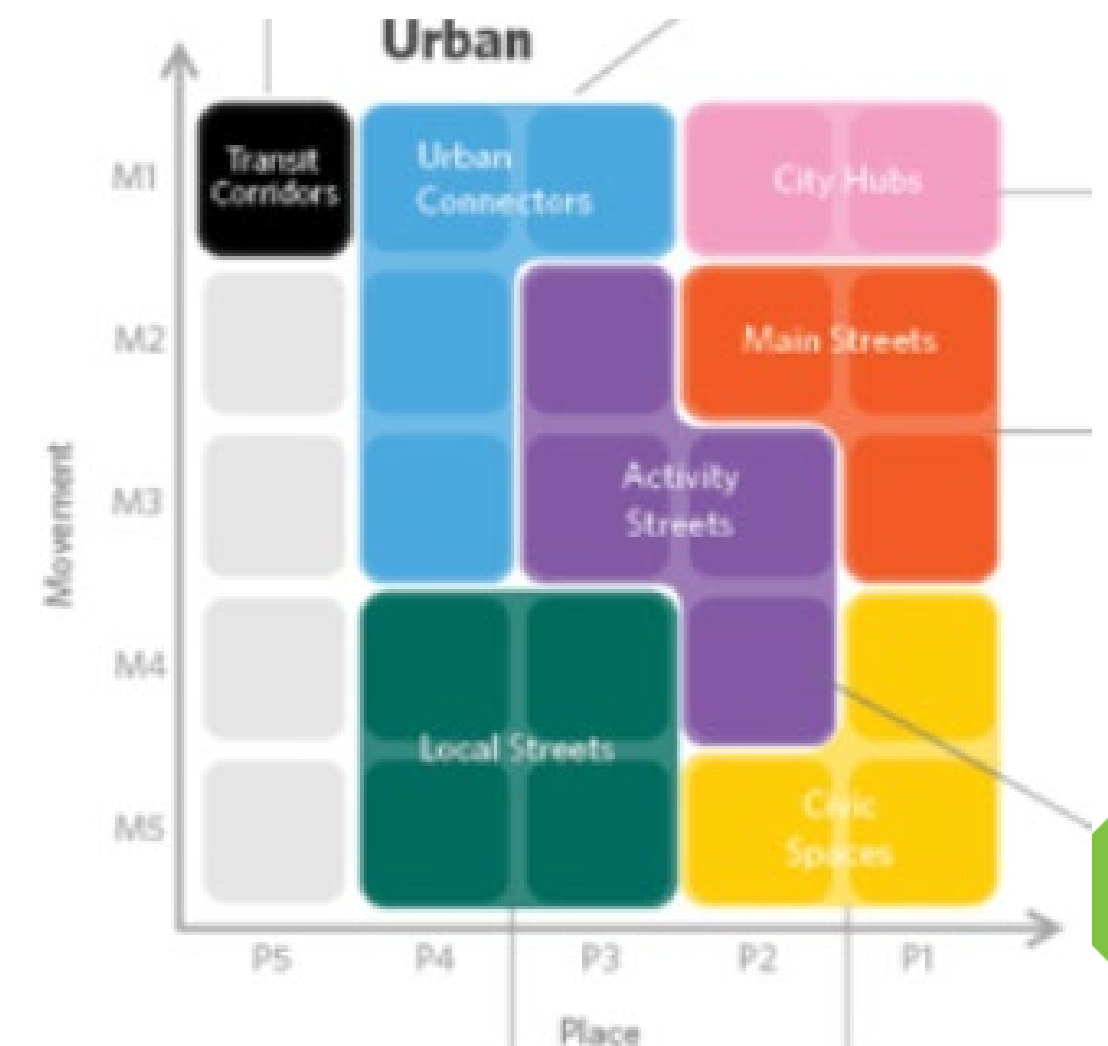
Place holder for travel to work inside and
outside Cambridge - updated with 2023
census data

Existing One Network Framework (ONF) Classification – What is the primary function of each street now and how might that change?

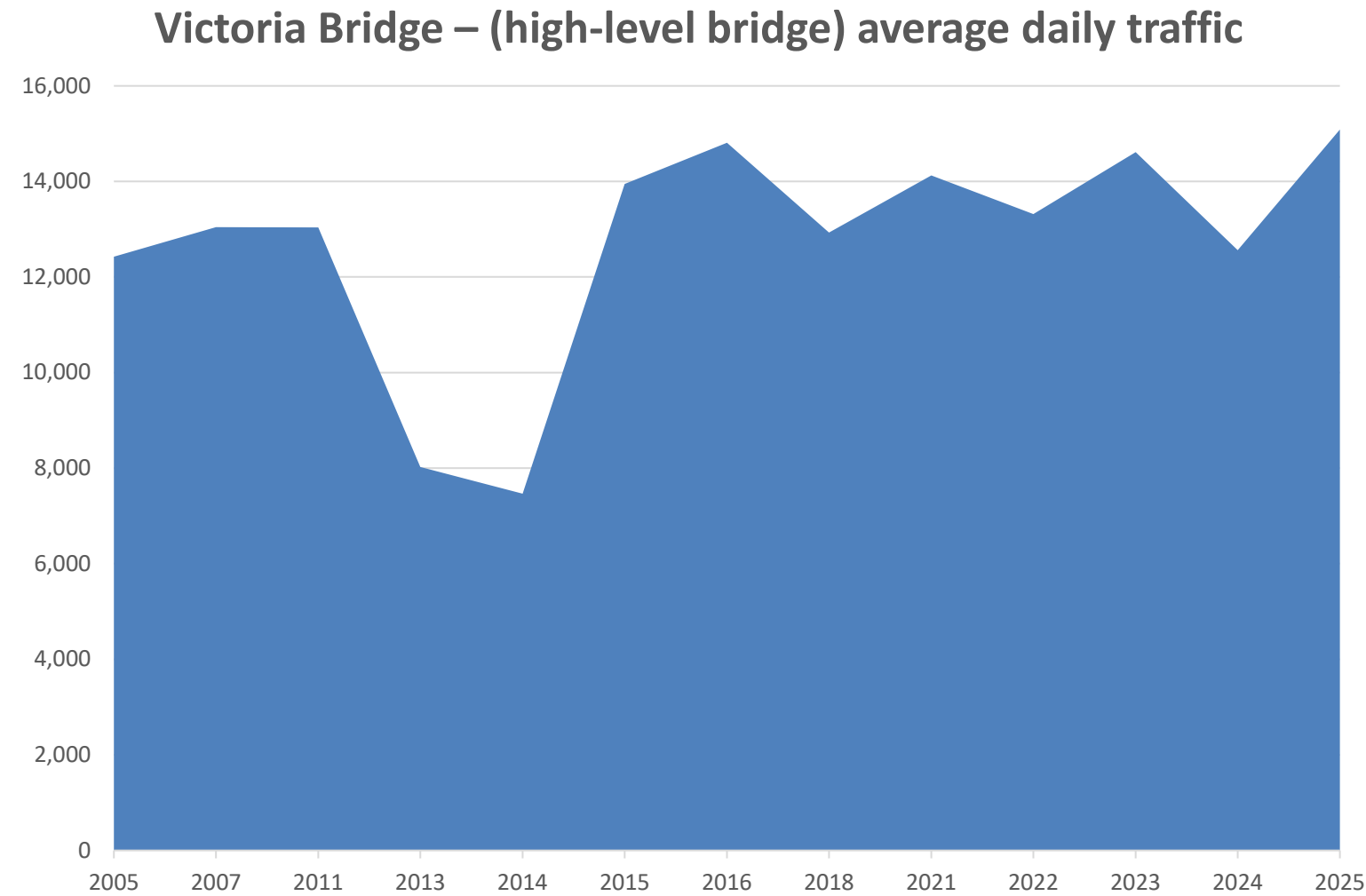


Examples:

- Victoria Rd, an urban connector for moving people & goods;
- Shakespeare St in the commercial area, an activity street with both a traffic movement & place function.

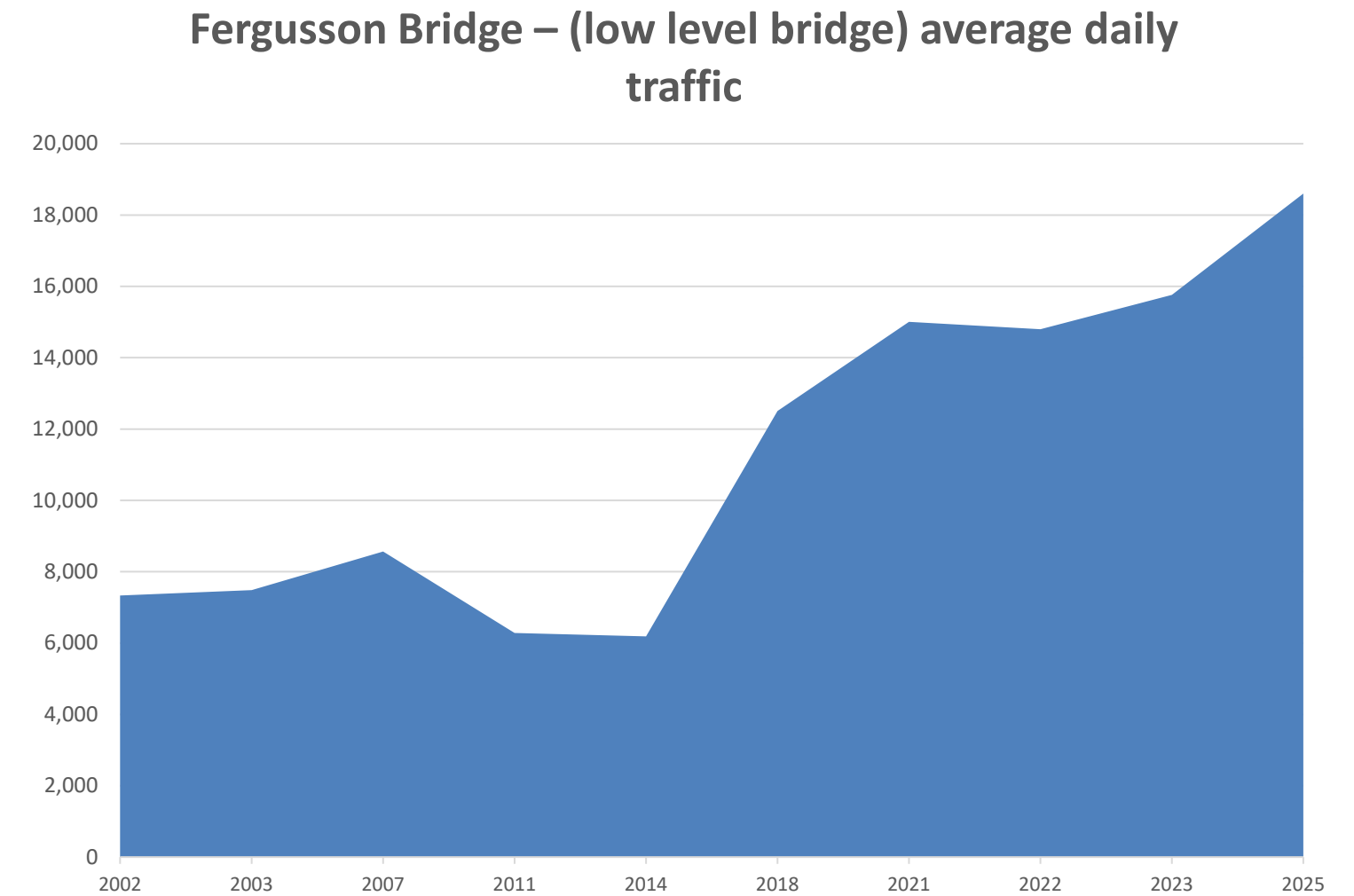


Traffic counts – river crossings



15,086 average daily traffic (ADT) 2025

Note: Decline in traffic 2013-14 due to Victoria Bridge partial closure for footpath replacements



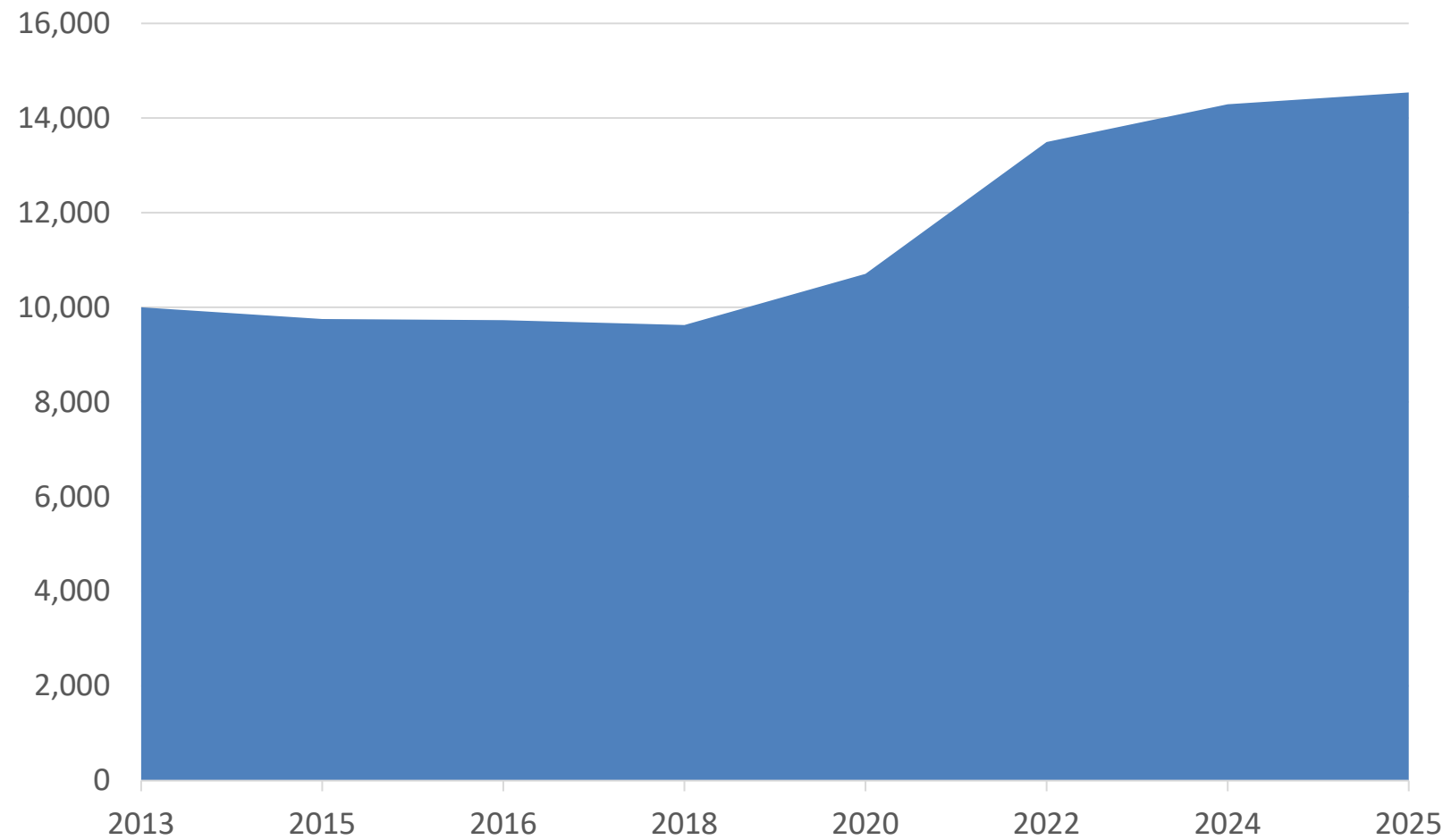
18,601 average daily traffic (ADT) 2025

Note: Fergusson Bridge (Shakespeare St), rapid increase in traffic after 2015 when SH1 was re-routed around Cambridge.

*Source: Waipā District Council Traffic Counting Programme, note global financial crisis (2008-12) and Covid 19 pandemic impacts creating dips in traffic growth

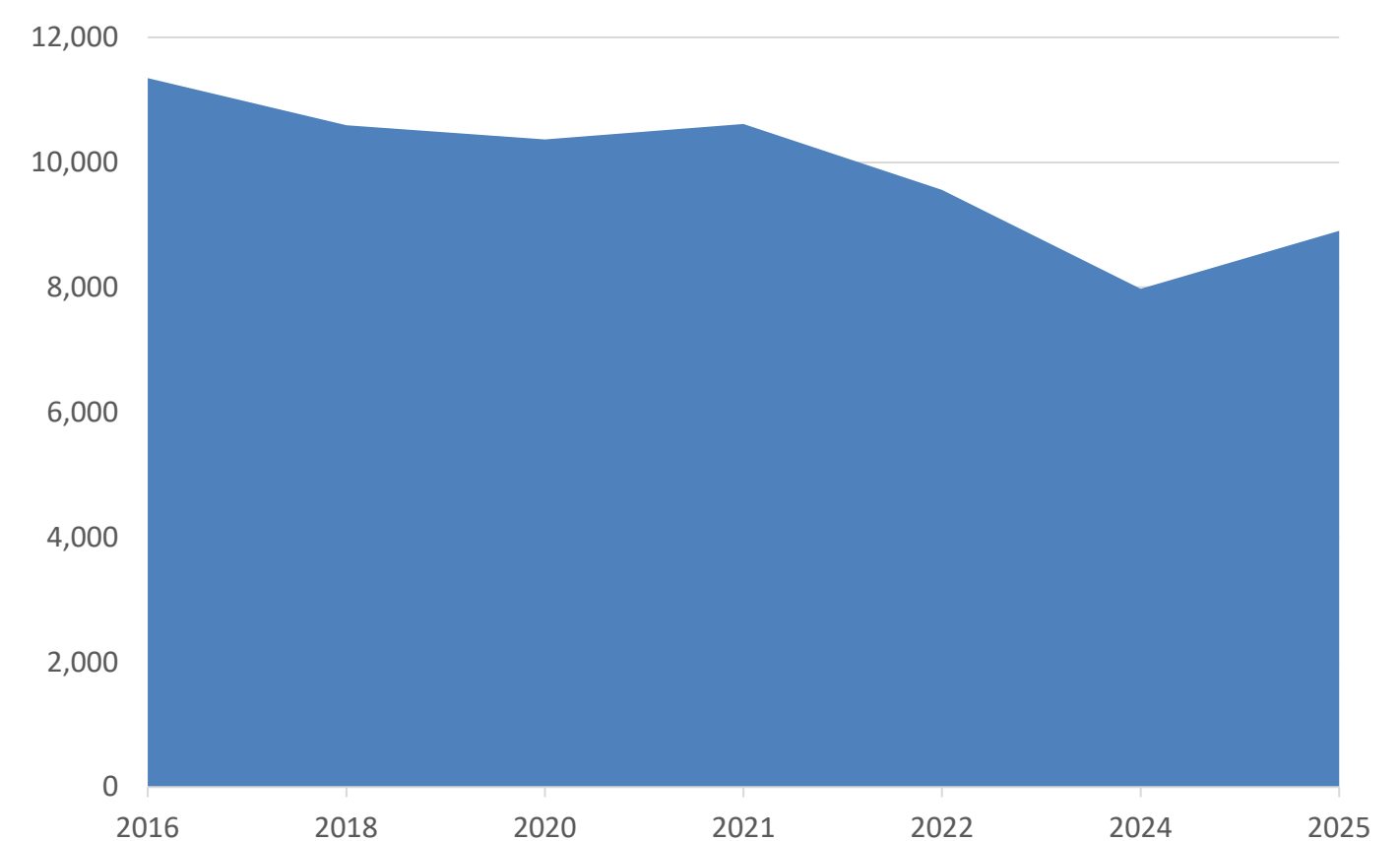
Traffic counts – Victoria Rd & Hamilton Rd

Victoria Rd (North) average daily traffic



14,542 average daily traffic (ADT) 2025

Hamilton Road - average daily traffic

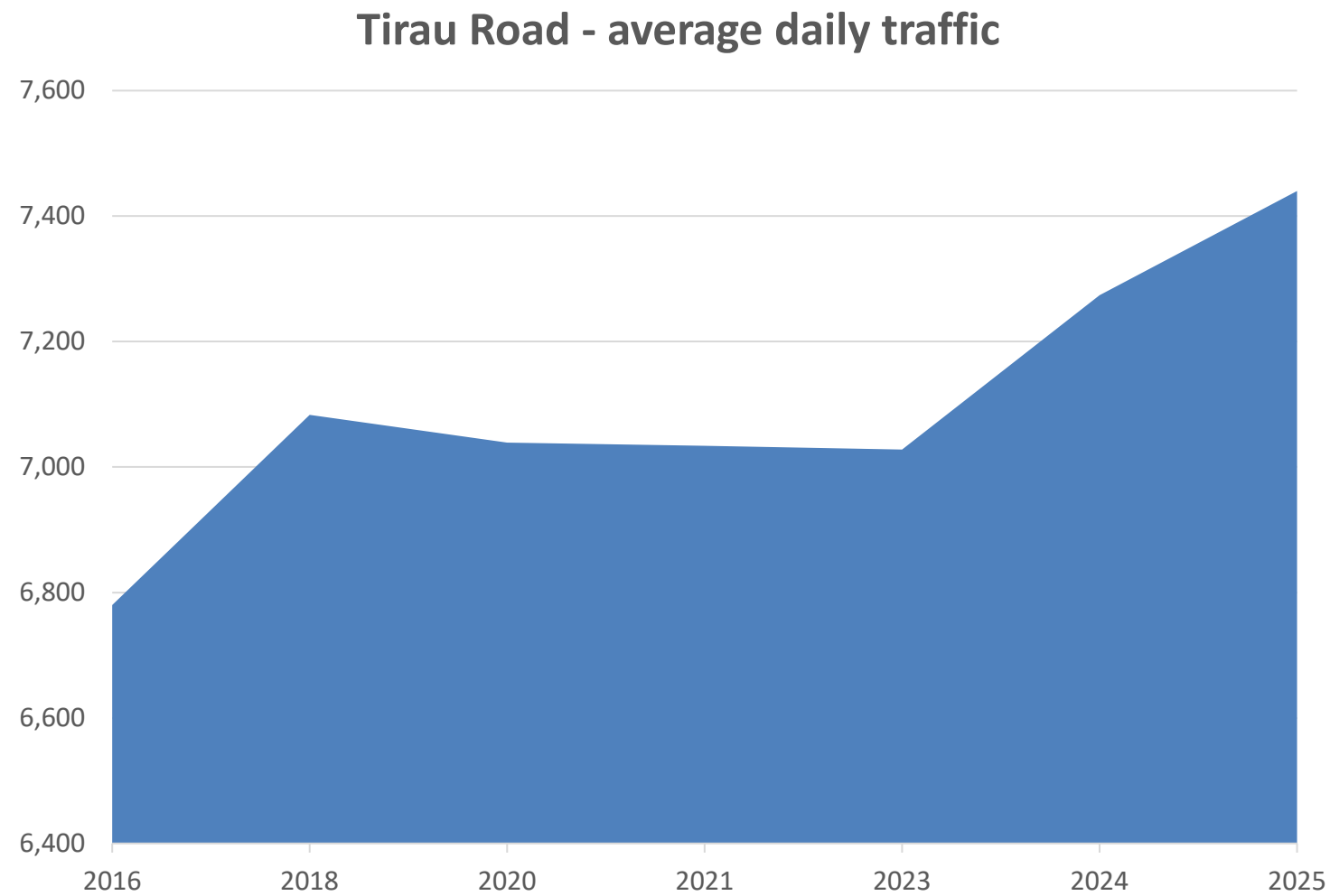


8,902 average daily traffic (ADT) 2025

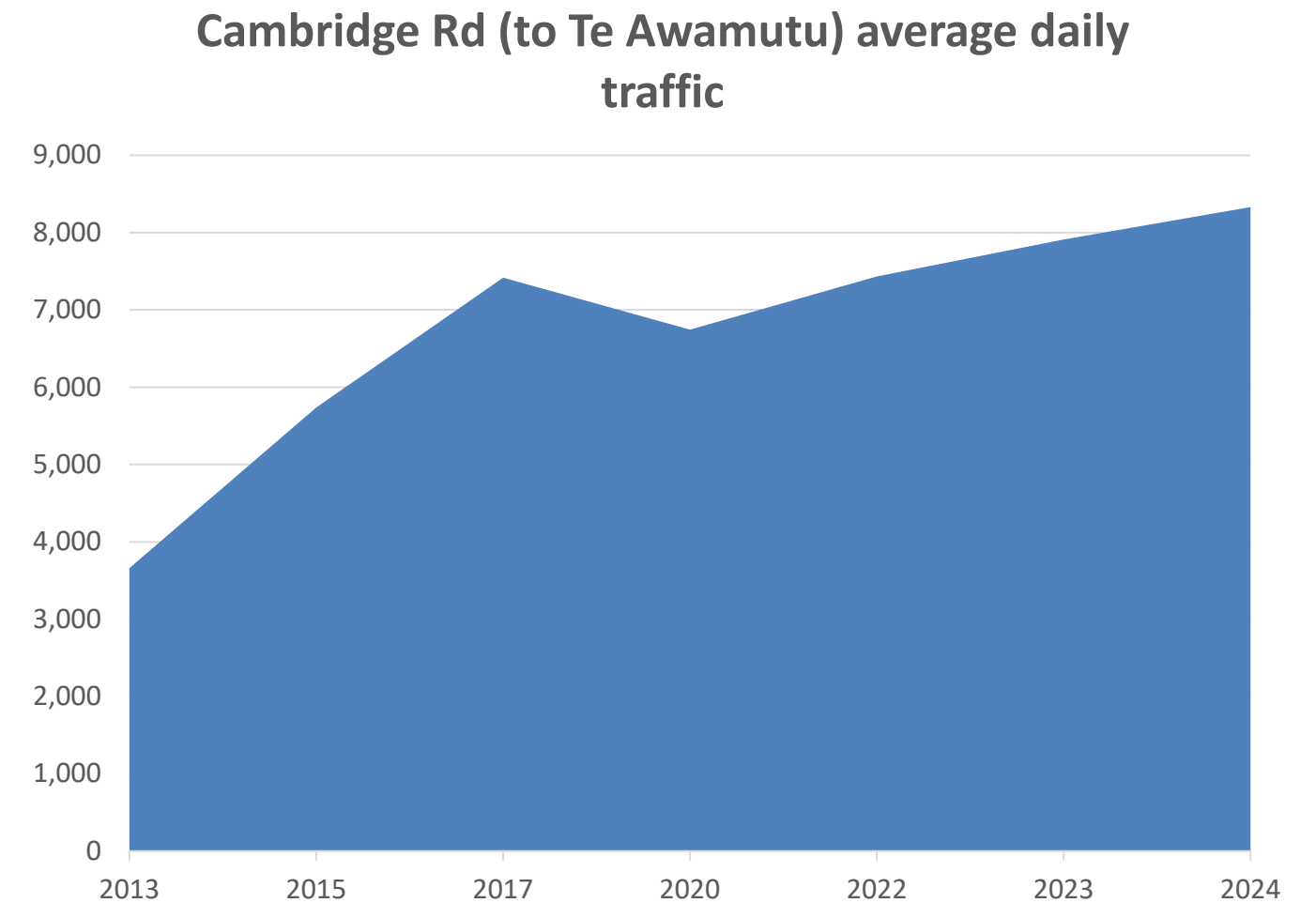
Note: Hamilton Road drop in traffic 2024-25 during major road reconstruction on town boundary.

*Source: Waipā District Council Traffic Counting Programme

Traffic counts – Tirau Rd & Cambridge Rd (south)



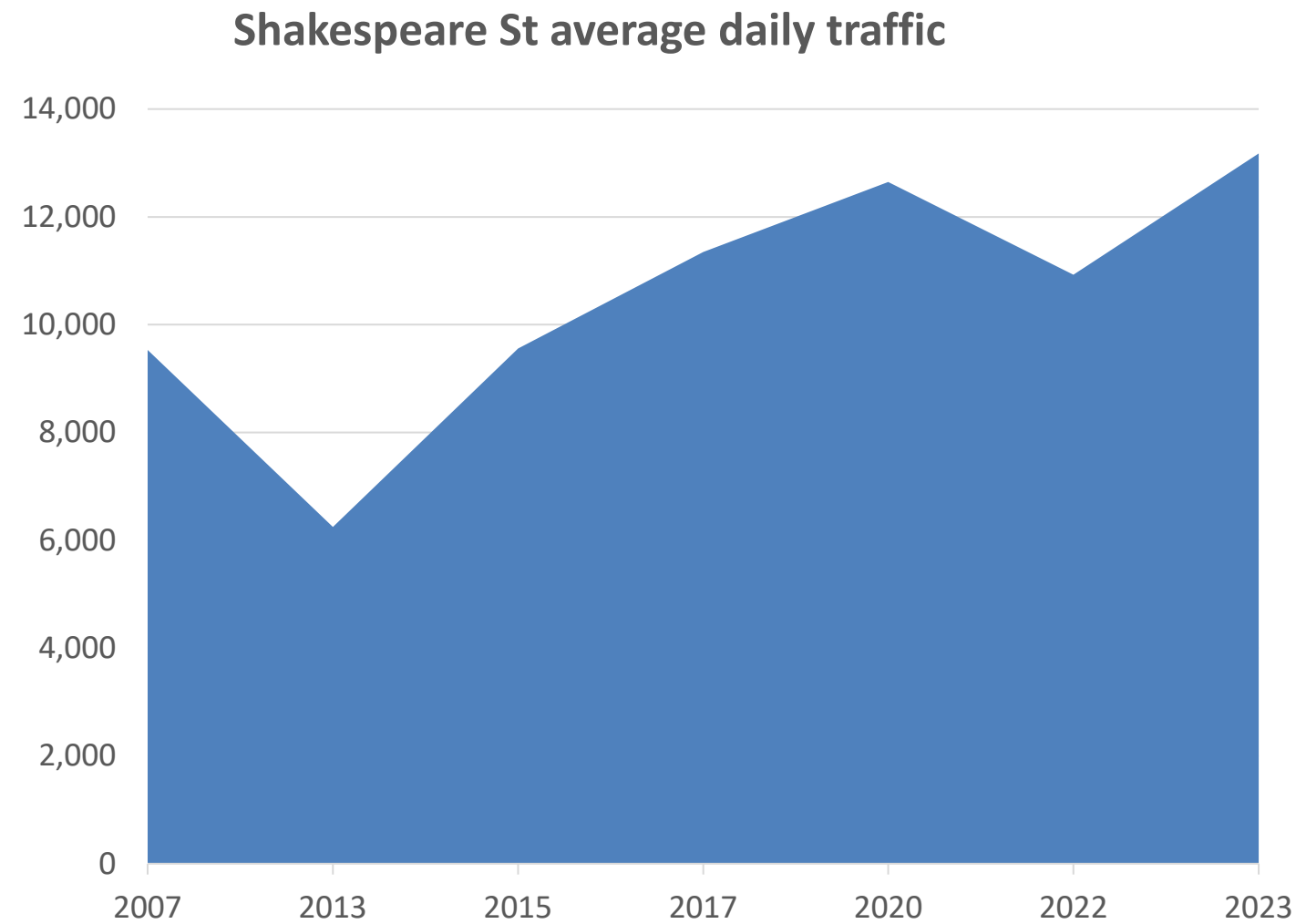
7,440 average daily traffic (ADT) (2025)



8330 average daily traffic (ADT) (2024)

*Source: Waipā District Council Traffic Counting Programme, note global financial crisis (2008-2012) and Covid 19 pandemic impacts creating a dip or plateau in growth

Traffic counts – Shakespeare St

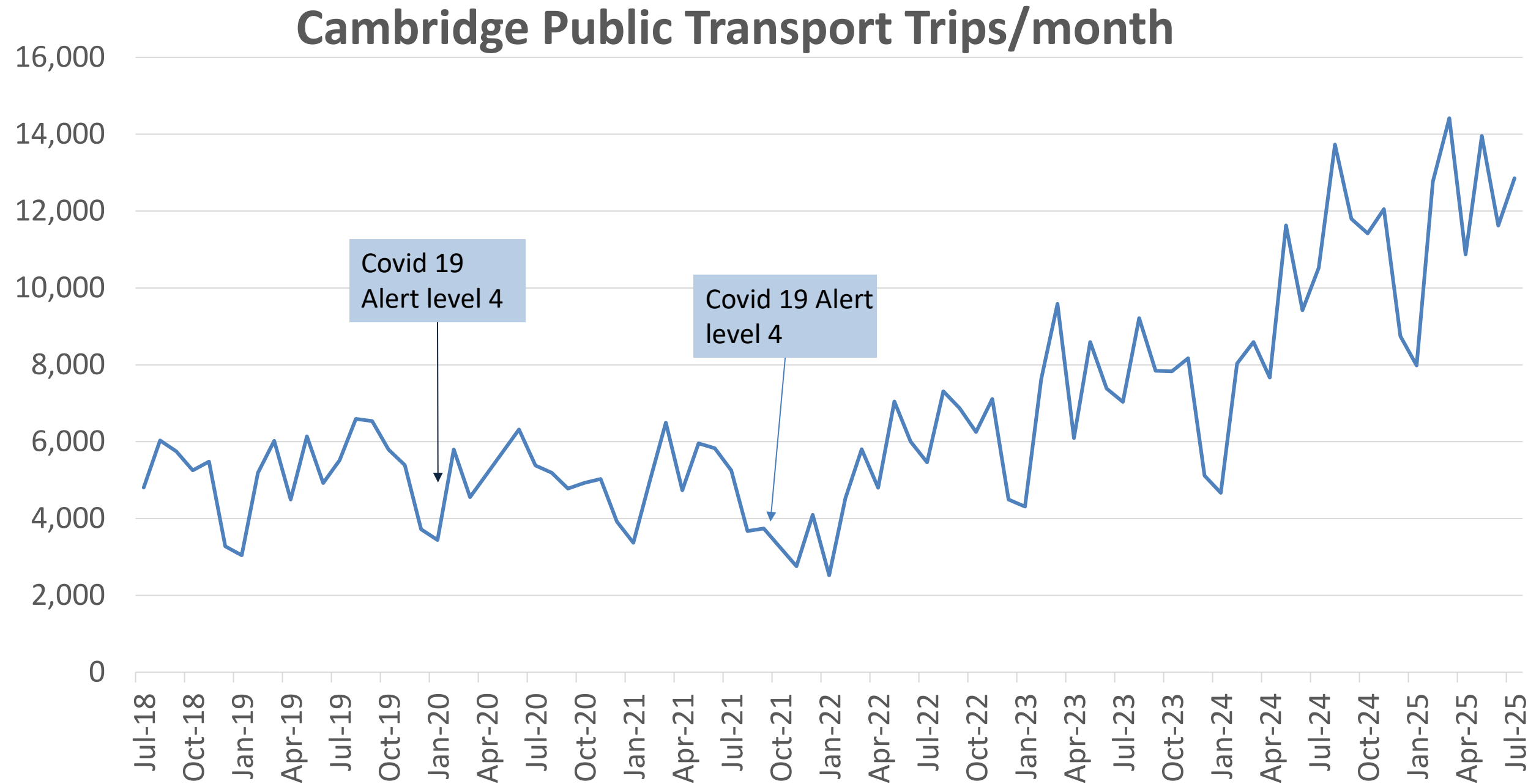


13,176 average daily traffic (ADT) (2023)

*Source: Waipā District Council Traffic Counting Programme, note global financial crisis (2008-12) and Covid 19 pandemic impacts creating dips in traffic growth



Public Transport Trips



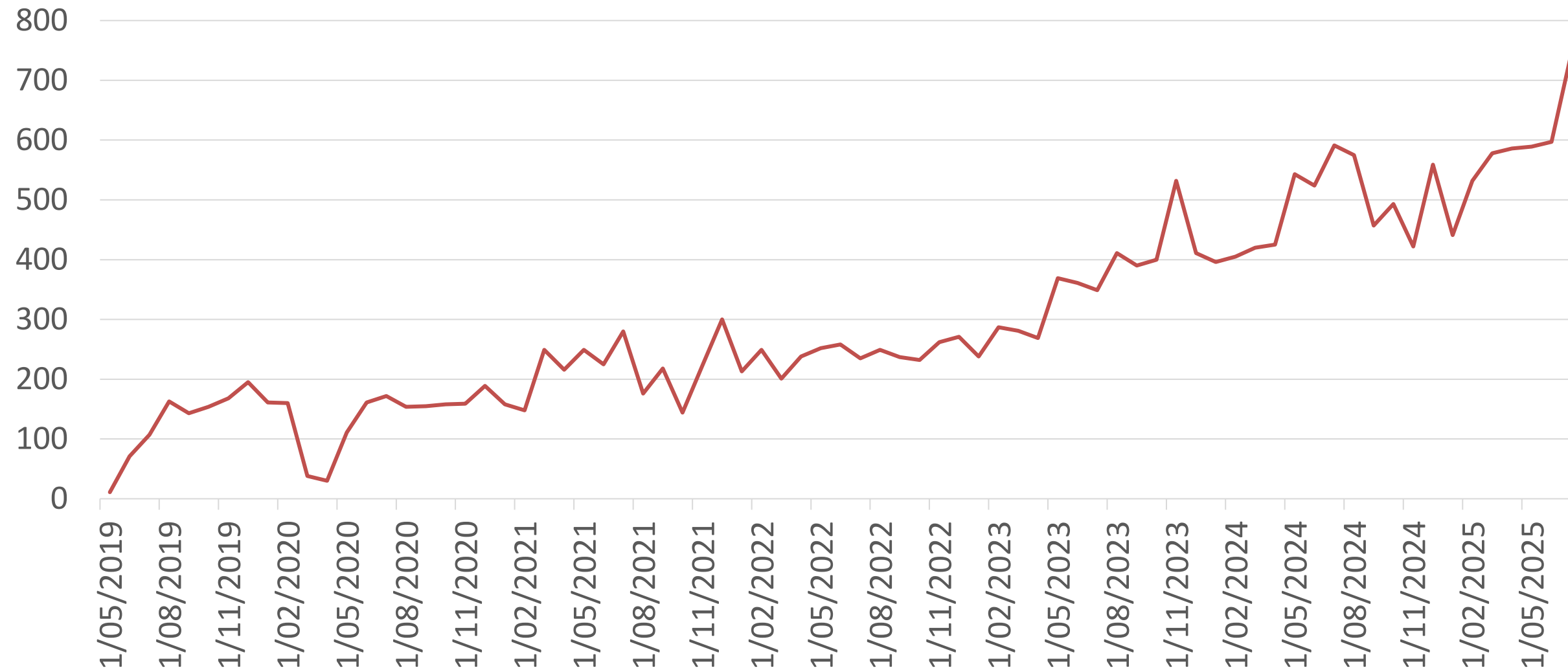
More significant growth in bus use since April 2024 following extension of operating hours and frequency.

A growing older population and young population will mean more demand for public transport.

*Source: Waikato Regional Council, Busit data. Note pronounced dips in use in Christmas holiday periods.

Total Mobility Trips – District Wide

Waipa District - total mobility trips per month

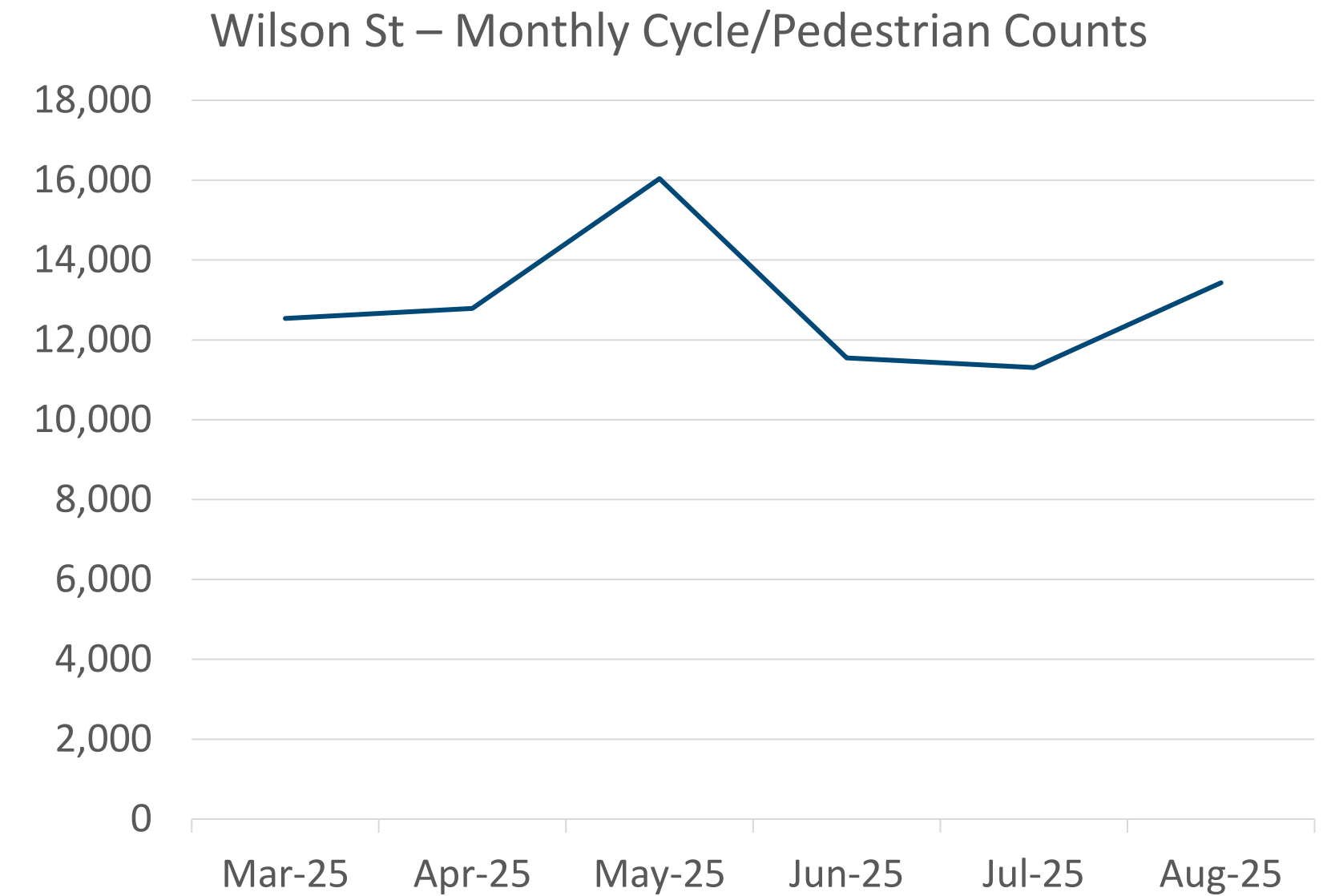
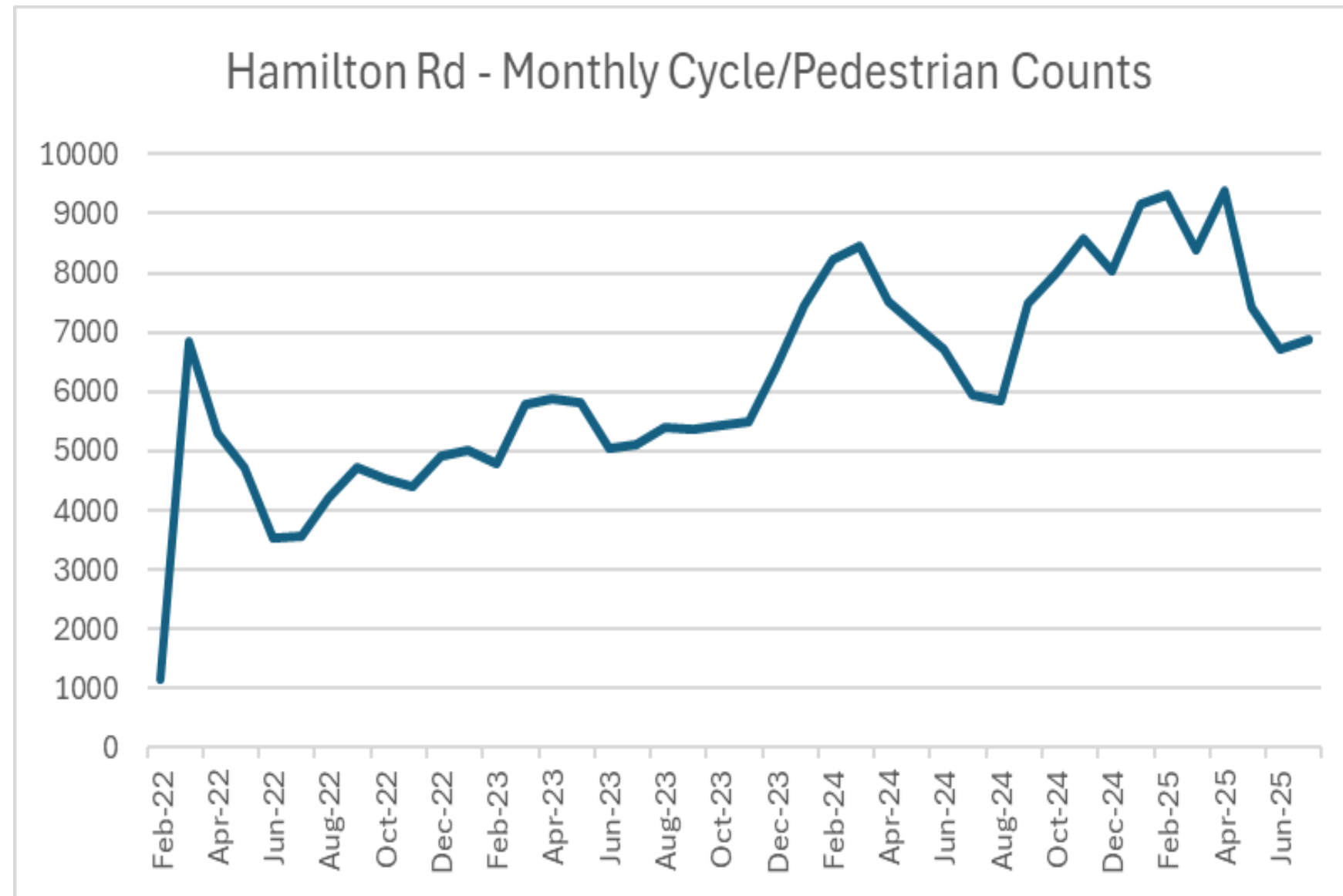


Total mobility trips are increasing.

The growing older population will mean more demand for alternative mobility services.

*Total Mobility Services provide a subsidised taxi service for mobility card holders. Service started in May 2019. Data source: Waikato Regional Council

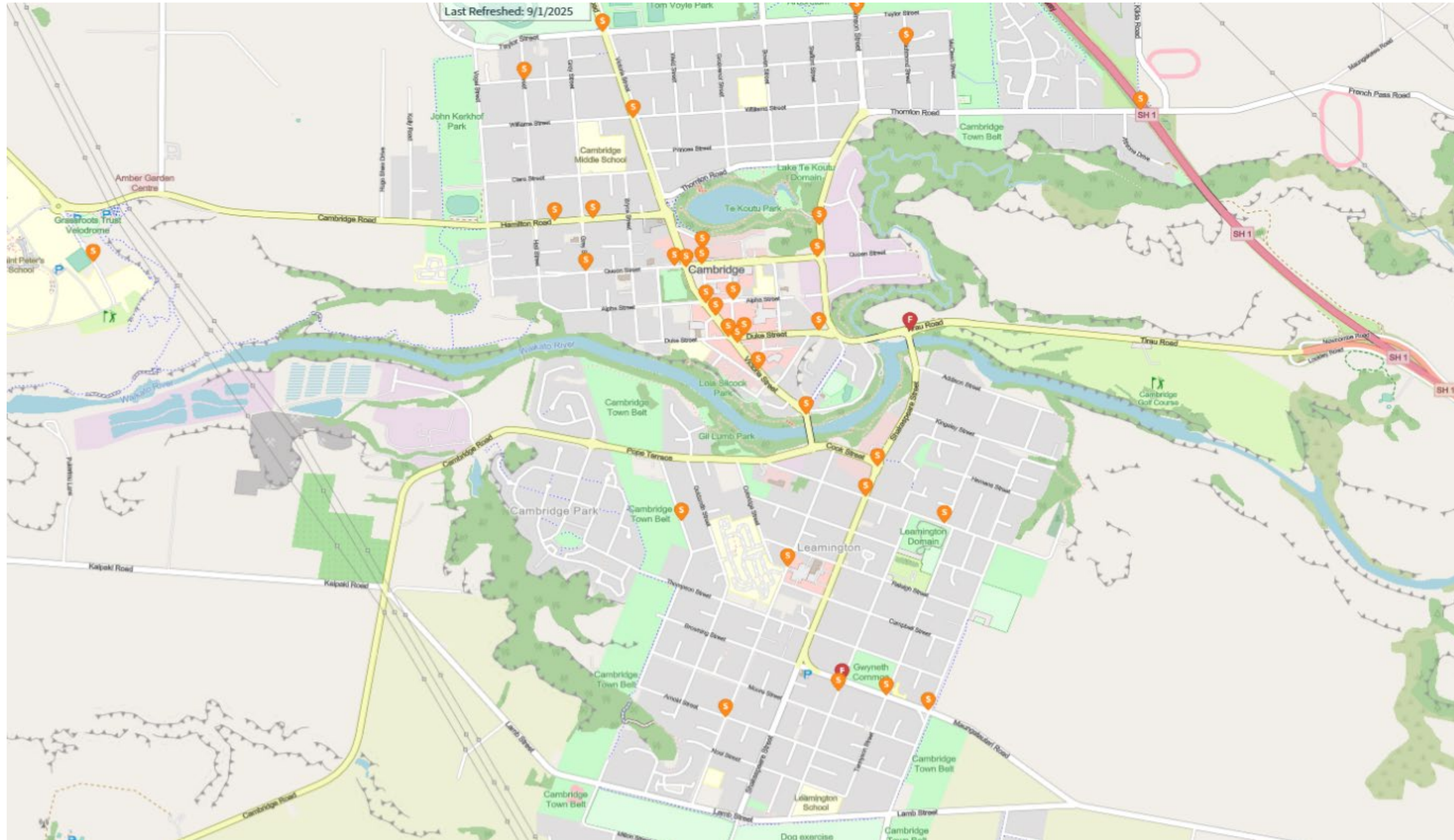
Cyclists & pedestrians counts



Steady growth on Hamilton Road. Note lower use in winter months.

Source: Eco-visio permanent counters. Wilson Street count recently installed.

Fatal & serious crashes (2016 -2025)

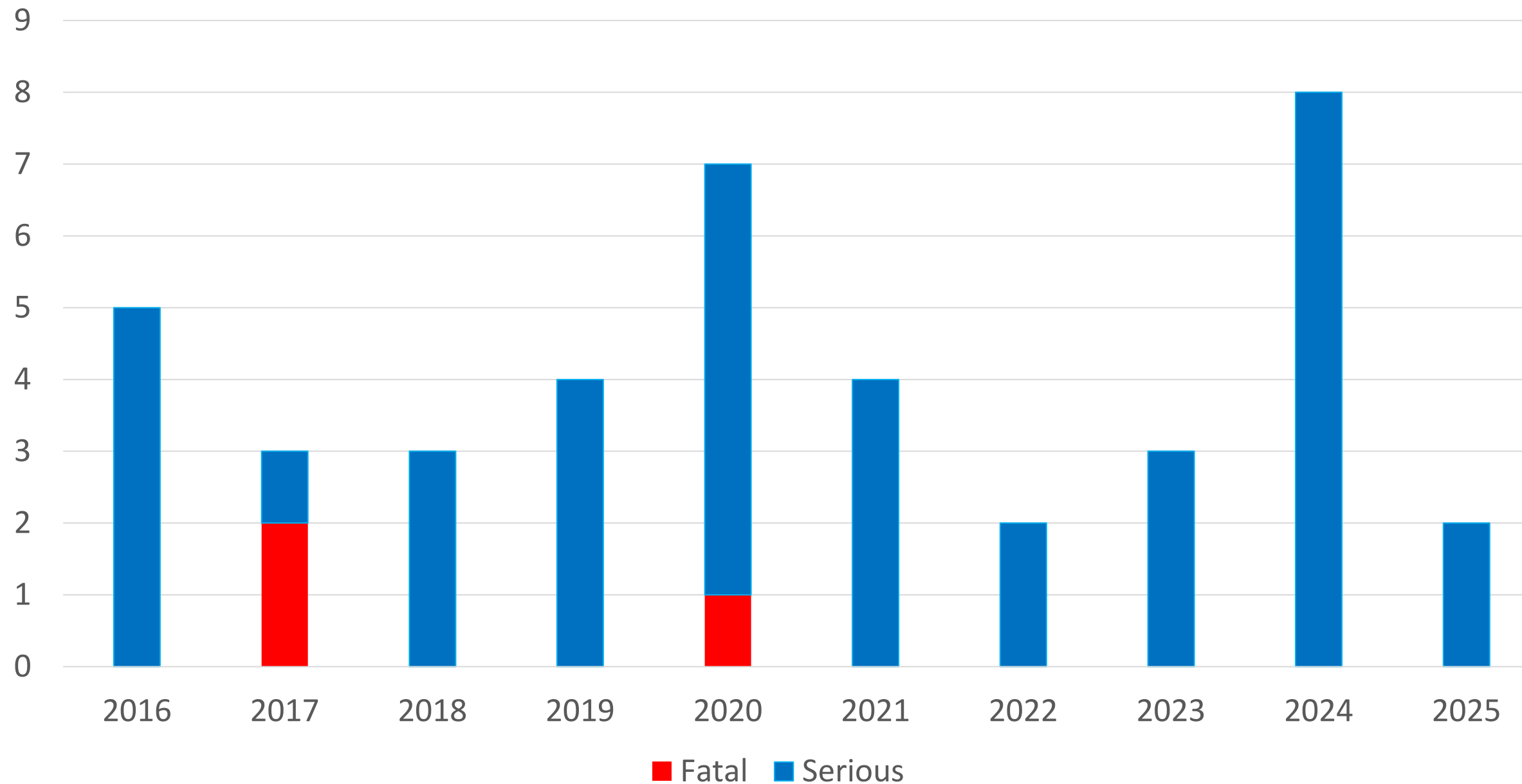


Almost 50% of crashes are at intersections

Source: CAS query: Fatal and serious only, 2016-25, Cambridge and Leamington urban speed zone excluding state highways. Red flags are fatal crashes.

Fatal & serious crashes (2016 -25)

Fatal & Serious Crashes by year (2016-2025)



Source: CAS query: Fatal and serious only, 2016-25, Cambridge and Leamington urban speed zone excluding state highways. 2025 data is a part year currently.





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