

Cambridge Connections: Data and Information Report (as at September 2025)

Purpose

This document includes a summary of existing and known data and information relevant to the Cambridge Connections project (section 1). It outlines the purpose of each data area, identifies the specific stages of the project at which they are most applicable, and provides comments and identifies other data to support informed decision-making for the project. Additionally, the document includes a list of relevant documents and links intended to guide the development of the Plan (section 2).

It is intended that this will be a living document—one that is updated throughout the life of the project. As new insights emerge and further data becomes available through development of the plan and community engagement, this document will be updated to ensure it remains current.

1. Table of Data and Information Needs

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
Population & Demographics	Cambridge's growth and changing demographics.	Stage 1: Scene setting, Strategic case	2023 NZ Census, population statistics (Stats NZ)	√ Yes, Stats NZ	
	Population projections	Stage 1: Scene setting, Strategic case & key input into traffic modelling	NIDEA/Te Ngira population projections, University of Waikato, housed on Waikato Regional Council website. The NIDEA projections are currently agreed and used across the Futureproof partnership	2021 high growth scenario (based on 2018 Census information) for SA2 – urban Cambridge. Note updated projections completed for the 2024-34 LTP (based on the 2018 Census but factoring in the actual population growth being measured by Stats NZ in Waipā District between 2018 and 2025).	In July 2021, the Council adopted the NIDEA/Te Ngira 2021 high growth scenario population projections for Waipā. These projections were prepared using the 2018 Census information as a basis. New population projections (based on 2023 Census) are expected to be available towards the end of 2025.
Local economy	Economic monitoring of the Waipā district's economy.	Stage 1: Scene setting, Strategic case	Infometrics	√ Yes	

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
Transport modes & trends	Main means of travel to work and education	Stage 1: Scene setting, Strategic case	2023 NZ Census, Stats NZ	✓ Yes	
	Where people live and work (Cambridge).	Stage 1: Scene setting, Strategic case	Customised data request, Stats NZ	✓ Request to Stats NZ, note: a cost for customising the data set.	‘Snapshot’ at SA2 based on census data.
	Cambridge trips (their origins/destinations)	Stage 1: Scene setting	To confirm	Not currently used by Waipā District Council	Investigation of potential technologies (e.g. cell phone data) to understand local Cambridge trips (origins/destinations).
	Traffic growth trends (Historic).	Stage 1: Scene setting, Strategic case	Waipā District Council Traffic Counting Programme	✓ Yes	Historic traffic count data collected by rubber tube counters. High volume roads are counted annually or every two years.
	‘Real time’ traffic data to provide more comprehensive insights.	Stage 1: Scene setting, Strategic case	To confirm	Not currently used by Waipā District Council	e.g. Smart cameras to provide ‘real-time’ river crossing data.

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
	Public transport use.	Stage 1: Scene setting, Strategic case Stage 2: Future bus use scenarios.	Busit data, Waikato Regional Council	√ Yes	The Waikato Regional Passenger Transport Plan includes future bus transport scenarios which can be examined in Stage 2. In addition, options for an internal service to the town will be explored.
	Use of total mobility services	Stage 1: Scene setting, Strategic case	Waikato Regional Council	√ Yes	Data is for entire Waipā District area and cannot be broken down to towns.
Cycling, pedestrian & micro-mobility data	Urban mobility network counts	Stage 1: Scene setting, Strategic case, Stage 2	Eco-visio permanent counters.	√ Yes, data available since opening of cycleways	Two permanent counters, one on Hamilton Road and one on Wilson Street. Separate counts available for pedestrians and cyclists.
	Map visual to show walk and cycle distances/potential demand in Cambridge.	Stage 1: Scene setting, draft Strategic case	Completed as part of the previous Cambridge Connections work (2023)	√ Yes	Also potential to use publicly available data like Strava heat maps showing common cycling routes.
	Barriers to walking & cycling to school.	Stage 1: Scene setting, draft Strategic case	Safe Ways to School 2018 research, Waipā District Council	√ Yes	

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
One Network Framework (Roads and streets classification tool)	Map tool to show the primary use or purpose of each road in the network.	Stage 1 : Existing Network, Stage 2 (develop during transport ideas)	Waipā District Council. (Refer to NZTA website for One Network Framework background)	Existing network completed (2022). Future network scenario to be completed during Stage 2.	Development of a future network scenario helps the community visualise where road use may change and where investment may be needed.
Freight Transport trends	Understand demands for freight transport, modes, new technologies and key routes.	Stage 1: Scene setting, draft Strategic case	Evidence pack – Waikato (NZTA) Arataki Regional direction Waikato (NZTA)	Some information available on trends/insights.	Investigate of other freight information available.
Road safety	Safety of the network, trends in crashes and where crashes are concentrated.	Stage 1: Scene setting, draft Strategic case	Crash Analysis System (CAS) managed by NZTA	√ Yes	Note: CAS includes crashes that are reported to and recorded by the New Zealand Police.
Parking occupancy	Parking utilisation (e.g. length of stay, occupancy).	Stage 2: Parking data to inform transport ideas/options.	Parking technology providers (tbc)	Not currently used by Waipā District Council	Trial parking technology to understand utilisation of parking.

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
Bridges	Assessment of bridge infrastructure	Stage 1: Scene setting, Strategic case	Waipā District Council	A number of reports available (refer to section 2)	Historic reports generally discuss bridge capacity, condition and maintenance requirements. Interpretation and bridge specialist advice will be required to examine future bridge requirements.
Future trends technology advancements in transport	Understanding how technology changes could influence the transport of people and freight.	Stage 1: Scene Setting, Strategic case	Arataki Regional direction Waikato (NZTA)	√ Yes	Further information from NZTA.
Existing transport network	Base information (maps, visuals) for existing transport network including: key traffic networks, bus routes, urban mobility plans.	Stage 2: Base maps for developing transport ideas	Intramaps, Waipā District Council	√ Yes, base layer information available,	
Community engagement	Community priorities in the Ahu Ake Waipā Community Spatial Plan, Cambridge Town Concept Plan (Refresh) 2019	Stage 1 and Stage 2 (long-list)	Waipā District Council	√ Yes	Key phase: 2.1 Build on transport ideas from previous community feedback/ideas to develop 'long list' of transport ideas.

Data/Information Area	Purpose/use	Project Stage	Source	Current availability	Comments
	Community engagement feedback responses on Cambridge Connections previous stage transport short-list options (March – April 2024)				
Transport Modelling	Traffic modelling to evaluate transport ideas and options.	Stage 1: Identify locations where traffic growth is likely to cause excessive delays. Stage 2: assessment (long list and short-list options)	Waikato Regional Transport Model (WRTM)	Jointly owned model across a number of partners including Waipā District Council, currently managed by Co-Lab	WRTM is a strategic, macro-level planning tool that provides a whole of network view to demonstrate travel patterns and traffic volumes from different scenarios of land use and population. Typically used as a guide for infrastructure planning, not for micro-level analysis. To confirm traffic modelling to assess any options as part of Stage 2.

2. Reports and NZTA Guidance Tools

Strategies/Plans

- Ahu Ake - Waipā Community Spatial Plan, Waipā District Council
- Cambridge Town Concept Plan Refresh, September 2019, Waipā District Council
- Long Term Plan 2025-34, Waipā District Council
- 2050 District Growth Strategy 2017, Waipā District Council. (Note: 2025 Update to the Waipā Growth Strategy 2025-2055 planned to be completed December 2026)
- Waipā Transport Strategy (2022-2052), Waipā District Council

Bridges

- Cambridge Town Centre Road Bridges Capacity and Demand Study, (January 2018) Prepared by Beca Limited for Waipā District Council.
- Victoria Bridge (Cambridge) - Resilience Review Report, (August 2018), Prepared by Beca Limited for Waipā District Council.
- Victoria Street Bridge (Cambridge) Condition Assessment Report, (August 2020), prepared by Beca Limited for Waipā District Council.
- Victoria Bridge Geotechnical Assessment (August 2020), Prepared by Beca Limited for Waipā District Council.
- Victoria St Bridge (RP969) – Deck Investigation Report (August 2021), Prepared by Beca Limited for Waipā District Council.
- Victoria St Bridge (RP969) - Main Arch Bridge Structural Assessment Report (November 2021), Prepared by Beca Limited for Waipā District Council.

Urban Mobility

- Urban Mobility Single Stage Business Case, Waipā District Council.

Public Transport

- Waipā Public Transport Business Case Final Report, Ian Wallis Associates (2020) Waipā Public Transport Business Case, Final Report, 24 January 2020
- Public Transport Pathways (2025) – Stantec prepared for Waikato Regional Council

Traffic & Parking

- Cambridge & Te Awamutu Parking Survey 2019 Parking Occupancy Analysis (March 2020), Prepared by Bloxam Burnett Oliver for Waipā District Council.

Links to other Reports:

- Arataki Regional direction Waikato September 2023 v1 [Arataki - Regional direction - Waikato](#)
- Build or maintain New Zealand's infrastructure asset value, investment and depreciation , 1990-2022 [Build or maintain? | Research & insights | Te Waihanga](#)
- Future Proof [Our focus | Future Proof](#) - Waipā is a partner council in the sub-regional Future Proof Strategy.
- NZTA Evidence pack – Waikato (NZTA)
- Te Ture Whaimana o Te Awa o Waikato (the vision and strategy for the Waikato River)

NZ Transport Agency (NZTA) Guidance Tools:

- NZTA Programme Business Case guidance [Programme business case phase | NZ Transport Agency Waka Kotahi](#)
- Strategic case [Strategic case phase | NZ Transport Agency Waka Kotahi](#)
- Defining problems and benefits [Defining problems and benefits | NZ Transport Agency Waka Kotahi](#)
- [Intervention hierarchy | NZ Transport Agency Waka Kotahi](#)