# Nelson Future Access Project Engagement Report



Beachside Conference & Function Centre Community Session, 16 July 2020

September 2020





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# **Engagement Highlights**

# **FEEDBACK SUMMARY:**

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11545 Total online visits
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- 4154 Unique online users
- 1427 Social PinPoint comments
- 1314 Survey responses (online)
- **Survey responses (paper)**
- **40** Email feedback
- 345\* Attendees at events

<sup>\*</sup>approximate

# 1. PURPOSE OF THIS REPORT

This report describes the process Waka Kotahi NZ Transport Agency (Waka Kotahi) and our partner Nelson City Council used to engage with the community on the short-listed corridor options for the Nelson Future Access Project, and the feedback and findings on the short-listed options. The engagement period ran from 25 June to 27 July 2020.

# 2. BACKGROUND

# 2.1 Project overview

The concept of improving access through Nelson has a long history, and over the past 30 years there have been many suggestions for improving travel in Nelson.

All this past work has provided a valuable basis for the current investigation, which will help develop transport proposals to provide for Nelson's current and future transport needs. The specific project area is bounded by SH6 to the north and east, Rutherford Road/Waimea Road to the south and extending as far south as the Annesbrook Drive roundabout. However, there is a far bigger area of influence for this project, extending beyond Richmond to the south and west, and Atawhai to the north.

The project objectives are to:

- Make it easier for people and freight to move around and through Nelson
- Provide more choices for people to get to where they want to around Nelson
- Improve the quality of the urban environment for people
- Provide a safer transport system that people feel safer using
- Make the transport system more resilient.

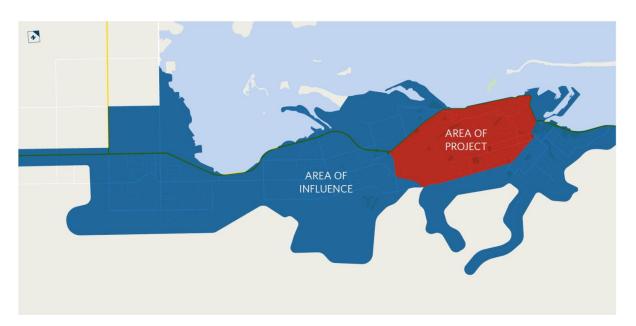


Figure 1: The Project Area

For more about the project, including background on previous investigations, the feedback brochure with survey form, and an extensive list of Frequently Asked Questions, please view information on the Waka Kotahi website:

www.nzta.govt.nz/projects/nelson-future-access-project

# 3. ENGAGEMENT OVERVIEW

# 3.1 Engagement Approach

Ensuring that a robust engagement approach was undertaken, and that broad community engagement was achieved, Waka Kotahi in partnership with Nelson City Council:

- Sought feedback of materials and engagement approaches through the Project Reference Group (described below) and approval from the Project Governance Group which includes representation from Nelson City Council
- Promoted the community information sessions through multiple channels, including district wide household advertising through the Nelson City Council, Our Nelson newsletters, paid advertising in local print and social media, posters at both local council service centres and Nelson City Council's three libraries
- Held 4 community information sessions
- Held 1 minority community group specific sessions with professional interpreters
- Used a series of display boards at each of the community sessions with information to explain the project and the options being consulted on for each of the corridors
- Provided relevant information on the project website as well as through the Nelson City Council, Shape Nelson site
- Held fortnightly library drop-in sessions by appointment
- Asked for feedback through printed materials using plain English, including brochure forms, an online feedback form and interactive map (Social Pinpoint), email, phone, individual meetings with the project lead, and notes collected during the community information sessions.

# 4. WHO WE ENGAGED WITH

We engaged with the following groups:

- The Project Reference Group (see more details below)
- Local iwi
- Local communities, including:
  - o Households from the Nelson and Tasman region
  - Interest groups
  - Local Business groups
  - o Minority community groups in the Victory area.

# 4.1 Project Reference Group

The Project Reference Group (PRG) is made up of representatives from a wide range of organisations and groups including our partners Nelson City Council and mana whenua. The PRG provides input into the decision-making process for the investigation phase of the Nelson Future Access Project.

PRG members were encouraged to spread the word about the engagement phase via their organisations and networks.

Groups invited to be represented on the PRG:

- lwi
- Business groups
- Statutory organisations
- Community groups
- Primary industry
- Road transport providers
- Emergency services
- Road user groups including active and public transport interest groups.

# 5. ENGAGEMENT ACTIVITIES

# 5.1 Overview

The community engagement activities included project posters advertising the project and promoting the community information sessions. The project posters were complemented with project brochures that community members could take away. The online information was hosted on the project website, this also promoted the Social Pinpoint engagement platform. Social Pinpoint allowed individuals to identify areas of interest within the project area and provide comment or feedback.

Community information sessions were also held along with individual meetings with the project manager on request and specific minority community group engagement support with interpreters.

# 5.2 Static Information

The project provided posters about the project and promoted the community information sessions and brochures at four static locations, Nelson City Council Service Centre, Tasman District Council Service Centre, Nelson City Library, Tahunanui Library and Stoke Library. These posters were on display for the duration of the community engagement period.

Brochures were restocked as required. The two main locations that required brochure restocking regularly was the Nelson City Council Service Centre and the Nelson City Library. Approximately 1,200 brochures were used during the consultation.

# 5.3 Website

The project webpage on the Waka Kotahi website provided promotional material regarding the stakeholder engagement as well as links to encourage people to complete the online survey and to add comment via Social Pinpoint.

The Nelson City Council, and Shape Nelson provided information on the community engagement and the community information sessions. Links to the online survey and Social Pinpoint were also provided.

The Tasman District Council provided links to the project website through the council's main website page.

# 5.4 Online Engagement Platform (Social Pinpoint)

Social Pinpoint provided an online platform that allowed community views to be captured through a cloud-based approach. This allowed people to provide feedback as well as allowing the project team to see the feedback simultaneously. Participants could also view other people's comments, like/dislike these comments and contribute their own thoughts – starting discussion and debate. One of the main features of the Social PinPoint tool is the ability for participants to comment directly on to a map that shows the project area and the proposed options – comment categories were:

Like

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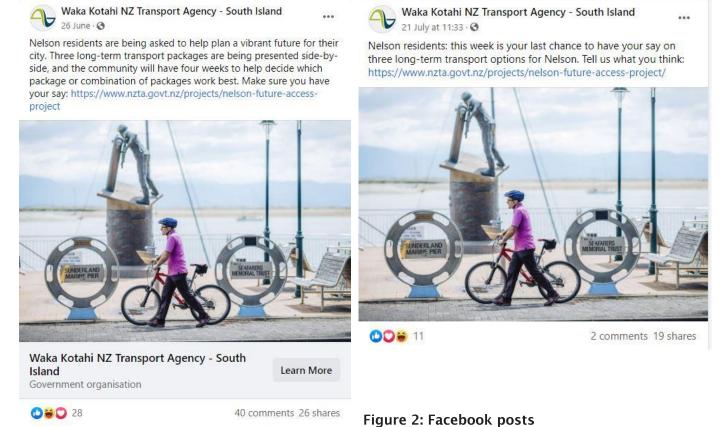
- Dislike
- Make a comment
- Ideas and suggestions.

The Social Pinpoint platform also hosted the online survey, the same questions as per the brochure.

To note, the project team manually added post-it comments received as part of the community information sessions to the Social Pinpoint map.

# 5.5 Social Media

Social media was used to promote the engagement period, explain how to get involved and promote the community information sessions. The main social media platform used was Facebook through the Waka Kotahi South Island Facebook page. Seven posts were made during the engagement period. Several were boosted to provide further reach and the council and others shared the posts.



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# 5.6 Media and newspaper advertising

Advertisements promoting the engagement period, inviting the community to get involved and informing local people about the open days were published in:

- Nelson Mail
- Nelson Leader
- Nelson Weekly
- Waimea Weekly



Figure 3: Example print advert

# 5.7 Community information sessions

Three community information sessions were initially planned for, with two further information sessions added in response to community demand. At the community information sessions, we provided static posters displaying the three long term packages as well as supporting aerial maps of the package alignments that people could provide feedback on by using post-it notes (these were entered into the Social PinPoint platform after the event).

Project team members were available at each information session to listen to community feedback and discuss the options being presented. Project brochures and project information cards were distributed, and community members were encouraged to provide feedback online. Electronic devices were provided at each information session, these were connected to Social Pinpoint, allowing participants to add comment or complete the survey while at the information session.

The following table shows the community information sessions, location and number of community members that attended.

WHERE	WHEN	WHO
Nelson Market	Saturday 11 July 2020	Approx. 140 people
Victory Community Centre	Wednesday 15 July 2020	Approx. 53 people
Beachside Conference & Function Centre	Thursday 16 July 2020	Approx. 92 people
Greenmeadows Community Centre	Tuesday 21 July 2020	Approx. 25 people
Victory Multicultural Community	Wednesday, 22 July 2020	Approx. 35 people



Figure 4: Nelson Market



**Figure 5: Victory Community Centre** 



Figure 6: Tahunanui Beachside Conference & Function Centre

# 6. FEEDBACK SOUGHT

This section outlines how the project sought feedback from the community on the Nelson Future Access options and the responses received.

The engagement was focused on encouraging people to provide feedback on the three long-term packages as well as providing any other suggestions that related to the project study area (see Figure 8).

Feedback was received in the following ways:

- Brochure questionnaire completed and submitted either via post or directly during one of the community information sessions
- · Written submissions via email or letter
- Online survey
- Phone or phone messages feedback
- Social Pinpoint map comments.

The engagement period originally ran from 25 June to 24 July but was extended to 27 July 2020 due to the high interest in the community.

The total feedback comprised of:

Total Feedback by Type	#
Social Pinpoint	1428
Online Surveys	1314
Brochure Survey	502
Emails / Letters	40
Phone	10
Total	3294

The following graphic shows the visits and comments activity on Social Pinpoint during the community engagement period.

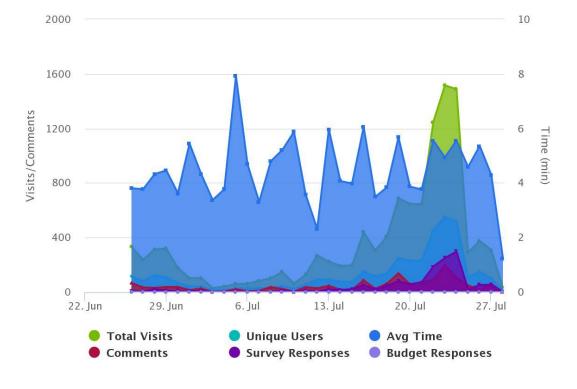


Figure 7: Social PinPoint activity

# 7. PRESENTATION OF THE FEEDBACK

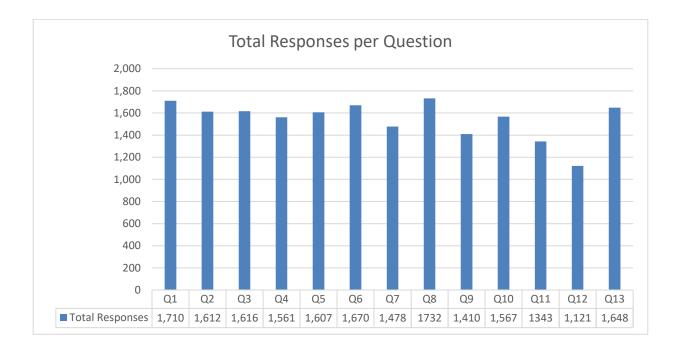
The following presentation is separated into two separate sections due to the type of feedback received, this includes feedback from the online and brochure survey collated and feedback from the Social Pinpoint platform, emails and other feedback such as letters.

# 7.1 Survey Feedback

The following provides feedback received via the online or brochure questionnaire. The questions on the online platform and in the brochure were identical.

# 7.2 Total Responses

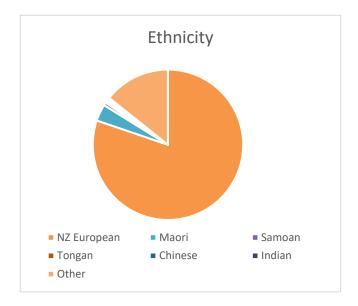
In total 1,816 people responded to the survey regarding the Nelson Future Access Project. 1,314 responded online and 502 people responded to the paper survey. The responses by question is presented in the table below.

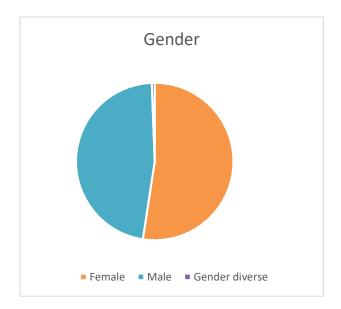


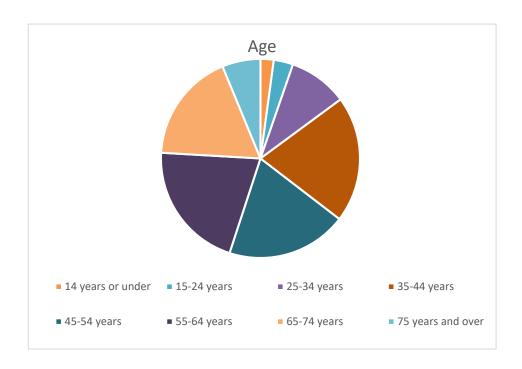
# 7.3 Demographic Profile

There was close to an even response from genders with 52% female and 47% male and 1% declaring themselves gender diverse. 35 to 74-year olds accounted for 80% of the total response age with each of the four decades having around 20% of the share. People under the age of 35 accounted for 15%, with people over the age of 75 accounting for the remaining 6%. NZ Europeans accounted for 80% of the responses while 'other' accounted for 14% and Māori for 4%. The remaining 2% was accounted for by Samoans, Tongans, Chinese and Indians.

The gender split is similar to the gender split that was recorded in the 2013 census. The 2013 census recorded that 89% of Nelson residents are of NZ European decent and 9% are Māori.







# 7.4 Context



Figure 8: Project Map showing the long-term packages

The community was asked to provide feedback on three long-term transport options.

## **Priority Lanes Package**

Adding lanes to SH6/Rocks Road and Waimea/Rutherford (peak period clearways) for priority traffic.

## **Coastal Corridor Widening Package**

Widening the coastal State Highway corridor (provides two lanes in each direction) for general traffic.

# **Inland Route Package**

Building a new Inland Route - with or without priority traffic.

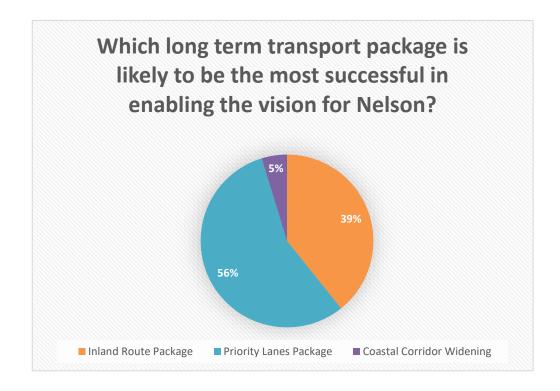
It is predicted that one or a combination of the packages will be required between 2030 and 2035. There is further information about the three packages on the Waka Kotahi website: <a href="https://www.nzta.govt.nz/projects/nelson-future-access-project/">www.nzta.govt.nz/projects/nelson-future-access-project/</a>

# 7.5 Feedback per question

## Question 1

From the 1,816 people that responded to the survey 1,710 responded to question 1:

Which long term transport package is likely to be the most successful in enabling the vision for Nelson of 'Nelson is the smart little city. It is a vibrant place – where we are deeply connected with, and committed to, our natural, social and cultural environment. Clever business and innovation help it thrive. We enjoy living fulfilled lives in smart, sustainable communities'?



What package do you think will help you change the way you choose to travel?

From the 1,816 people that responded to the survey 1,612 responded to question 2 and 1282 gave free response feedback.



Examples of free response answers to question 2.

## Priority lanes Package:

- "It is the only solution to attempt to reduce vehicles on the road by changing the habits of users. All other solutions enable more capacity to vehicles where 75% of single user vehicles is the main problem."

## Inland Route Package:

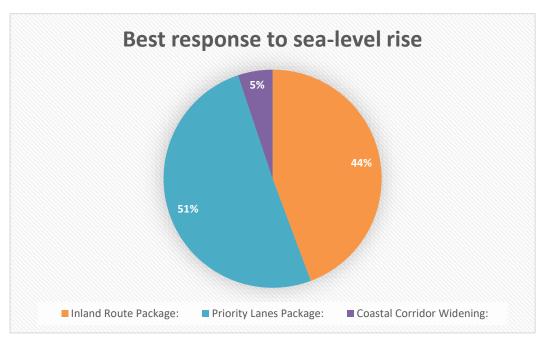
- "I think it will cut down on traffic jams and flow better. Allow emergency services better and faster access to the hospital and travelling at speed to an emergency."

## Coastal Corridor Widening:

- "To travel along the waterfront is such a beautiful scenic route to make it more accessible to all users, vehicles, cyclists, pedestrians we should enhance and celebrate this with clever design."

Which package best responds to sea-level rise?

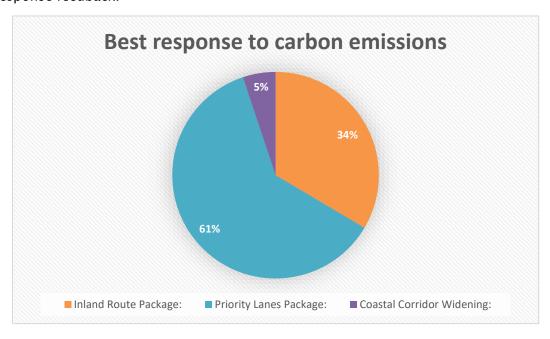
From the 1,816 people that responded to the survey 1,616 responded to question 3.



# **Question 4**

Which package best responds to reducing carbon emissions?

From the 1,816 people that responded to the survey 1,561 responded to question 4 and 922 gave free response feedback.



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Examples of free response answers to question 4.

## Priority lanes package:

- "I think priority lanes have got a lot of potential. In California, electric vehicle only lanes were key to getting electric cars into mainstream use."

## Inland route package:

- "Inland means vehicles will be on the road for shorter time as less holdups/congestion."

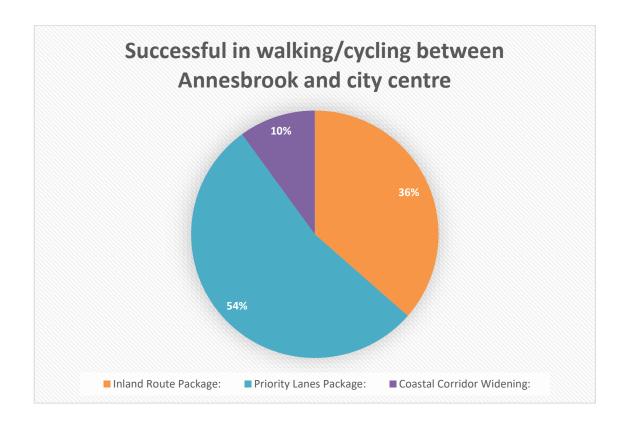
# Coastal Corridor Widening:

- "Carbon emissions will dissipate easier around the coastal road."

#### **Question 5**

Which long term package is likely to be the most successful in getting more people to walk and cycle between Annesbrook and the city centre?

From the 1,816 people that responded to the survey 1,607 responded to question 5 and 1,231 gave free response feedback.



Examples of free response answers to question 5.

## Priority lanes package:

- "This option keeps the reserve and the coastal highway open to foot and bicycle traffic."

## Inland route package:

- "The coastal road becomes a safer road with only local traffic. At present the mix of cycle lanes on the road & shared footpath seems confusing to cyclists, seen frequently by their use of any area that is car free, including footpaths not designated as cycle lanes."

## Coastal Corridor Widening:

- "If we work on reserving the coastline, which is a huge part of our city that many people utilize and treasure, we can continue to keep our city connected to nature. People would want to use this road more often."

## **Question 6**

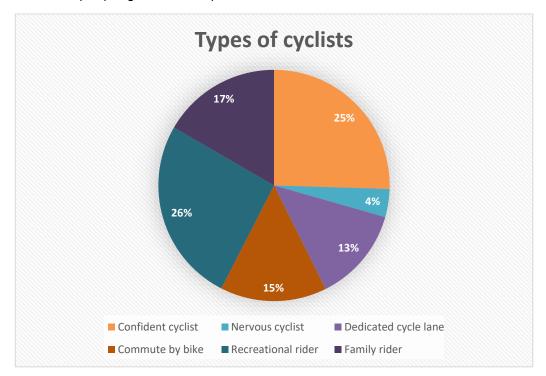
Do you prefer cycle paths separated from road traffic or on-road cycle lanes?

From the 1,816 people that responded to the survey 1,670 responded to question 6.



If you are a cyclist, what type of cyclist are you? Tick all that apply:

From the 1,816 people that responded to the survey there was a total of 3,457 boxes ticked for question 7 and 659 people gave free response feedback.



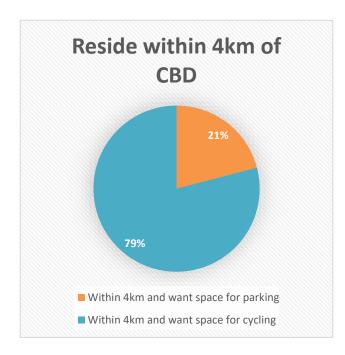
A selection of free response answers to the question: Do you have any additional comments about walking or cycling?

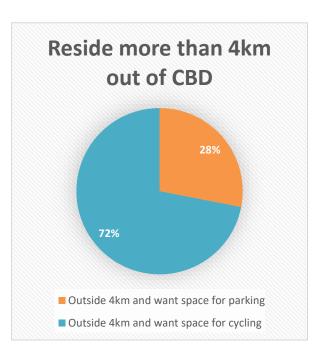
- "When I am cycling with my kids to kindergarten or school, I prefer to have cycle lanes, or I cycle on the footpath for the safety of the kids."
- "Improving bike paths and safer cycling needs to go hand in hand with providing more opportunities for bike parking, redesigning crossings so it is clear to drivers that cyclists also get right of way. Clearly indicated cycle paths if on-road by making the seal another colour.
- "Protected cycle-lanes make safety sense and the experience appealing and enjoyable for those who are nervous. 20km zones are ok for shared use. They also have significant health benefits."

What is more important to you, providing space to park or providing space for walking and cycling?

From the 1,818 people that responded to the survey 1,732 responded to question 8 and 853 gave free response feedback. 1,172 of the respondents lived within 4km of Nelson CBD, 550 respondents were outside the CBD and the remaining people didn't supply a location of residence.







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Examples of free response answers to the question: Do you have any additional comments about parking?

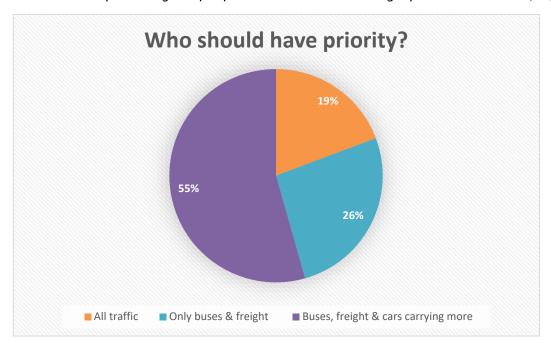
- "There needs to be parking available for residents and cafes/restaurant, and also for the older community to access viewing areas."
- "We have sufficient parking places, especially now that we have new parking meters. Keeping rotation of parking spaces is important- as per current charging plan."
- "Now that I'm driving heaps with my toddler, of course I also appreciate good parking. However, this is a chicken and egg situation. If there were better opportunities for cycling, I wouldn't need parking. I certainly would like to see less cars in Nelson's city centre so would definitely give priority to giving more space to cycling and walking over parking."

#### **Question 9**

If an extra lane was created, who should have priority? Please rank in order of preference.

The options were 'All traffic'; 'Only buses and freight'; 'Buses'; 'Freight and cars carrying more people'.

From the 1,816 people that responded to the survey, 715 gave free response feedback. The pie graph below shows the percentage of people that ranked each category as their favourite/top.

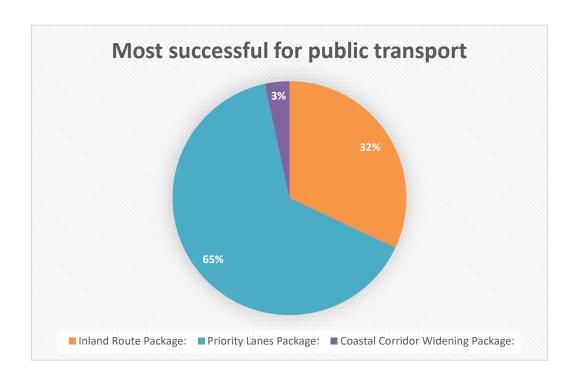


A selection of free response answers to the question: Do you have any additional comments about extra lanes. Buses, freight and cars carrying more?

- "I really like the idea that there is flexibility with these lanes and trials should be held to see what use works best, splitting up freight and multi-passenger cars sounds Worthy of trialling."
- "Buses need to be out of the traffic to make them more attractive. Cars with more people will be hard to police."
- "Somewhere there would have to be a merge point. Proven difficult areas for Nelson drivers, slowing traffic flow and contributing to many accidents. Unless it's 2 laned all the way into town and then separated, not merged, it's not going to help. How are the priority lanes policed?"

Which long-term package is likely to be the most successful in getting people to use public transport?

From the 1,816 people that responded to the survey 1,567 responded to question 10.



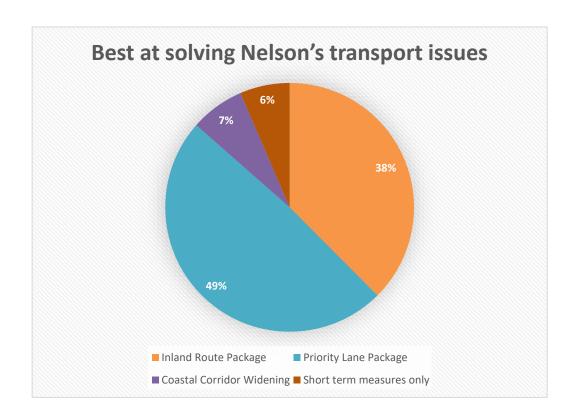
## **Question 11**

Rank the packages that you think are best in general at solving Nelson's transport issues from 1 being the best to 4 as your least favourite.

The options were 'Priority Lane Package'; 'Coastal Corridor Widening'; 'Inland Route Package'; and 'Short Term Measures Only'.

From the 1,816 people that responded to the survey 816 gave free response feedback.

The pie graph below shows the percentage of people that ranked each category as their favourite.



A selection of free response answers to the question: Do you have any additional comments about the long-term packages we've suggested?

#### Priority lane package:

- "I think that if you create the priority lanes package in addition to reduced cost park-andride buses and good regular buses along with retaining and improving the railway reserve as safe cycling lane we would have more people cycling, using public transport and using multiple occupancy vehicles to get to city".

## Inland route package:

- "The inland route is the best option in my opinion for the following reasons; making use of land which was used for transport in earlier days (rail), shortest route, air quality will be addressed with plenty of planting and deflecting concrete panels for sound, keeping Rocks Road which was not designed for the amount of current traffic, making our public safer on Rocks Road."

## Coastal corridor widening:

- "I think that whatever is created on the waterfront will look amazing and have extreme thought go into for obvious reasons. I just can't fathom a road through schools, homes and a community, so for that reason I'm 100% for the widening of the waterfront."

## Short-term measures:

- "Enhancing the cycling and walking on rocks road would be a priority, encouraging multiple people per car is a priority, noise and air pollution are a big concern for Rocks Road or South Nelson if more vehicles are travelling, public transport and cycling seem much more sustainable, central Nelson should be pedestrian and cycling as much as possible."

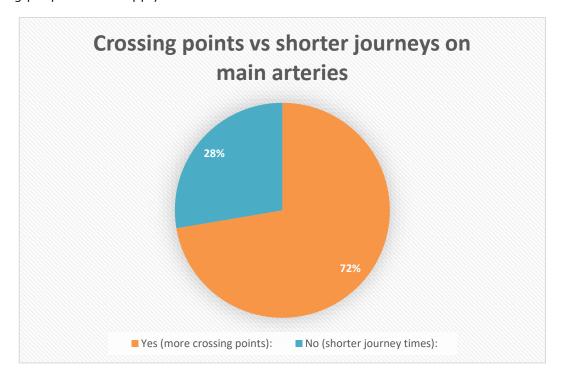
If you could create your own long-term package to support Nelson's future transport network, what options would you include? This was a free response question that was answered by 1,121 people out of the 1,816 that took the survey. A selection of responses are listed below:

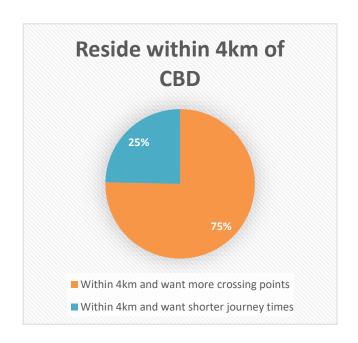
- "Better bus services that ran longer and to more out laying places, not just down the main road. Example, the airport, Hill St Richmond, Brightwater, Wakefield, Appleby, Mapua to Motueka."
- "A 'Park and Ride' scheme. Create a parking area in Richmond where people can park their car and then catch public transport into Nelson. It would provide stops along the way, e.g. hospital, Tahuna, schools, etc."
- "The only way I think other priority lanes is a tunnel thru the hill. The coastal route isn't stable, the inland route takes away our main safe route for walking and cycling to town will disrupt all of Nelson south with noise and pollution, still for a bottle neck round school. And it's a narrow piece of land. Put pedestrian and cyclist over passes rather than lights on the main roads"
- "Expand the pedestrian only areas of the CBD and only allow disabled parking close to shops. Keep car parking to the outskirts, improve bus services and subsidise as cheaper than building and maintaining new roads. Subsidise e-bike and other electric modes of transport."

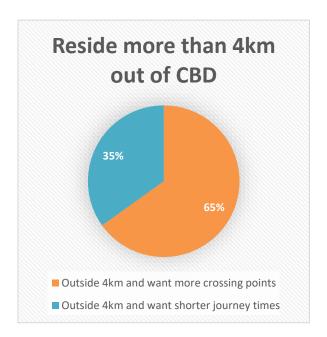
#### **Question 13**

The packages can provide for a number of new crossing points across arterial and collector routes to make it easier for people walking and cycling. Do you support the installation of more crossing points, which could lead to longer journey times on the two main arteries?

This was a yes or no response that 1,648 people responded to out of 1,816. 1066 of the respondents lived within 4km of Nelson CBD, 513 respondents were outside the CBD and the remaining people didn't supply a location of residence.

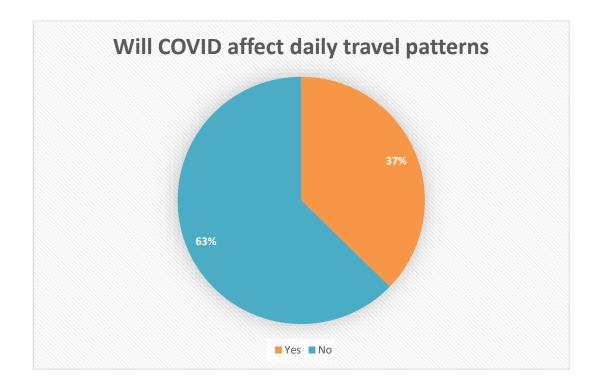






## **Extra COVID question**

Many of you will have experienced working from home during the COVID-19 response or experienced other changes that affected your daily routine. Do you think that COVID-19 will have an enduring impact on your working or travel patterns? 1,663 people out of 1,816 responded to this question.



# 7.6 Social Pinpoint comments

The Social Pinpoint digital platform gave people a chance to make suggestions or explain what they liked/disliked about any of the three long-term proposals. This feedback was given on an interactive map. The comments on the Social Pinpoint map correlated with the feedback provided in the survey.

In total 1,468 comments were made. A proportion of these comments were made during the community information sessions and then placed onto the site.

The Social Pinpoint comments and discussion can still be viewed and are stored here: <a href="https://nzta.mysocialpinpoint.com/nelson-future-access#/">https://nzta.mysocialpinpoint.com/nelson-future-access#/</a>

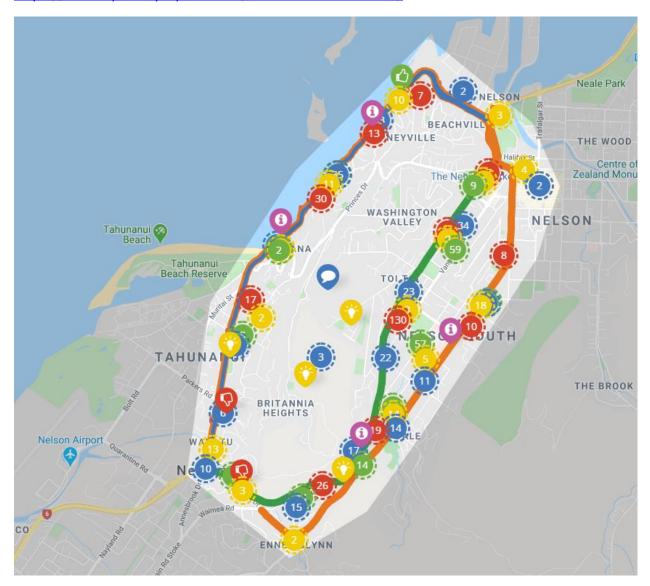


Figure 9: Social PinPoint map comments

This image shows the locations and amount of people that made a comment within each area. The green circles represent likes, the red dislikes, the blue general comments, the yellow ideas/suggestions, and the purple was information on the options presented.

The following summarises the type of comments made about each package.

## **Inland Route Package**

People whose main concern is getting heavy traffic away from Rocks Road, creating more road capacity or strategic road capacity into Nelson, support this package as this is how they see congestion being improved.

Others do not support this package because they do not want the community severance issues they believe would result from a road running through the middle of the Victory community. Many of these people wanted the Railway Reserve retained and also disagree with this package because they do not believe adding another road will ease congestion, and would instead promote the use of more cars.

Other concerns respondents raised about this package were how the cycleway would fit next to a busy road; how pollution would be addressed; and proximity of schools to the proposed road.

## **Priority Lanes Package**

People whose main concern is removing cars from the road and promoting public transport, cycling and walking supported this package. A lot of people suggested park and ride options to support the priority lanes.

Others do not support this package because they don't believe public transport is feasible for many Nelson residents. They did not believe that this would fix the congestion issue that Nelson has.

Other concerns respondents raised about this package were the ability for pedestrians to cross Waimea Road; access to homes along Waimea Road; and safety implications of a cycleway passing so many driveways.

## **Coastal Widening Corridor Package**

People whose main concern is to keep freight out of town, and who want the most direct access from the port to the Annesbrook Dr roundabout and then on out of Nelson, support this package.

Others do not support this package because they would like to see Rocks Road become a place to walk and cycle safely without a lot of traffic.

Other concerns respondents raised about this package were climate related, because they said the road is susceptible to cyclones and bad weather; and that this package could make Rocks Road less desirable for walkers and cyclists if it was a 4-lane.

Another way to consider feedback themes is to group them in terms of what is important to people. The table below shows some of the important themes that people commented on:

THEMES	COUNT
Active and equitable modes	189
Cohesion	99
Air quality	89
Connectivity	86
Sustainability and Environment	71
Process	62
Noise and vibration	40
Natural environment	37

# 8. CONCLUSION

Waka Kotahi and Nelson City Council received a significant amount of input from the community and would like to thank everyone for their feedback.

Although there was a diverse range of views, most people were interested in seeing benefits of the Priority Lanes Package or Inland Route Package advanced.

There was strong support, especially from those who filled in the survey, for the Priority Lanes Package as the package that enables the vision for Nelson. It was also the preferred way to change future travel behaviours; respond to climate change and get people used to active modes. People supporting this option thought it catered better for different types of transport including active modes such as walking and cycling, and provided flexibility in terms of how it could be configured. Many also supported the retention of the current Railway Reserve as a community asset.

Those advancing the benefits of the Inland Route package greatly valued Rocks Road and the waterfront. They wanted to see less heavy traffic on this route, with priority given to people, especially in terms of retaining good access and connectivity to the waterfront. Respondents who supported an inland route cited better traffic flow, reduced congestion, better safety on Rocks Road and having a more resilient route.

# 9. NEXT STEPS

This feedback, summarised here and in its entirety, will assist the project team and specialists further consider the views of the community when progressing the project to the next stage.

The project team will work to identify a preferred long-term package and a refined short-term package. Later in 2020, the community will be invited to comment on the combined preferred package. Funding will only be sought once a single draft proposal is decided. If funding is forthcoming, it will likely be through a mix of local and central government funding.