

Date: Friday 5 May 2023
Time: 1.00 pm
Meeting Room: Tasman Council Chamber
Venue: 189 Queen Street, Richmond

Joint Nelson Tasman Regional Transport Committee

Komiti Te Kawenga Rohe o Tasman

MINUTES ATTACHMENTS

ITEM	PAGE
RNTRTC23-05-3 Nelson Tasman Cycle Trails Trust	
Attachment 1 Regional Cycle Trail PowerPoint Presentation.....	2
RNTRTC23-05-1 Guidelines for Advertising on Public Transport Infrastructure	
Attachment 1 Policy for Advertising on Public Transport Infrastructure (Attachment 1 to the agenda report)	13

Nelson Tasman Cycle Trails Trust Golden Bay Cycle & Walk Society

**Regional Land Transport Committee May 2023
Te Taiho Cycle Network**

Vision

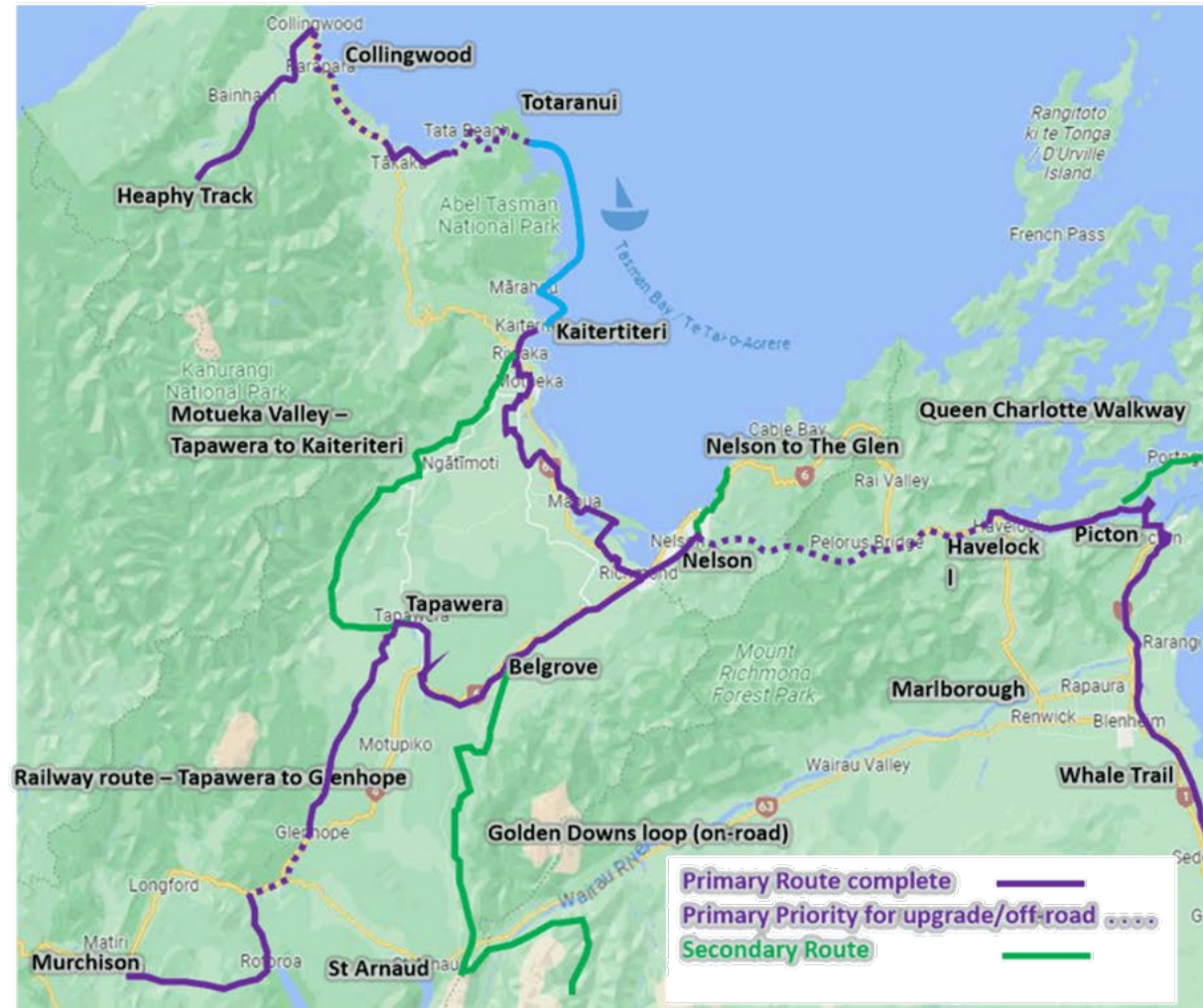
Connecting communities

for social, health and active transport benefit

A connected regional network

*for community recreation and economic/visitor
benefit*







Nelson Tasman Cycle Trails Trust
 Golden Bay Cycle & Walk Society
 Regional Land Transport Committee May 2023
 Te Taihuhu Cycle Network

Bike packing

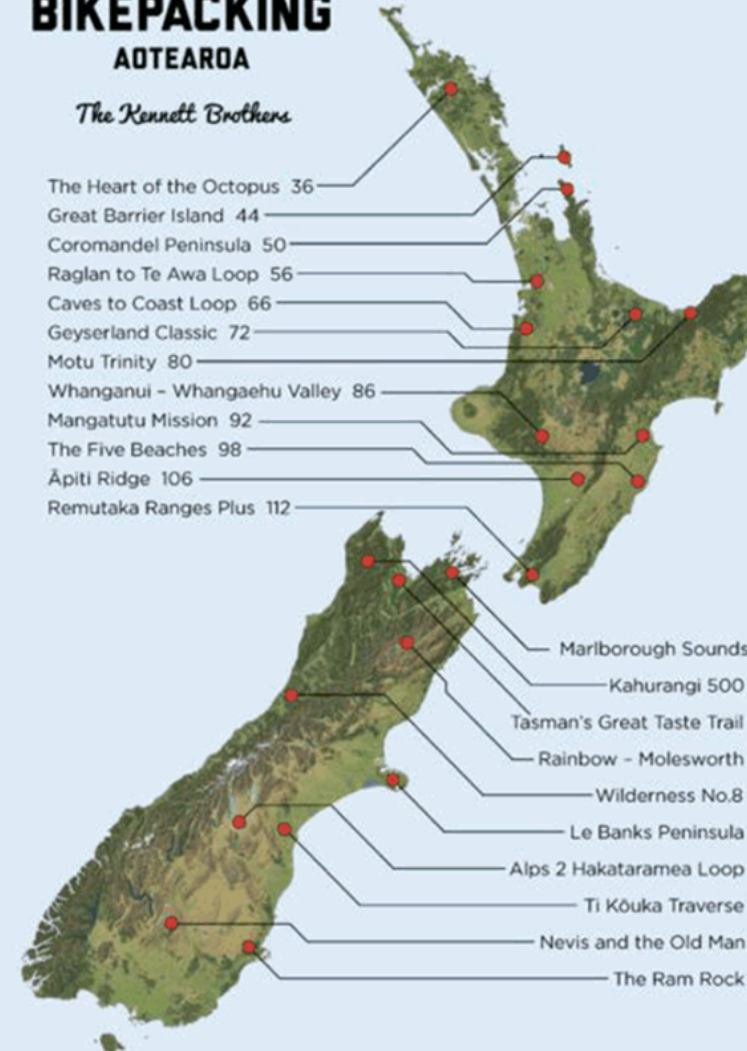
Tour Aotearoa – 1000 event riders 2020, plus independent
 Sounds to Sounds – 400 in 2023 event, plus independent
 Kahurangi 500
 Tasman’s Great Taste Trail
 Rainbow-Molesworth
 Marlborough Sounds



**BIKEPACKING
 AOTEAROA**

The Kennett Brothers

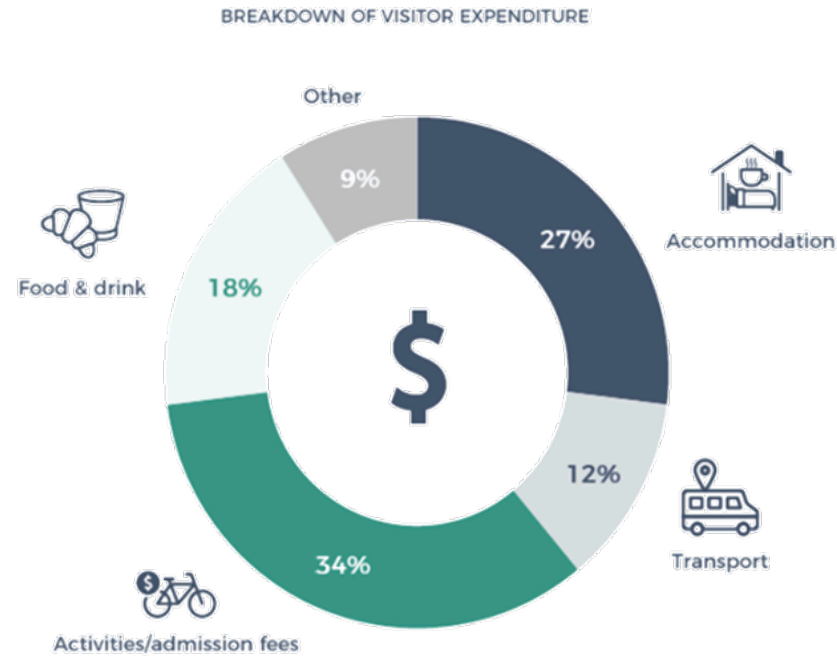
- The Heart of the Octopus 36
- Great Barrier Island 44
- Coromandel Peninsula 50
- Raglan to Te Awa Loop 56
- Caves to Coast Loop 66
- Geyserland Classic 72
- Motu Trinity 80
- Whanganui - Whangaehu Valley 86
- Mangatutu Mission 92
- The Five Beaches 98
- Āpiti Ridge 106
- Remutaka Ranges Plus 112
- Marlborough Sounds
- Kahurangi 500
- Tasman’s Great Taste Trail
- Rainbow - Molesworth
- Wilderness No.8
- Le Banks Peninsula
- Alps 2 Hakataramea Loop
- Ti Kōuka Traverse
- Nevis and the Old Man
- The Ram Rock



Nga Haerenga/Great rides independent evaluation

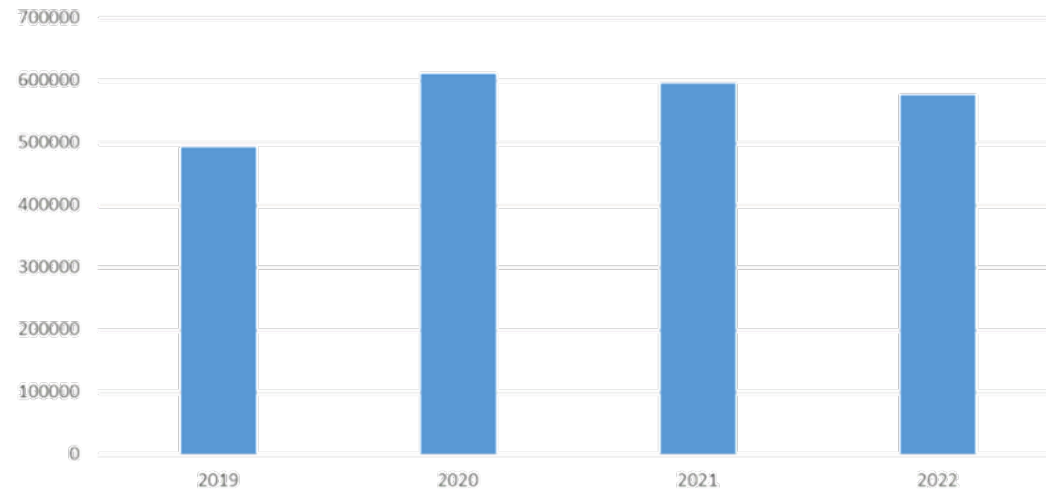
VISITOR EXPENDITURE

Using a combination of trail user survey data and counter data, the Nga Haerenga Great Rides of NZ network is estimated to have delivered more than \$950 million in new expenditure to host regions in YE June 2021 (an increase of 31 percent on the previous year).²⁴

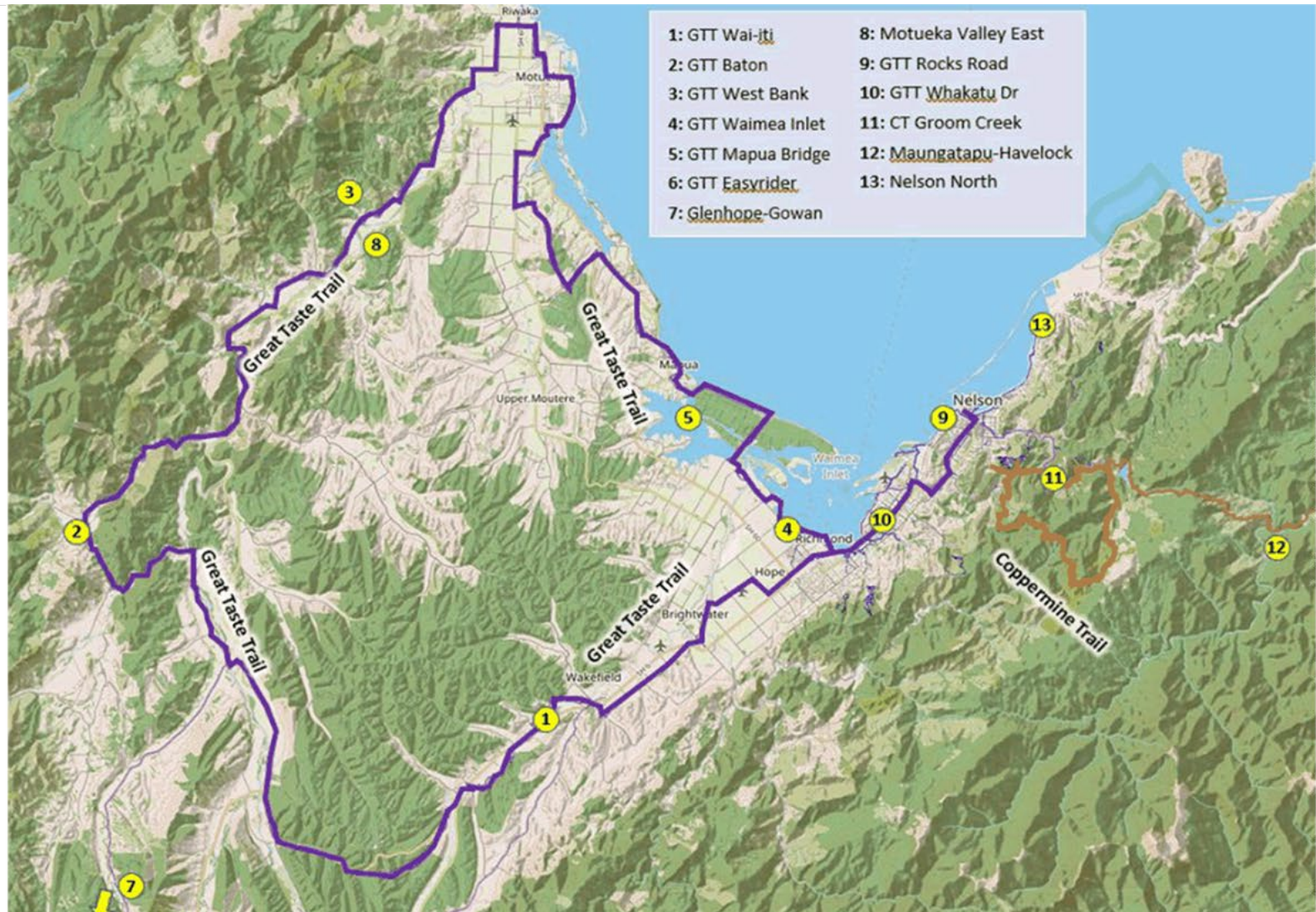


**Nelson Tasman Cycle Trails Trust
Golden Bay Cycle & Walk Society
Regional Land Transport Committee May 2023
Te Taiuhu Cycle Network**

**GTT counter numbers
2019-2022**

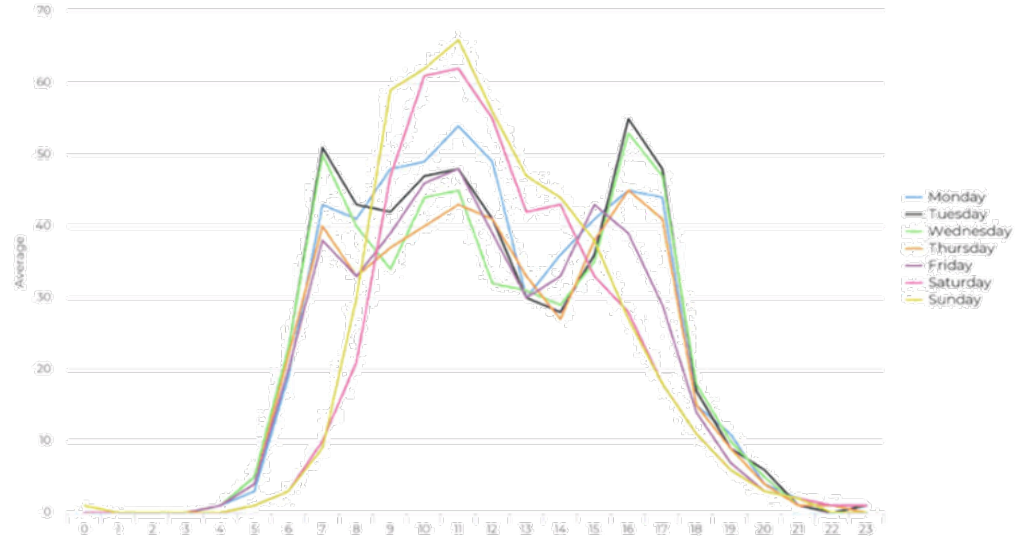


Route	Cost	Distance
TASMAN GTT		
Wai-iti Domain to Hoult Road	\$700,000	1.4km
Kohatu-Tapawera off-road section	\$30,000	300m
Waimea Inlet upgrade - stage 1/stage 2	\$125,000 / \$600,000	4km
Easyrider access to Kaiteriteri	\$400,000	2.5km
Tapawera to Baton Bridge off-road	\$164,000	4km
Trail resilience and enhancement	\$120,000/ annum	N/A
Motueka Valley West	\$350,000 / \$3M	33km
Rabbit Island to Mapua connection	\$2M	TBC
TASMAN RLTP		
Rabbit Island to Mapua connection	\$2M	TBC
Heartland Ride: Glenhope to Gowan River stage 1/stage 2	\$600,000/\$1.4m	14km
Motueka Valley East	TBC	18km
GOLDEN BAY RLTP		
Extend the Tākaka to Pōhara (Selwyn Street to Pōhara Valley Rd)	\$150,000	1.5km
Tākaka to Collingwood commuting/ connecting communities	\$2.7M	27km
Extend Tākaka to Pōhara route to Ligar Bay and Tata Beach	\$500,000	3.9km
NELSON		
Whakatu Drive cycleway	\$3M	2km
Coppermine Trail: Maitai hub to Groom Creek	\$60- 100,000	1km
Heartland Ride: Maungatapu Nelson Side	\$2-2.5M	12km
Rocks Road off-road shared pathway	TBC: see notes	2.5km
Nelson North	\$600,000	1.65km
MARLBOROUGH		
Heartland Ride: Maungatapu Pelorus Side	\$1.5-2M	10km
Pelorous to Havelock	\$660,000	24km

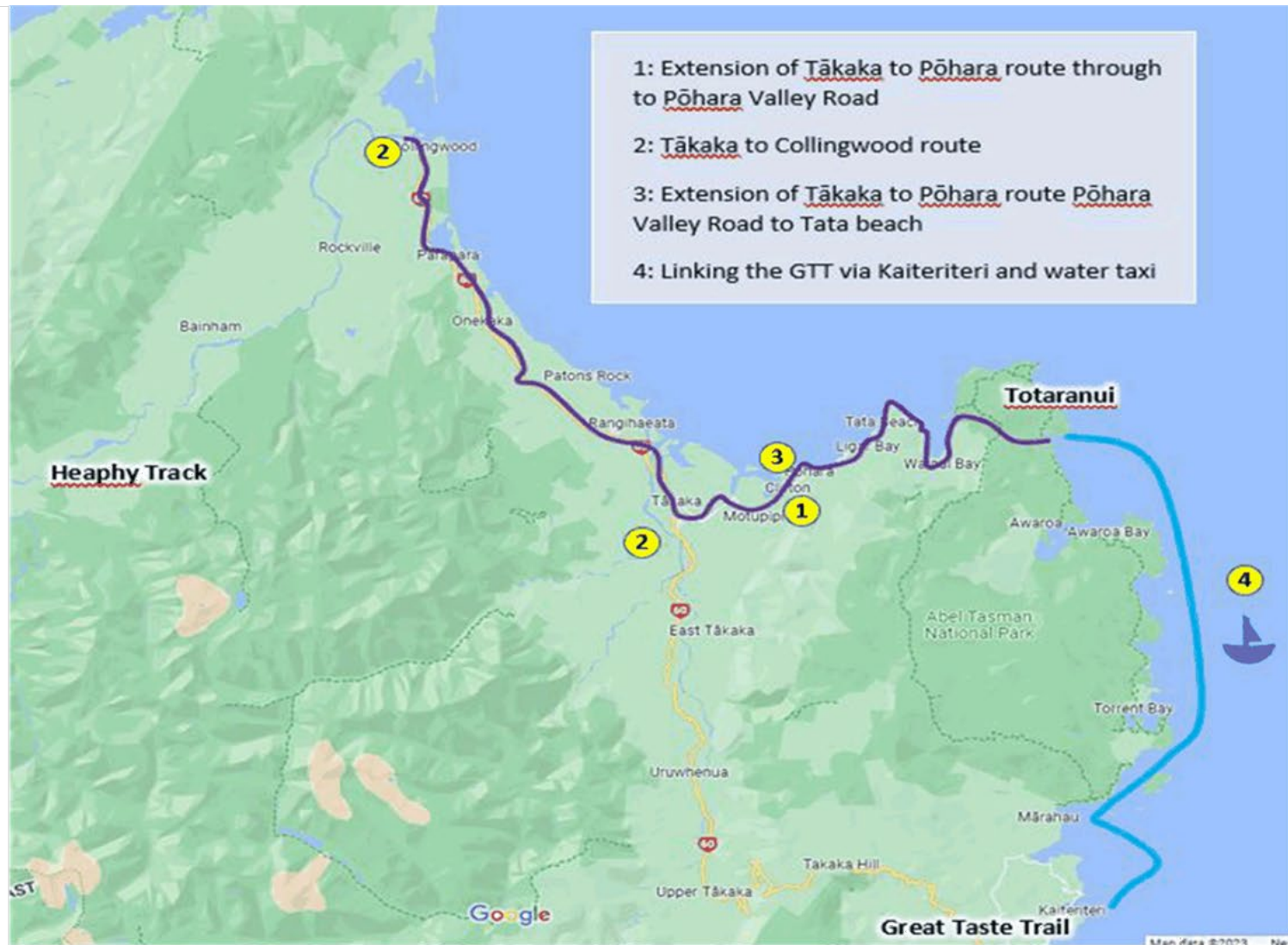


Whakatu Drive cycleway

Hourly Profile - Cyclists
1st January 2023 - 13th April 2023



<p>Daily Avg. - Week - Cyclists</p> <p>📍 Current ... 📍 GTT - Whakatu Drive ...</p> <p>Daily Average 503 ↘ -0.4%</p> <p>📈 Compared to Previous Year</p>	<p>Daily Avg. - Weekend - Cyclists</p> <p>📍 Current ... 📍 GTT - Whakatu Drive ...</p> <p>Daily Average 466 ↗ +8.4%</p> <p>📈 Compared to Previous Year</p>
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**Nelson Tasman Cycle Trails Trust
Golden Bay Cycle & Walk Society**

**Regional Land Transport Committee May 2023
Te Taihu Cycle Network**

What we are looking for in the RLTP:

- **A vision for a regional cycle network in the Plan:**
 - ***Connecting communities:***
For social, health and active transport benefit
 - ***A connected regional network:***
For community recreation and economic/visitor benefit
 - ***Cycle highways CH 6 and CH 60: as in Fig 1***
- ***An annual funding allocation in the Plan***

Attachment 1

eBus**Public Transport Advertising
Guidelines**

Owners	NCC: Business Unit Manager Transport and Solid Waste Tasman: Transportation Manager
Position administering	Public Transport Advisor
Date comes into effect	1 July 2023
Establishment date	xxxxxx
History	Version xx
Revision Date	1 July 2026

Approved: XXXI

Title

Date:

1 Purpose

The purpose of these guidelines is to set out high level principles and criteria governing the advertisements permitted to appear on Nelson City Council and Tasman District Council (Councils) bus services and facilities.

2 Objectives

We recognise that advertising is an influential method for companies and organisations to communicate with members of the public. Whilst maximising our ability to offset fares, the eBus Public Transport Advertising Guidelines ensure that advertising presented on the public transport network is compliant with law and advertising standards, consistent with both Councils' policies and aligns with both Councils' values.

3 Background

The eBus brand provides a certain look and feel and framework for engagement with the community and maximising the value of our connected PT network.

The eBus Public Transport Advertising Guidelines will be applied by our chosen advertising partner to all advertising on the eBus public transport network.

From time to time, the Supplier and Councils may carry out reviews to ensure these guidelines are being applied consistently and appropriately.

4 Criteria

The Councils are committed to ensure that advertising on eBus public transport network is consistent with the Councils' values, as well as adhering to all codes of practice by the Advertising Standards Authority and all applicable laws, and making the public transport network a service that ratepayers and visitors across our regions can use and enjoy.

Priority will be given to advertising that is consistent with Councils' activities, for example events that are run by either Council. Preference will also be given to advertising that promotes healthy living / lifestyles and resonates with the Councils' values.

The Councils will have regard to advertising which supports health and healthy lifestyle choices; the Councils continue to support & endorse industry self-regulation, such as no advertisement of high saturated fat, salt or sugar products within 300 metres of a primary or intermediate school.

Where te reo Māori is used, adverts will use appropriate [orthography](#).

Each Council retains the right to veto advertising in relation to these guidelines, and to allow non-legal issues to be taken into consideration, for example advertising that in some way could harm the Councils' reputation.

In considering alignment with the Councils' and eBus brand values, these guidelines identify a number of themes which are not permitted to be advertised on the eBus public transport network. This includes any advertising that:

- 1) breaches the standards set by the Advertising Standards Authority and/or any applicable law or bylaw, or may incite someone to break the law
- 2) the Councils' consider may harm our reputation and / or our public transport service
- 3) may impact the Councils' ability to remain (and be seen as remaining) apolitical in delivery of services
- 4) breaches one of the Councils' policies.

Examples of areas that will not be appropriate for advertising include, but are not limited to, advertising that:

- a. could negatively impact on any conservation or social effort within the community;
- b. relates to products, services, organisations, or activities that are in conflict with the Councils' safety and community objectives (including any breach of human rights or animal welfare);
- c. depicts anything illegal, of a sexual nature or high-risk;
- d. depicts or promotes violence;
- e. promotes alcohol or tobacco (including electronic cigarettes and vaping), including brands or products;
- f. promotes gambling or gambling related activities
- g. relates to any politician, political party, or political cause (excluding apolitical advertisements promoting participation in democracy such as Council consultation processes or campaigns encouraging people to enrol and/or vote in elections).

A decision as to whether an advertisement complies with the standards required by these guidelines is the responsibility of the Advertising Review Board. Where there is ambiguity from the advertiser as to whether or not an advert is acceptable under these guidelines it will be referred to them.

5 Breach of Guidelines

If a complaint is received that these Public Transport Advertising Guidelines have been breached, an investigation will be undertaken. This investigation will be led by the Advertising Review Board.

If it is found that these Public Transport Advertising Guidelines have been breached, the owner will collaborate with the relevant parties to ensure the advertising is removed with urgency and a review undertaken of the advertising sales process that permitted the advertisement.

6 On-Board advertising

The Councils can support local projects, events or organisations by providing free media placement internally across our network.

The Councils may consider allowing advertising of organisations that support the public transport service experience for users, eg wifi, Waka Kotahi initiatives.

Use of this space will be approved and administered by the Public Transport Advisor & each Council's Communications Team. There will be a small charge for use of space, to cover associated costs including the costs of installation and removal of posters or uploading digit files, charged to the Advertiser.

Space content is subject to the criteria outlined in **Section 4** of these guidelines.

7 Advertising Review Board

This board is responsible for reviewing any advertising that is unclear if it complies with the criteria in section 4 and/or a potential breach of the guidelines.

Members of this board include:

- The Public Transport Advisor
- A member of the Nelson City Council Communications team
- A member of the Tasman District Council Communications team

8 Glossary

Term	Summary
Very harmful	Detrimental to the values of NCC or TDC which are outlined on our website Causing or capable of causing harm or injury
High risk	Something that highlights a harmful activity
Gambling activities	Any activity or practice in a game of chance for money or other stakes