New Hampshire Statewide Rest Area and Welcome Center Study

Public Information Meeting
New Hampshire Department of Transportation/
Department of Resources and Economic Development
Keene, NH

www.visitnh.gov/wicstudy

December 3, 2015
1. Welcome and Introductions

NH Department of Transportation

Department of Resources and Economic Development

Consultant Team

Visit website:

www.visitnh.gov/wicstudy
Meeting Agenda

1. Welcome and Introductions
2. Study Overview
3. RA/WIC System Overview
4. Driver Survey Results
5. Public Comment
2. Study Overview

Effective FY 2012, DRED and NHDOT entered into an agreement relative to the staffing, daily operation, and routine maintenance of the state’s RA/WICs.
2. Study Overview
Project Purpose and Need

The **Purpose** of this study is to evaluate traveler services at the RA/WICs and to identify recommendations to improve these services.

Five Public Sessions have been scheduled throughout the state in an effort to receive comments from the public about NH’s RA/WICs and how these facilities affect the local and regional communities.
2. Study Overview

Project Goal

The study will assess traveler uses and needs, identify needed improvements, and inform overall strategic direction of the Welcome and Information Center system.
2. Study Overview

Progress and Schedule

Project began January 2015

Data Collection:
- Inventories
- Traffic and Parking Data
- Visitor Counts
- Driver Surveys
- Focus Group Meetings
- Trucking Industry Feedback

Best Practices in Other States
Study will be completed June 2016

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2. Study Overview

Meeting Schedule

1. December 1 – Concord
2. December 3 – Keene
3. December 8 – Lebanon
4. December 15 – Lancaster
5. January 5 – Seabrook

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2. Study Overview

RA/WIC System Facilities

24 Hours Daily, Year Round
- Hooksett N
- Hooksett S
- Salem
- Seabrook

12 Hours Daily, Year Round
- Canterbury
- Intervale (8 Hrs, Thur-Mon)
- Sanbornton
- Springfield
- Sutton

Closed
- Antrim
- Epsom
- Rumney
- Shelburne

12 Hours Daily, May-Oct, Dec-March*
- Colebrook
- Lebanon
- Littleton
### 3. RA/WIC System Overview

#### WIC Seasonal and Annual Foot Traffic

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Colebrook (US-3)</td>
<td>8-8, daily</td>
<td>50,806</td>
<td>48,792</td>
</tr>
<tr>
<td>Littleton (I-93)</td>
<td>8-8, daily</td>
<td>130,987</td>
<td>123,360</td>
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<td>Lebanon (I-89)</td>
<td>8-8, daily</td>
<td>137,981</td>
<td>135,613</td>
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<td>Springfield (I-89)</td>
<td>9-9, daily</td>
<td>208,262</td>
<td>358,778</td>
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<td>Intervale (NH-16)</td>
<td>10-6, Th-Mon</td>
<td>33,857</td>
<td>61,717</td>
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<tr>
<td>Sanbornton (I-93)</td>
<td>8-8, daily</td>
<td>164,435</td>
<td>334,006</td>
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<tr>
<td>Canterbury (I-93)</td>
<td>9-9, daily</td>
<td>168,736</td>
<td>268,308</td>
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<td>Salem (I-93)</td>
<td>24/7</td>
<td>199,711</td>
<td>345,916</td>
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<tr>
<td>Sutton (I-89)</td>
<td>9-9, daily</td>
<td>198,218</td>
<td>354,029</td>
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<td>Seabrook (I-95)</td>
<td>24/7</td>
<td>636,561</td>
<td>1,024,719</td>
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<tr>
<td>Hooksett NB (I-93)</td>
<td>24/7</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Hooksett SB (I-93)</td>
<td>24/7</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>–</td>
<td><strong>1,929,554</strong></td>
<td><strong>3,055,238</strong></td>
</tr>
</tbody>
</table>
3. RA/WIC System Overview
Interstate Spacing of Facilities

- Industry Guideline: 60 miles or 1 hour between stopping opportunities
- I-89 meets Guideline
- I-93
  - South segment meets Guideline
  - North segment does not meet Guideline
- Many private facilities available
- I-95 meets Guideline
3. RA/WIC System Overview

Antrim Route 9
4. Driver Survey Results

Survey Overview

- July 2015 Driver Survey developed & administered by DRED staff
- About 2,800 surveys conducted
- 15% response rate
- Questions included:
  - Demographic info
  - Vehicle type
  - Trip origin and destination
  - Trip purpose & frequency
  - Rating of services & need for additional services
  - Opinions/comments
4. Driver Survey Results
Overall Purpose of the Trips (Statewide)

- Vacation/Entertainment: 71%
- Personal Business: 9%
- Work/Business: 9%
- Other: 7%
- Shopping: 4%
4. Driver Survey Results
Reason for Stopping (Statewide)

- Bathroom: 49%
- Travel Information: 14%
- Other: 13%
- Rest/Sleep: 12%
- Vending Machine: 5%
- Pet Stop/Exercise: 3%
- Allow Children to Play: 2%
- Lottery Tickets: 1%
- Carpool: 0.1%
4. Driver Survey Results
Suggested Services (Statewide)

- Internet Connections (Wi-Fi): 22%
- Greater Variety of Food Choices: 17%
- Phone/Computer Charging Station: 13%
- Picnic Area: 12%
- Traveler/Tourist Information: 10%
- ATM: 9%
- Pet Walking Area: 7%
- Playground Equipment: 5%
- Lottery Tickets: 2%
- Other: 2%
5. Public Comment
New Hampshire Statewide Rest Area and Welcome Center Study

Public Comments
wic.study@dred.nh.gov

Written comments can be emailed to the address above or mailed to:

DRED
WIC Comments
172 Pembroke Rd
Concord, NH 03301

The deadline for written comment is January 15, 2015.

www.visitnh.gov/wicstudy
EXTRA SLIDES
3. RA/WIC System Overview

Antrim Route 9

• Built 1966, addition 1987
• Closed
• 940 SF
• Extensive renovations required if to re-open
Section 12-A:43-b

12-A:43-b Rest Areas and Welcome Centers.

I. The department of resources and economic development shall be responsible for the staffing of rest areas and welcome centers along the state’s highways. There is established in the department a bureau of visitor service to administer this function. The commissioner may consult with the local chambers of commerce relative to said function, and shall have the authority to enter into contracts with private or public entities for said function as the commissioner deems appropriate.

II. Notwithstanding paragraph I, the department of transportation and the liquor commission may undertake and/or participate in the development of new welcome centers in Hooksett on the northbound and southbound lanes of Interstate Route 93 as authorized by the legislature.

Existing Conditions
Tonight’s Focus

- Antrim, Route 9
## Existing Conditions
### Average Daily Visitors & Traffic FY2015

<table>
<thead>
<tr>
<th>Location</th>
<th>Direction</th>
<th>Average Daily Visitors</th>
<th>Corresponding Mainline Daily Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seabrook (I-95)</td>
<td>NB</td>
<td>2,807</td>
<td>53,487</td>
</tr>
<tr>
<td>Hooksett (I-93)*</td>
<td>NB</td>
<td>5,926</td>
<td>40,580</td>
</tr>
<tr>
<td>Hooksett (I-93)*</td>
<td>SB</td>
<td>4,960</td>
<td>38,601</td>
</tr>
<tr>
<td>Salem (I-93)</td>
<td>NB</td>
<td>948</td>
<td>54,259</td>
</tr>
<tr>
<td>Canterbury (I-93)</td>
<td>NB</td>
<td>735</td>
<td>18,673</td>
</tr>
<tr>
<td>Sanbornton (I-93)</td>
<td>SB</td>
<td>915</td>
<td>15,232</td>
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<tr>
<td>Littleton (I-93)</td>
<td>NB/SB</td>
<td>447</td>
<td>7,562</td>
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<tr>
<td>Sutton (I-89)</td>
<td>SB</td>
<td>970</td>
<td>9,268</td>
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<tr>
<td>Springfield (I-89)</td>
<td>NB</td>
<td>983</td>
<td>9,306</td>
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<tr>
<td>Lebanon (I-89)</td>
<td>SB</td>
<td>737</td>
<td>19,900</td>
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<tr>
<td>Intervale (NH-16)</td>
<td>NB/SB</td>
<td>237</td>
<td>13,757</td>
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<tr>
<td>Colebrook (US-3)</td>
<td>NB/SB</td>
<td>265</td>
<td>3,531</td>
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</tbody>
</table>
Existing Conditions
Parking Utilization

Weekday Occupancy Rate (Passenger Vehicles):
• Canterbury: 16%
• Hooksett NB: 31%
• Hooksett SB: 49%
• Sanbornton: 31%
• Sutton: 37%

Weekday Occupancy Rate (Oversized Vehicles):
• Canterbury: 21%
• Hooksett NB: >100%
• Hooksett SB: >100%
• Sanbornton: 69%
• Sutton: 50%