New Hampshire Statewide Rest Area and Welcome Center Study

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

www.visitnh.gov/wicstudy

December 1, 2015
Meeting Agenda

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

NH Department of Transportation

Department of Resources and Economic Development

Consultant Team

Visit website:

www.visitnh.gov/wicstudy
2. Study Overview

Effective FY 12, 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, Th-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>Location</th>
<th>Hours of Operation</th>
<th>Seasonal Foot Traffic (CY 2014)</th>
<th>Annual Foot Traffic (FY 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colebrook (US-3)</td>
<td>8-8, daily</td>
<td>50,806</td>
<td>48,792</td>
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<tr>
<td>Littleton (I-93)</td>
<td>8-8, daily</td>
<td>130,987</td>
<td>123,360</td>
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<tr>
<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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<tr>
<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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<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>
</tr>
<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
Canterbury I-93 NB

- Built 1966
- Open 12 hours/day year round
- 1 full-time and 7 part-time employees
- 1,500 SF, plus separate vending and storage shed buildings
- Granite State Ambassadors
3. RA/WIC System Overview

**Hooksett NB & SB I-93**

- Rebuilt 2015
- Open 24 hours/day year round
- 4-5 full-time and 5 part-time employees for each facility
- 16,000 SF Welcome Center, 20,000 SF State Liquor & Wine Outlet Store, 16 fuel pumps
- Partnerships: Granite State Hospitality (PPP); State Liquor Commission Store; Granite State Ambassadors
3. RA/WIC System Overview
Sanbornton I-93 SB

- Built 1965
- Open 12 hours/day year round
- 6 part-time employees
- 1,560 SF, plus separate vending shed
3. RA/WIC System Overview
Sutton I-89 SB

- Built 1973
- Open 12 hours/day year round
- 2 full-time and 5 part-time employees
- 1,440 SF, plus separate vending and storage shed buildings
3. RA/WIC System Overview

Epsom Route 4

- Built 1966
- Closed
- 880 SF
- Extensive renovations required if to re-open
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.

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