

# 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](http://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](http://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

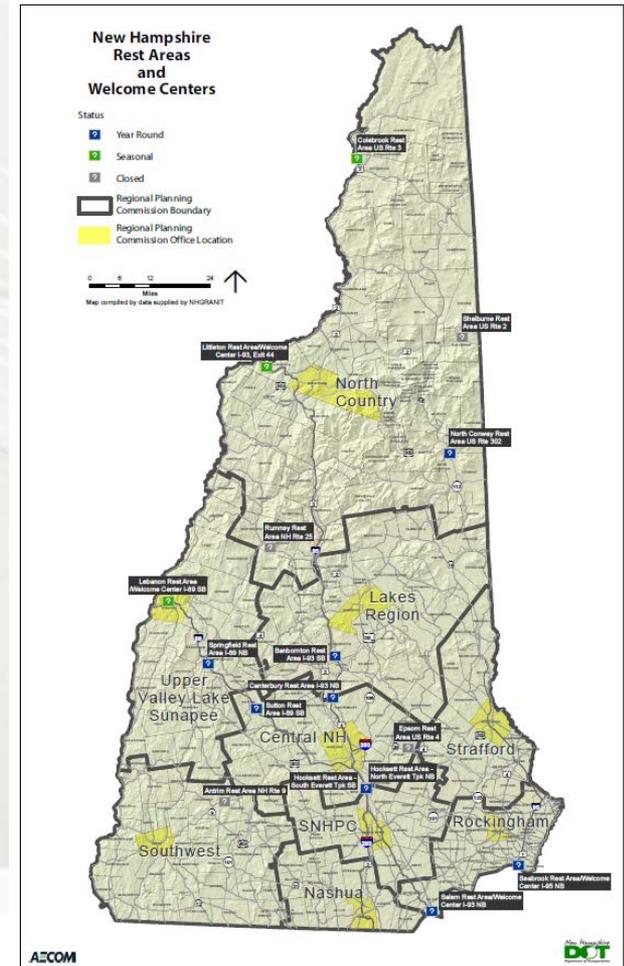
- Canterbury
- Intervale (8 Hrs, Th-Mon)
- Sanbornton
- Springfield
- Sutton

### Closed

- Antrim
- Epsom
- Rumney
- Shelburne

### 12 Hours Daily, May-Oct, Dec-March\*

- Colebrook
- Lebanon
- Littleton



### 3. RA/WIC System Overview

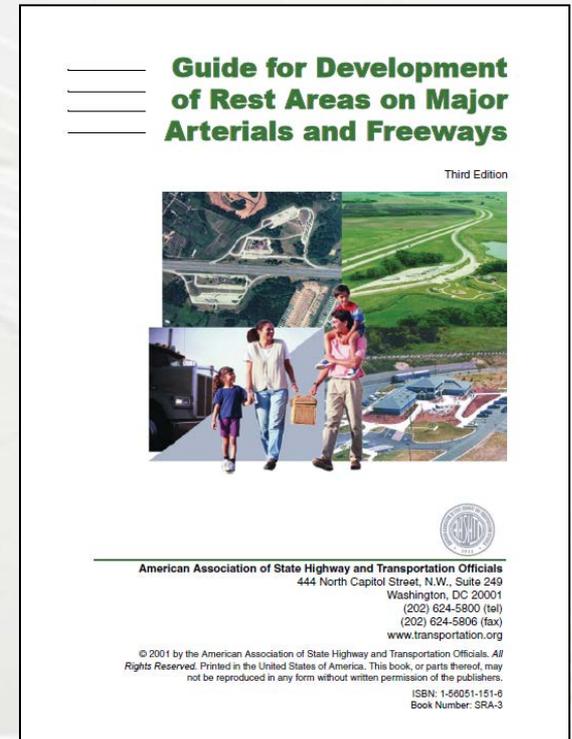
# WIC Seasonal and Annual Foot Traffic

Location	Hours of Operation	Seasonal Foot Traffic (CY 2014)	Annual Foot Traffic (FY 2015)
Colebrook (US-3)	8-8, daily	50,806	48,792
Littleton (I-93)	8-8, daily	130,987	123,360
Lebanon (I-89)	8-8, daily	137,981	135,613
Springfield (I-89)	9-9, daily	208,262	358,778
Intervale (NH-16)	10-6, Th-Mon	33,857	61,717
Sanbornton (I-93)	8-8, daily	164,435	334,006
Canterbury (I-93)	9-9, daily	168,736	268,308
Salem (I-93)	24/7	199,711	345,916
Sutton (I-89)	9-9, daily	198,218	354,029
Seabrook (I-95)	24/7	636,561	1,024,719
Hooksett NB (I-93)	24/7	n/a	n/a
Hooksett SB (I-93)	24/7	n/a	n/a
<b>TOTAL</b>	<b>–</b>	<b>1,929,554</b>	<b>3,055,238</b>

# 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. RAWIC 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



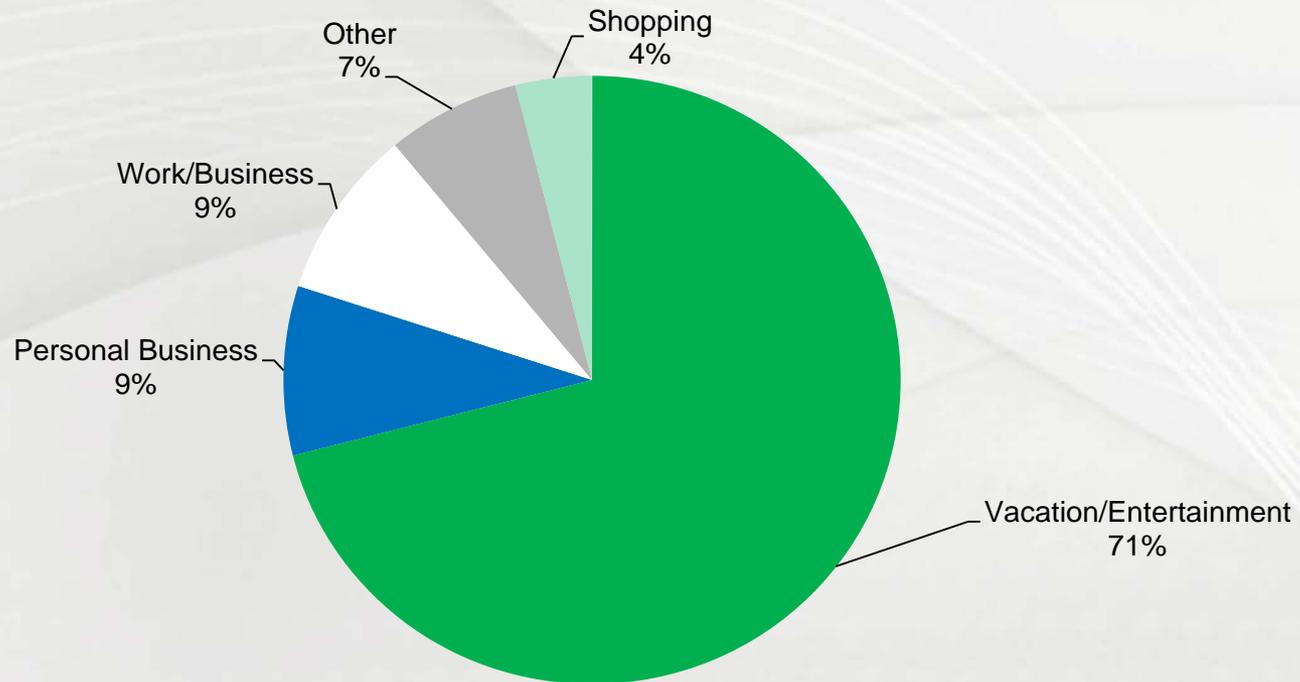
# 4. Driver Survey Results

## 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

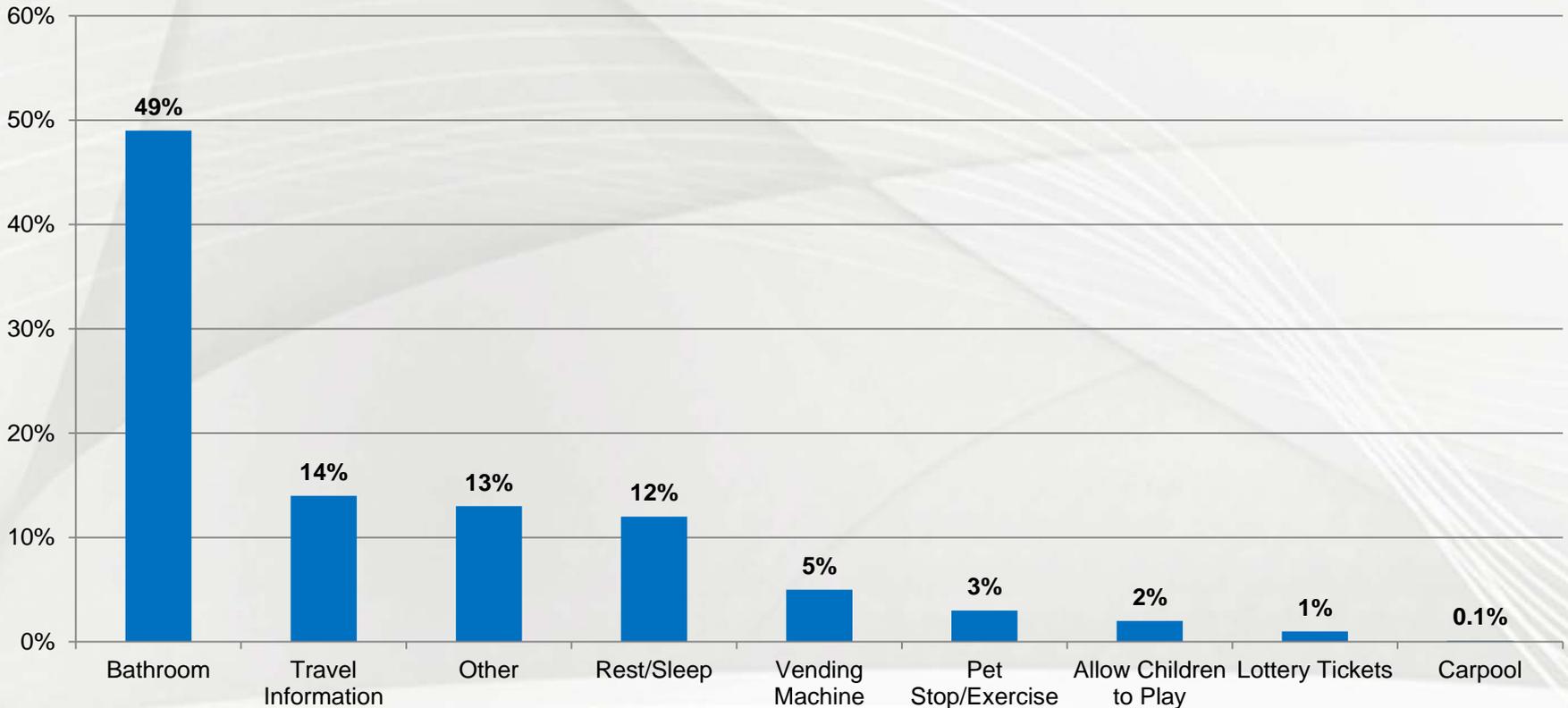
# 4. Driver Survey Results

## Overall Purpose of the Trips (Statewide)

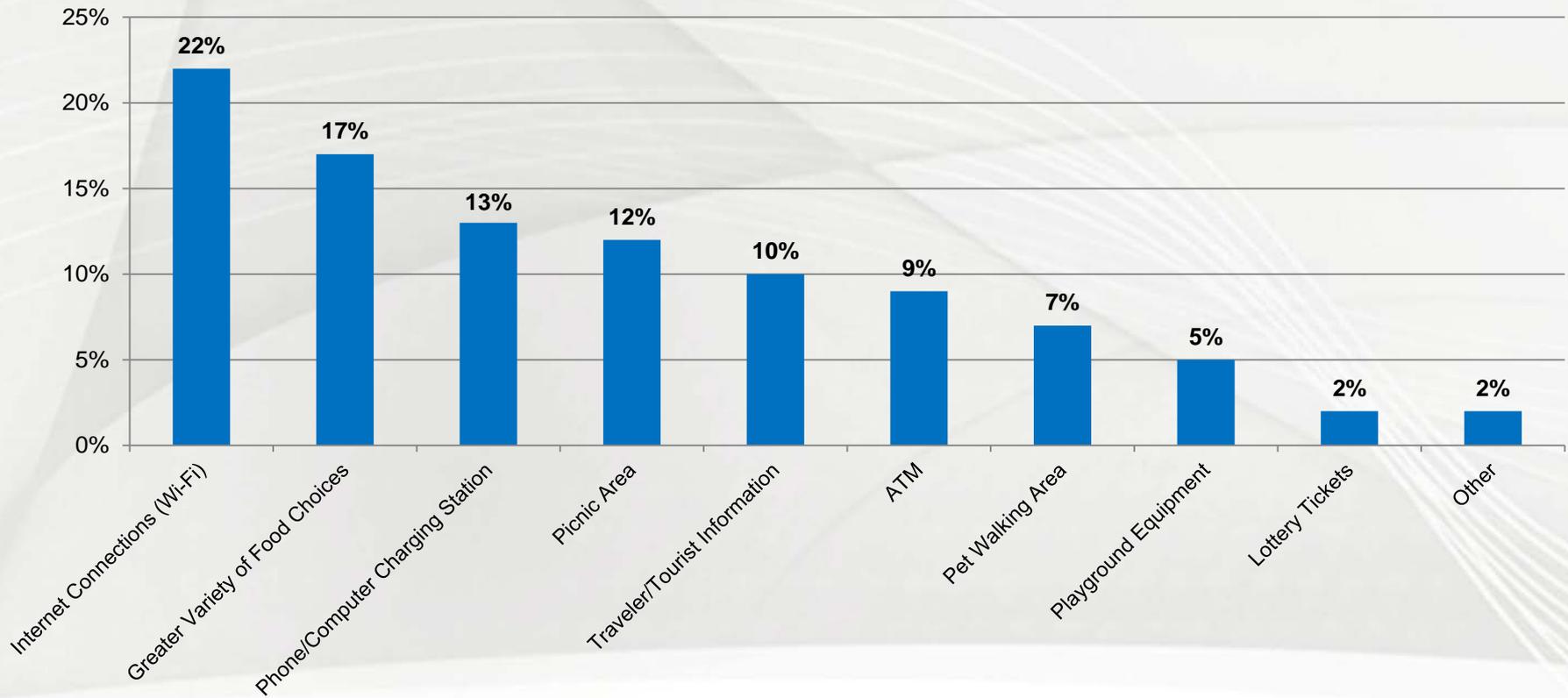


# 4. Driver Survey Results

## Reason for Stopping (Statewide)



# 4. Driver Survey Results Suggested Services (Statewide)



# 5. Public Comment



# New Hampshire Statewide Rest Area and Welcome Center Study

**Public Comments**  
**[wic.study@dred.nh.gov](mailto: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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