

APPENDICES

APPENDIX A	TOURISM INVENTORY AND VISITOR NEEDS ASSESSMENT.....	A-1
APPENDIX B	COMMUNITY RESIDENT SURVEY RESULTS	B-1
APPENDIX C	COMMUNITY MEETING RESULTS SUMMARY	C-1
APPENDIX D	LOCAL HISTORIC RESOURCES INVENTORIES BY COMMUNITY	D-1
APPENDIX E	BICYCLE PEDESTRIAN COUNT DETAILS	E-1
APPENDIX F	INVENTORY OF PUBLIC PARKING LOTS.....	F-1
APPENDIX G	SCENIC RESOURCES EVALUATION DATA.....	G-1

New Hampshire Coastal Corridor Visitor Needs Assessment and Tourism Inventory



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TABLE OF CONTENTS

Acknowledgements	i
Executive Summary	1-11
Table of Contents	
Introduction and Overview (Introduction and Overview: 1-3)	
Study Objectives	1
Description of Study Area and Organization of the Report	2
iPad Intercept Interview Survey (iPad Intercept Interview Survey: 1-97)	
Methods	1-4
Profile of Visitors	5-11
Profile of Typical Tourist Experience in the Corridor	11-37
Evaluation of Specific Site/Facility Characteristics	38-55
Satisfaction with Availability and Cost of Parking	56-67
Likelihood of Visitor taking Public Transportation to Interview Site	68-72
Likelihood of Visitors using a Shuttle Bus within and outside of Corridor	72-75
Likelihood of Visitors taking a Shuttle from a remote parking facility	76-78
Visitors Level of Comfort riding a Bicycle on NH Route 1A/1B in two configurations	78-88
Overall Satisfaction with Corridor Experience	89-96
Summary and Highlights of iPad Intercept Survey	97
Inventory of Resources in the NH Route 1A/1B Scenic Byway (Inventory of Tourism Resources: 1-8)	
Introduction, Objectives and Methods	1
Lodging Facilities	1-2
Restaurant Facilities	2-4
Tourist Attractions	4-8
Follow-Up Web Survey (Follow-Up Web Survey: 1-25)	
Objectives and Methods of Web Follow-Up Survey	1-3
Profile of Respondents to Web Follow-Up Survey	4-6
Visitation and Recreation Participation	6-12
Management and Policy Priorities	12-16
Interest and Support for Potential Corridor Initiatives	16-20
Change in Visitation, Use of Facebook and Interest in Results	21-24
Summary and Highlights	25
Comparison between the 1996 and 2014 Scenic Byways Studies (Comparison 1996 and 2014 Study: 1-22)	
Comparison of Inventory Data	1-3
Corridor Experience and Visitor Profile.....	4-14
Comparison of Evaluation of Specific Corridor Attributes	14-18
Comparison of Pories, Attitudes and Preferences	19-21
Summary and Highlights	21-22

EXECUTIVE SUMMARY

INTRODUCTION

The University of New Hampshire (UNH) is committed to providing undergraduate students with the opportunity to interact with one another, with faculty members, resource management and planning professions, community leaders and elected officials in applied research projects important to the citizens of the State of New Hampshire. The New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory was designed to fulfill this commitment and to facilitate the appropriate use and management of the state's coastal, cultural and human resources. In pursuit of these goals, UNH faculty and students collaborated with the Rockingham Planning Commission and the NH Corridor Advisory Committee, with financial support from U.S. Department of Transportation-Federal Highway Administration, the NH Department of Transportation and the NH Agricultural Experiment Station (Project NH00570) to complete an applied social science entitled "New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory."

OVERVIEW

This Executive Summary is intended to be a concise overview of the findings associated with the multi-faceted "New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory." It includes the rationale for the study, methods associated with each element of the study and highlights of findings associated with each component.

Rational for Study

This study was completed to demonstrate the value of the use of an applied research project as a tool for integrating the teaching, research and service missions of the University of New Hampshire. The project provided the opportunities of students from a variety of programs across the Campus to talk and to work with one another in a dynamic and professional setting. The project also serves to demonstrate the commitment of the UNH to the state's tourism industry, local communities, the citizens of the State of New Hampshire and visitors to New Hampshire's Coastal Byway. The data collected in this project will serve to assist planners, managers and policy makers in identifying appropriate approaches to the management and protection of coastal resources, economic development and community problem solving. It is based upon the notion that the critical issue facing the coastal corridor is not one of achieving growth, but one of maintaining quality that is consistent with sustaining the corridors natural/coastal, cultural and human resources.

Methods

Methodology for the iPad Intercept Interviews. The first step of the study design process was to assist with the selection of and to participate in the initial meeting of the NH Route 1A/1B Corridor Study Advisory Committee (CSA) hosted by the Rockingham Planning Committee (RPC). The meeting took place August of 2013. The Advisory Committee included two New Hampshire State Senators, five elected members of seacoast community's board of selectman or town councils, representatives of NH State Parks, local town beach commissioners and community planning board members, the Executives of the two Seacoast Chamber of Commerce's, and representatives from a collection of non-profit organizations focused on environmental education and environmental conservation. The advisory committee completed a SWAT Analysis intended to inform the RPC on local and regional leader's perspectives of the "issues" facing the Scenic Byway. The RPC Corridor Advisory Committee also provided input into identification of the sampling locations (see below). Input from the advisory committee also incorporated into the Intercept Survey. The resultant intercept survey took about 12-15 minutes to complete.

Use of iPads for Intercept Surveys. A decision was made to use iPads to administer the on-site intercept interview as opposed to pen, paper and clip boards (method used in the 1996 Study). This use of iPads allowed the questions to appear on the iPad and the visitors answers to be entered by interviewer and saved on the iPad. This reduced to zero the data entry costs of the project. Other sources of funding were used to purchase six additional iPads. The iPad Application allowed for a completely anonymous interview, unless the person provided their name and email contact information. This information was shared with respondents. The off-line application was purchased from Qualtrics and was overlaid upon UNH Qualtrics site license. The personal interviews collected via the iPads were uploaded to the server when 4G service was available. UNH Survey Research Center staff provided technical assistant in the design, installation, hosting the web-survey on multiple servers early in the research design process.

Training Interviewers and Interview Protocol. The Intercept Survey was administered by a trained interviewer using an iPad that allowed for the data to be entered via a Qualtrics Application. The student interviewers were trained in the proper personal interview consent protocols approved by UNH IRB (e.g., potential respondents were informed that participating in study was optional and only to interview adults over the age of 18) and were randomly contacted at the previously identified sampling locations and times. Interviewers were instructed to contact people randomly and not to interview people who approach them to be interviewed. A post card with a description of the study and/or a scanable UPC code and a Postcard with information about the study and a push to NH Seacoast Study page with a link to a separate but similar questionnaire. Students received both formal training and on-site supervision by the Principal Investigator and the Interview Team Leader. Fourteen UNH undergraduate students received formal training and on-site supervision. Students worked in teams of male and female students. Team size varied from a minimum of 2 to a maximum of 5 at a single location in order to minimize travel time and cost. The Interview Team Leader was a recent graduate of UNHs Tourism Planning and Development Program and a retired Navy Veteran.

Sampling Sites: Ten sampling areas were identified by the CSA. These include ;Portsmouth sampling sites (i.e., Portsmouth Harbor Trail, Pierce Island, Prescott Park and Piscataqua River Access); a New Castle sampling site (i.e., New Castle Commons, New Castle/Back Bay Access); an Odiorne sampling site (i.e., Odiorne State Park, Odiorne State Park and Boating Access, and the Seacoast Science Center); a Jenness Beach site (i.e., Rye Harbor Marina, Jenness Beach, Sawyer Beach, Philbricks Beach); North Beach; North Hampton Beach; Hampton Beach (to include the length of the beach and Hampton Marina/Atlantic Ocean Boating Access); Hampton RV Park; and Seabrook Beach. A total of 258 intercept surveys were completed at these sample sites during the late summer and early fall of 2013. An additional 36 intercept surveys were completed in the mid to late fall of 2013 using a shorter version of the survey. The knowledge gained from the summer and fall of 2013 and the data collected were used in the design of the spring and summer of 2014. This version of the survey was administered across the each of the sampling sites for a total of 2736 intercept interviews. A grand total of 3,030 interviews are represented in the data base that was utilized in this section of the report.

Overview of Interview Location and Schedule. This section reports the location of the interviews, month of interview, type of day of interview, and time of day of interview. Thirty-seven percent of the interviews were completed at various locations on Hampton Beach, the destination that has the greatest capacity to attract and host visitors. Wallis Sands and Portsmouth were identified as the next two destinations within the corridor to host and attract visitors. Eighteen percent of the sample were collected from visitors to Wallace Sands and fourteen percent were collected from visitors while in Portsmouth sampling locations. The third tier of destinations were

identified as Odiorne State Park/Seacoast Science Center (6%), the Hampton Beach RV Park. Fourth and final tier includes New Castle (2%), North Hampton (3%), North Beach (2%) and Seabrook Beach (2%). A “creative sampling” strategy was to send students out every day with a destination and instructions for allocating their interviews. If a team went out they were expected to come back with 20 interviews. Students worked at a specific location for a four hour shift and the understanding was that the group of interviewers needed to complete a minimum of 20 per 4 hour shift. Another separate but equal directive was collecting a minimum number of surveys per site of 100 at each of the interview sites. That goal was achieved at 7 sites and missed at 3. This was below the desired number but it exceeds the minimum number of cases (n=25) to use particular types of Chi Squared analysis.

Methods for Inventory of Tourism Resources: The inventory was accomplished in three steps. The first step was the compilation of available Excel spread sheets from the inventory completed in the 1996 study. This data will be the baseline of the updated inventory. The second step of the inventory process was to complete a systematic search and content analysis of web resources (i.e., web sites, social media, and other on-line resources). The third step was to “ground truth” the information collected via the first two steps and to compile a photo log of the tourism resources of the NH Route 1A/1B Scenic Byway.

Methods for Follow-up Survey of Visitors: The intercept-survey was used as a mechanism of identifying visitors willing to complete a more detailed web follow-up questionnaire. It also provides a brief overview of the methods utilized in the social media (Facebook) component of this study. Seventeen percent (n=507) of the people who answered the very last question of the iPad Intercept Interview (n=3007) agreed to complete a follow up survey. Of those 25% (n=123) decided not to provide their name and email address when asked for that information. This occurred for a variety of reasons (e.g., decided they did not want to, changed their mind, could not remember email address, etc.) when asked. Leaving a total of 384 participants in the intercept survey who provided an email address. The more detailed follow up survey was distributed and 15 percent (n=56) bounced or were otherwise undeliverable, leaving three hundred twenty-eight (n=328) number of live email addresses. Three contacts were made with potential respondents during late fall of 2013, early winter 2014 and early spring of 2015 and yielded one-hundred and seventy-three completed or partially completed surveys for a final response rate of 52 percent.

As a result of the “low” willingness to participate in the more detailed follow up web survey (17%) identified via the iPad Intercept Survey, a decision was made to utilize Facebook to increase the total number of completed Follow up Surveys. Three different approaches were used to solicit or encourage the participation in Facebook Follow-up survey. Initially a Facebook Site was constructed entitled “NH Seacoast Study”. A link to the follow up was modified for social media, but it quite similar to the follow-up survey to the Intercept Survey was developed and a link was posted to the Survey. The Facebook Site included a fairly detailed description of the objectives and methods of associated with both the iPad Intercept and Follow-up survey and the social media component of the study. Once the link was posted an informal social network was created and were asked to complete the follow-up survey and to share the link to the survey. Students enrolled in University of New Hampshire Tourism Planning courses were also invited to participate in the study and a Facebook Advertisement was purchased for \$100 and distributed to persons who liked various seacoast businesses and attraction. The \$100 yield 1878 clicks on the page NH Seacoast Study Facebook page but yielded 0.024 percent (n=44) could be attributed to the Facebook Advertisement, 26 percent (n=45) were UNH Students and 48 percent (n=82) were attributed to the creation of the Facebook Page and sharing of the link with personal contacts and

the associated sharing. The social media component resulted in 171 completed surveys. A grand total of 344 follow up surveys were completed or partially completed.

Methods for Comparison of 1996/1997 and 2013/2014 Studies. The funding sources for both the 1996/1997 and 2013/2014 were similar. The levels of support varied dramatically with the 1996/1997 Study having considerably more institutional and graduate student support from a variety of sources within UNH (i.e., Students Parents Fund, Undesignated Gifts and NH Sea Grant). The methods of community engagement were similar, as were the sample design, data collection strategy, research instruments, the same interview sites and overall sampling strategy with a couple significant changes. The 2013-2014 inventory made significant use of the internet and collaboration with NH State Parks and the Greater Portsmouth Chamber of Commerce. The 2013-2014 Inventory also included a more comprehensive photographic documentation of the inventory. The data collection tools changed considerably with the transition from pen and paper interview in 1996/1997 study to iPad offline application in the intercept interview in 2013/2014. However, the most important difference between the two studies was the increased focus on the Intercept survey for the 2013-2014 Study. The sample size for the Intercept Survey in 2013-2014 was increased to three thousand (N=3030) as compared to the eighteen hundred (N=1800) intercept surveys completed in the 1996-1997 Study. The 2013-2014 Intercept Survey included additional sampling sites in Portsmouth and the addition of three boating access sites. Overall the data collected via the intercept interview with both studies are more than adequate, with the 2013-2014 having significantly more statistical power. The data collected via the follow-up survey in the 2013-2014 is generally of a lower quality than the 1996/1997 Study. This is partially a function of the self-selected (non-probabilistic) nature of social media survey.

iPad Intercept Results *Profile of Intercept Interview Participants.* Fifty-six percent of the total 3030 interviews with visitors to the corridor were from NH. Of those 15% percent (n=483) were determined to live a very short distance (20 miles or less) from the corridor and 41 percent (n=1243) lived in NH but further than 20 miles away. Twenty-seven percent were from MA (n=846). Leaving 17 percent of those interviewed being from ME and VT (3%), the Northeast (6%), the south, mid-west and west (3%) and from abroad (4%). The sample was fairly equally divided across 5 age groups 20-30s (24%), 40s (17%), 50s (22%), 60s (20%) and 70s (17%). Twelve percent of the sample were “new visitors”, 50% were infrequent to occasional visitors, and 33 percent visited the corridor at least once a week. Most of the visitor’s came to the area with in family only groups (53%). Sixty-eight percent of the sample had traveled the entire length of the corridor and 61 percent considered themselves to be familiar or very familiar with other areas in the corridor. Twenty-three percent (n=699) of the visitors included an overnight stay.

Quality of Experience. An overwhelming majority of the visitors to the corridor were “Very Happy” to “Delighted” with their experience (95%). Overall, visitors were happy with nearly all aspects of their experience. Nearly half of the visitors awarded the “availability and cleanliness restrooms” an “A” with the exception of those visitors interviewed at Jenness Beach and Portsmouth. Eighty-five percent awarded the corridor an “A” or a “B” for the “Value received for the money spent”. In terms of problems associated with “Congestion in reaching the site”, the corridor received an overall grade of a “B”. Considering “Congestion once they reached the site” overall received a “B” with significantly lower scores for “Portsmouth and Jenness Beach. A number of factors were identified through additional analysis that contributed to the visitors evaluation of the overall quality of their experience including “age”, “interview day”, “interview time”, “interview month”, and the state of home residence. For example, NH residents living within the corridor were

significantly less likely to be satisfied with their “overall experience” and other specific aspects of their experience.

Parking and Congestion Issues. Visitors were generally satisfied with both the “availability” of parking with nearly 75% of the sample reported themselves to be “satisfied” or “very Satisfied”. Approximately 58% reported that they were satisfied with the “cost” of parking. Visitors were interviewed in “Portsmouth” and “Jenness Beach” were significantly less satisfied with both the “availability” and the “cost of parking”. A number of factors contributed to the sample of visitor’s evaluation of parking related issues. For example, visitors from the “Northeast” were less likely to negatively evaluate “parking” and “traffic congestion” related issues.

Public Transportation. Twenty-five percent of the sample of visitors indicated what they would be “likely” or “very likely” to use “public transportation” to the site at which they were contacted. Fifty-eight percent indicated that they would be “unlikely” or “very unlikely” to “use public transportation” to reach the site. While 44% percent said they would be “somewhat likely”, “likely” or “very likely” to take a “shuttle bus” from a central parking facility. However, over 63% of the sample indicated that would be “somewhat likely”, “likely” or “very likely” to use a shuttle from NH 1A to NH Route 1 (from the beach to Hampton Center). Willingness to “use public transportation” or “shuttles” varied across a variety of factors. The results suggest that visitors contacted at “Hampton Beach” and “North Beach” would be most likely to “use public transportation” or “shuttles”. Likewise for those visitors staying at least one night in the corridor.

Bicycle Safety. When visitors were asked if they feel or would feel comfortable riding a bicycle on NH Route 1A/1B approximately 40% of visitors indicated that they would “not feel comfortable”. When asked if they would “feel comfortable if riding a bicycle if the shoulders were widened in the future”, nearly 80% indicated that they would feel “comfortable”.

Tourism Inventory

The inventory identified 123 lodging facilities in the Byway Corridor. This total represents a doubling of the number of facilities included in the 1996 inventory. Thirty-eight percent of these properties had either indoor or outdoor swimming pools or both. Thirty percent of the lodging properties were identified as having ocean views. In addition, the inventory identified 234 private residences that are available for rent via “Vacation Rentals by Owner” and “Home Away”. There are likely many more private properties in the rental market represented by brokers and/or property management firms. A total of 185 dining facilities were identified within the Byway Corridor. Seventy-four of these are adjacent to NH Route 1A/1B with an additional 78 within a short walk from the Byway. Thirty-eight percent had a water view and 53 percent had outdoor seating available seasonally. An addition 18 restaurants were identified on NH Route 1. The inventory identified 173 “tourist attractions” within the Corridor. Forty-two percent of these were managed by the state or local government, 33 percent were for profit businesses and 25 percent were managed by non-profit organizations. The results from the inventory suggests that there has been significant growth in the quantity and quality of “tourism resources” within the Corridor. The results from the inventory suggests that the scenic beauty is an important dimension in a majority of the lodging, dining and tourist attraction within the corridor. The inventory also points to the need for a comprehensive guide to the NH Scenic Byway Corridor across community boundaries that includes hours and season of operation.

Follow Up Web

Profile of Participants in Survey. A significant majority of respondents from both Intercept Follow up and Facebook/Social Media surveys were females. Sixty-seven percent of the respondents from the intercept follow-up surveys were females and fifty-one percent of the Facebook

respondents were females. Forty-five percent of all the respondents to the Follow-up surveys were in the “18-29” year age group. There were significant differences between the Intercept Follow up and the Facebook surveys. Sixty-seven percent of the Facebook survey respondents were in the “18 to 29” year old group, compared to only 10 percent of Intercept Follow-up respondents. Thirty-one percent of the respondents to Intercept Follow-up were in the “over 60” age group category, compared to just 8 percent of the Facebook survey participants. The Facebook Surveys were significantly younger than the Intercept follow-up respondents. There was a significant difference in the distance traveled to the interview site between the two respondents to the Intercept follow-up and the Facebook Interview. No Facebook respondents lived within 20 miles of the corridor, compared to 25% of the Intercept Follow-up respondents. While 43 percent of the Facebook respondents lived over 100 miles from the corridor, compared to 18 percent of Intercept Follow-up.

Respondents to the follow-up surveys were asked to estimate “the proportion of their total visits that occur in each of the four seasons”. The respondents were instructed make sure the total proportion of visits to each season equaled 100 percent. There were significant differences between respondents to the Intercept Follow up and the Facebook Surveys. Respondents to the Intercept Follow-up had a mean of 74% of their visits during the summer compared to 40% of the Facebook respondents. There were no significant differences between the two surveys for fall and winter. Facebook respondents were significantly more likely to have a greater proportion of their total visits during the spring (24%) than respondents to Intercept Follow-up (15%).

Participation in Specific Tourist and Recreation Activities in the Corridor. A question asked the respondents to the follow-up survey “the proportion of their total visits that occur in each of the four seasons”. The respondents were asked to ensure the total proportion equaled 100 percent. There were significant differences between respondents to the Intercept and the Follow-up Surveys. Respondents to the Intercept Follow-up had a mean of 74% of their visits during the summer compared to 40% of the Facebook respondents. There were no significant differences between the two surveys for fall and winter. Facebook respondents were significantly more likely to have a greater proportion of their total visits during the spring (24%) than respondents to Intercept Follow-up (15%).

Use of Available Information on Corridor. Radio (15%) had the highest proportion of visitors saying it was a “primary source” of information on the corridor for the combined sample. Brochure Rack (12%) and Travel Magazines (12%) were also identified as a primary source of information on the corridor. Brochure Racks (38%) and the NH Travel Guide were identified as a Minor source of information about the corridor. Newspapers (64%) and Information Booth (63%) had the greatest proportion of “Not a Source” of information. These results suggest considerable variability relative to the relative importance of “traditional” sources of “marketing and advertising” in the seacoast.

Relative to broadly defined “word of mouth” and “social media” information sources. “Word of Mouth” (69%), “People from the Area” (48%), and “Social Media” (32%) had the greatest percentages of the “Primary” source of information category. “Web Coupons” (69%), “Hospitality Workers” (67%), and “Commercial Web Site” (62%) had the greatest proportion of “Not a Source”. Female respondents were likely to identify “Travel Magazines” (i.e., Coastal Living, National Geographic Traveler) and “Social Buying or Coupon Web Sites” (e.g., Groupon, LivingSocial, etc.) as a primary sources of information. Those respondents in the “Highest Income” Group (i.e., >\$100k) were significantly more likely to use social media. “Friends and Family” was the most important source of media for both Facebook (FB) (76%) and Intercept Survey (IS) (63%). The FB

respondents were significantly more likely to rate “friends and family” as the most important source of information. Across the board FB was more likely to use all sources of “internet” and “interpersonal” sources of information.

Information Needs to Enhance Corridor Experience. Both surveys included a series of questions that asked respondents “What additional information would you like to have that would enhance your corridor experience?” It was asked as a “yes” or “no” question across a range of information types. More information on “Dining Opportunities” (39%) and “Map with restricted parking areas” (69%) were the most important for the Intercept Follow up survey. Females were more likely to want “maps”, “restaurant info” and “beach access maps” than were male respondents. Respondents to the iPad Intercept Follow-up survey were more likely identify information needs associated with “dining information”, “attractions information”, “maps public access sites”, “entertainment information”, “information on historical attractions”, and “special event information”. Overall the respondents to the iPad Intercept Follow-up Survey were more likely to identify information needs than the respondents to the Facebook Follow-up survey.

Management Planning and Policy Priorities. The overwhelming most important priority” (60%) for the corridor was “wider Shoulders for Bicycle Riding”, the second greatest proportion was 39 percent for “limiting new commercial development adjacent to the byway”. The greatest “medium priorities” were “improve attractiveness of commercial areas along NH Route 1A/1B” (54%), “Improve warning and alert signage along the Byway” (54%), “Improve signage to recreation and historic attractions located off the Byway”(52%), “Impose restrictions on residential development” (50%), and “Improve landscaping along the Byway” (52%). In general the management of the scenic landscape of the corridor was a medium priority. “Reduce visibility of utility wires along the Byway” (50%) and “Impose restrictions on parallel parking alongside the Byway” (50%) had the greatest proportion on the “low priority” category. There were limited differences between the two survey types.

Attitudes towards Issues associated with NH Route 1A/1B. This set of questions presented statements to both the Intercept and Facebook respondents. The statements that generated significant support (with the most cases) was “Preserving the cultural heritage of New England fishing communities is important to me” (63%); “I support beach closures to protected endangered plant and animal species (e.g., piping plover)” (62%); and “I would visit the seacoast more during the off season if more businesses were open” (57%). Those statements with the largest proportion of “neither agree nor disagree” was “I experienced problems with handicap accessibility during my visit to NH Seacoast” (64%) and “Sea level rise represents a serious threat to NH Seacoast” (47%). The two statements that generated the greatest amount of disagreement was “there is too much commercial activity on public beaches” (53%) and “the amount of noise negatively impacted the quality of my tourism experience” (49%).

Potential Corridor Initiatives. This section provides an overview of visitor’s opinions on the relative importance of a variety of initiatives to improve the visitor experience in the NH Route 1A/1B Corridor. It provides insights into the facilities and services that are important to respondents to both surveys and information that will assist with the management on how to develop and manage the Corridor in a manner consistent with those visitor needs and preferences. “Wildlife habitat protection” and “salt marsh restoration programs” were identified as an “important” or “very important” by 71 percent of the respondents of the combined follow-up surveys. “Availability of on-line information on seacoast attractions” (69%) and “Protection and restoration of cultural landmarks” (73%) were also identified as “important” to the visitors to the corridor.

Corridor Services and Products This section provides the results of a set of questions that measured the “likelihood” of the respondents, from both the Intercept and Facebook Surveys, to use potential corridor services and products. Respondents were given five response categories “Very Unlikely”, “Unlikely”, “Unsure”, “Likely” and “Very Likely”. Respondents were most likely to indicate that they would use “Fresh fish and produce stands” (81%) and “Information on Farmers Markets in the Corridor” (70%). Respondents were “unsure” as to whether or not they would use “Environmental education programs at state park beaches” (36%) and “Beach Condition Information online or on a Mobile Application” (34%). Respondents indicated that they were “Unlikely” to use “Brew Pub Tours” (39%) or “Beach Equipment Rentals” (i.e., chairs, umbrellas, etc.) (38%).

Change in Visitation Behavior as a Result of Congestion and/or Overcrowding. The questionnaire provided eight statements that relate to their past, current and future use of the corridor. The questionnaire instructed the respondents to circle “yes” or “no” to each statement concerning their visits to the Route 1A/1B Corridor. The results show that nearly sixty percent of the sample indicated that they have not changed the amount that they visit the corridor. However, there is considerable support for the notion that people change the way that they use the corridor. For example, fifty percent of the sample of visitors said they visit the corridor during the week to avoid traffic, 31 percent visit in the morning, and 27 percent visit during the off season. There is some evidence that traffic congestion is having a minor impact of total visitation with three percent of the sample indicating that they will not visit the corridor again in response to problems associated with traffic congestion. Facebook respondents were more likely to change the “amount” they visit the corridor, the “time of day” and “time year they visit the corridor” than the respondents to Intercept Follow up. Fourteen percent of the Facebook respondents indicated that they would not visit the corridor again, compared to only 2 percent of the respondents to the Intercept Follow up survey.

Use of Facebook This section reports the percentage of the respondents who utilize Facebook. The results show that 75 percent of the respondents use Facebook. Thirty-one percent of the Intercept Respondents did not use Facebook, compared to only 16 percent of the Facebook Respondents (i.e., 31 respondents to the Facebook Survey, gained access to the survey via a shared link email link from a personal contact who does use Facebook). There were no significant differences between those respondents who use Facebook and those who do not across gender, income, and age group. The results show that the greatest proportion of respondents use Facebook to communicate with “Family and Friends” (94%) and to “Post and Share Photos” (76%). The respondents were less likely to use for “Information and Discounts” (20%) and to “like” Businesses.

Interest in and Preference for Getting Summary of Results. The surveys included a question that asked the combined sample if they were interested in getting a summary of the results from NH Route 1A/1B Scenic Byway Study. Sixty-eight percent (n=204) of sample were interested in getting a summary of the results and 32% (n=97) were not interested. Of those who responded “yes” that they wanted more information, seventy-seven percent reported that they use Facebook. The greatest proportion of the respondents indicated that “A pdf file highlighting the results from this study emailed to them” (48%). The second most popular means of getting the results was a Facebook Posting (44%), followed by “A web site specifically for communicating the results from the study” (37%). The least popular means of getting the results from the study were “Attending informational meetings at the University of New Hampshire” (8%), “Attending public presentations around the seacoast with door prizes” (7%), and “Rockingham Planning Commission Web Site”.

Contrast of Studies

Comparison 1996-1997 and 2013-2014 NH Route 1A/1B Studies This section compares and contrasts (non-statistical) the 1996-1997 and 2013-2014 Studies between the common components of the two studies to include both the inventory, the intercept and follow up surveys. Statistical analysis will be completed and reported under a separate cover. Statistical analysis requires significant and time consuming process of merging multiple data bases across a ten year span and across a multiple software platforms.

Lodging Facilities. The inventory process in 1996-1997 identified, fifty- four lodging facilities within the corridor (considered only those facilities adjacent to NH Route 1A/1B) and only identified lodging facilities in 3 corridor communities. The inventory process identified in the 2013-2014 inventory identified sixty-five properties within a short walk of NH Route 1A/1B. The 2013-2014 Inventory identified over 200 VBRO rentals in the 2015 Inventory. Hampton Beach and Rye have the greatest number of VBRO rentals with 103 and 46 respectively.

Restaurant Facilities The 1996-1997 inventory identified six different towns with restaurant facilities and identified thirty-five restaurants. The 1996-1997 Inventory only included restaurant facilities adjacent to NH Route 1A/1B. The 2013-2014 Inventory identified restaurants within a short walk of NH Route 1A/1B. It categorized restaurant facilities into three groups. These groups include Fast Food (i.e., Coffee, Ice Cream Shops, Fast Food, and Breakfast), Casual Dining and Fine Dining. A total of 167 restaurants were identified in the 2013-2014 Inventory. Portsmouth had the most options for eating out with 79 restaurants. Portsmouth also had the most options for both Casual and Fine Dining.

Tourist Attractions The 1996-1997 Inventory resulted in the identification of 65 tourism attractions with a one mile radius of NH Route 1A/1B. The 2013/2014 inventory resulted in the identification of 157 tourist attractions within a one mile radius of NH Route 1A/1B. A vast majority of the growth in attractions took place in the event category.

Comparison of Visitor Profiles and Sample: The greatest difference between the two studies was the percent total (and overall number) of interviews completed at Hampton Beach. The 1996-1997 Study under-represented visitors to Hampton Beach and the 2013-2014 corrected that by doubling the number of interviews completed in Hampton Beach. There are strengths and weaknesses relative to the distribution of interviews across the two studies. The 2013-2014 included more “weekend interviews” and less “Holiday Weekend” days than the 1996-1997 Studies. The 2013-2014 Study spread the interviews across the months of May, June and July and the 1996-1997 Study completed an overwhelming number of interviews (81%) in August. The combined data from both studies likely provide an accurate representation of total use across the spring and summer months. The results show that there were differences in the “state of home residence” between the two studies. There was a greater proportion of respondents from NH in the 2013-2014 Study. There was a larger percentage of visitors from the Northeast in the 1996-1997 study. There were no differences in the percentage of respondents from “ME & VT”, “MA”, “Other US” and “International” locations across the two studies.

There was only a slight difference relative to the gender of the participants of the studies. There were slightly greater proportion of females in the 1996-1997 Study (62% versus 57%). The results show that the participants in the 2013-2014 Study were more likely to be in “Friends Only” Group and less likely to be in a “Family Only” group. There were no real differences between the two studies in terms of the proportion of those visiting in “Family and Friends”, “Alone” and visitors traveling in “Groups”. 1996-1997 Study had a greater proportion of visitors in their “20-30s” and “40s”. While a greater proportion of visitors were participating in the 2013-2014 study were in their “50s”, “60s” and “70s”.

There was a sizeable difference between the 1996-1997 and the 2013-2014 Study relative to how far visitors traveled to reach the corridor. Forty percent of the participants in the 2013-2014 Study traveled “20 miles or less” as compared just 17 percent who traveled “20 miles or less” in the “1996-1997” Study. Twenty percent of the participants in the 1996-1997 Study traveled “100 miles or more” compared to just 8 percent of the participants in the 2013-2014 Study. Another difference between the two studies was the percentage of the sample of visitors from NH. In the 2013-2014 study, 57 percent were from NH versus 48 percent of the sample of visitors participating in the 1996-1997. The other substantial difference was that 11 percent of 1996-1997 study were from other “New England States” compared to 5 percent in the 2013-2014 Study.

Participants in the 1996-1997 Study were more likely to include an “overnight stay as part of their visit” (34% versus 24%) and more likely to be on their first visit to the corridor (20% versus 9%). The results show that overnight visitors in 1996-1997 Study were more likely to stay in the corridor between “8-20 nights” (16% to 5%). Overnight visitors in the 2013-2014 study were more like to be staying “6-7 nights” in the corridor (24% to 19%). The results show a general trend for participants in the 2013-2014 to stay a week or less. There were no important differences between the two studies in whether or not they had traveled the entire length of the corridor.

The results show that participants in the 2013-2014 study were most likely to stay “3-5 hours” (43% to 31%). Participants in the 1996-1997 were more likely to be on their first visit to the site (20% versus 9%). While more participants in the 2013-2014 were more likely to visit “once a year or less” and “2-4 time a year” and participants in the 1996-1997 study were more likely to visit “once a week or so”. This suggests a potential shift in who is visiting the corridor. For example, visitors participating in the 1996-1997 Study were more likely to be a “first time” visitor to the corridor suggesting that the Corridor is a maturing market. This suggestion is consistent with the data reported which showed a general shift in the age of the participants consistent with overall ageing of the U.S. population (baby boomers getting older).

A general trend in visitation rates to corridor attraction is that a greater percentage of participants in the 2013-2014 Study visited a majority of sites within the corridor with the exception of Hampton Beach and Strawberry Bank. Participants in 2013-2014 Study were also more likely to participate in the most recreation activities overall, but the overall ranking did not differ across the studies. For example, “Dining” (85%), “Bicycling” (73%) and “Driving for Pleasure” (72%) were the most popular activities in the 2013-2014. While dining (52%) and “Shopping” (37%) were the most popular activities in the 1996-1997 Study. These findings are most likely a function of the methods of data collection and low response rate in the Follow Up study completed in 2013-2014 and should not be extrapolated to visitors in general. The results show that “word of mouth” was the most important source of information for both studies. The second most important overall was “social media” (32%) in the 2013-2014 Study (not included in 1996/1997 Study) and the second most important source of information for the 1996-1997 was the “newspaper”.

Evaluation of the Conditions of the Corridor. A comparison of respondent evaluations of the “Cleanliness and Availability of Restrooms”, “Congestion in reaching the interview site (e.g., traffic, long waits, etc.)”, and perceived “Value for Money Spent” utilized the intercept data (n=3019) from the 2013-2014 Study and the Mail Follow-Up data (n=596) from the 1996-1997. Respondent’s evaluation of the “Restroom Cleanliness and Availability” show a major increase (+26%) in the proportion of “A” for the 2013-2014 Study and decrease (13%) in the percentage of “C” evaluations when compared to the 1996-1997 Study. The comparison 1996-1997 and 2013-2014 of participant’s evaluation of “Congestion Reaching the Interview Site show a major increase (“A+” 24% and “B+” 20%) for the 2013-2014 Study when compared to the 1996-1997 Study.

These results suggest that participants in 2013-2014 had less problems with “traffic congestion” reaching the interview site. The 1996-1997 Study used one measure that combined “availability and cost of parking” while the 2013-2014 Study used separate measures and a satisfaction scales as opposed to a report card format. The measures of availability and cost were combined and the satisfaction with parking attributes were converted to the report card format. There were 2964 visitors answering these questions in the 2013-2014 Study (iPad Intercept Interview) and 566 visitors answering in 1996-1997 Study (mail follow-up survey). Overall the results show that evaluations of “parking” has not changed over time. The results show that only slight difference between the two studies with participants in the 2013-2014 Study having slightly greater proportion of “A’s” and “B’s” for “Value for Money Spent”.

Visitor willingness to use specific transportation related offering within the corridor. Relative to the visitor’s willingness to use specific transportation related offering within the corridor, the results show that participants in the 2013-2014 Study are more likely to respond “yes” to a question that asked if they would use a “designated bike lane or path” than the participants in the 1996-1997 Study. There were no substantial differences between the two studies relative to whether or not they would use public transportation to reach the corridor or if they would use a shuttle service within the corridor between the two studies.

Overall Satisfaction with Corridor Experience The comparisons between the “1996-1997” and “2013-2014” across visitor’s level of satisfaction with their corridor experience show only a slight difference with visitors participating in the 2013-2014 having a slightly larger (4%) percentage in the “high” satisfaction group and visitors participating in the 1996-1997 study having a slightly larger percentage (4%) in the “low” satisfaction group.

Management and development priorities in the Corridor A comparison management and development priorities between the 1996-1997 and 2013-2014 Studies show that a greater percentage of participants in the 1996-1997 Study identified “Improve attractiveness of commercial areas along NH Route 1A/1B” and “enhance preservation and protection of historic character of the Byway” as High Priority” issues. For the 2013-2014 Study the top two priorities were to “Provide wider shoulders on NH Route 1A/1B marked exclusively for bike lanes” and “Limit new commercial development adjacent to the Byway”. The “Medium Priority” for the 1996-1997 Study were to “Improve attractiveness of corridor” and for the 2013-2014 Study the medium priority was to “Improve attractiveness of commercial areas along NH Route 1A/1B”. The low priority for the 1996-1997 Study was “Improve signage to recreation and historic attractions located off the Byway” and for the low priority was 2013-2014 Study was “Develop a scenic Vista, Bird/ wildlife observation tower”.

Importance of Various Corridor Initiatives. Participants in the 1996-1997 Study were more likely to identify “Increased enforcement of existing glass and alcohol regulations on the beach” and “Beach replenishment programs” as important. While participants in the 2013-2014 were more likely to identify “Public transportation/trolley linking sites within the corridor”, “Wildlife Habitat protection and salt marsh restoration programs”, “More nightlife and entertainment” and “Protection and restoration of cultural landmarks” as important than the participants in the 1996-1997 Study.

Attitude towards NH Route 1A/1B Corridor Experience. Visitors participating in 2013-2014 Study were more likely to agree with the statement that “traffic congestion is a problem” when compared to participants in the 1996-1997 Study. Participants in the 2013-2014 were less likely to agree with the statement “I wish there was more food and lodging Corridor”.

Change in Use Behavior. The results show generally that participants in the 2013-2014 Study are more likely to change the way they use the corridor as a result of “congestion reaching the site” and overcrowding at the site”. For example, participants in the 1996-1997 Study were substantially less (49% versus 78%) likely to respond “yes” to the statement “I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends” than the participants in the 2013-2014 Study. Likewise, participants in the 1996/1997 Study were also less likely (31% versus 58%) to respond “yes” to the statement “I visit the Corridor in the early morning to avoid crowding on the beach” than the participants in 2013-2014 Study.

Future Activities

After the release of this report a meeting will be held with the Corridor Advisory Committee and/or an appropriate “sub-committee” to develop formal recommendations based on the data reported here. This Executive Summary, the Final Report and the Recommendations derived from the data reported here (if any) will be shared with interested stakeholders via the Rockingham Planning Commission web site and by the author of this report. The research highlights and associated recommendation will be posted on NH Seacoast Study Facebook page.

New Hampshire Coastal Corridor Visitor Needs Assessment & Tourism Inventory

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INTRODUCTION

The University of New Hampshire (UNH) is committed to providing undergraduate student with the opportunity to interact with one another, with faculty members, resource management and planning professions, community leaders and elected officials in applied research activities that are relevant to the citizens of the State of New Hampshire. These opportunities and the associated applied research activities are intended to facilitate the appropriate use and management of the state's coastal, cultural and human resources. In pursuit of these goals, UNH faculty and students collaborated with the Rockingham Planning Commission and the NH Corridor Advisory Committee, with financial support from U.S. Department of Transportation-Federal Highway Administration, the NH Department of Transportation, the Department of Natural Resources and the Environment, and the NH Agricultural Experiment Station Project (NH-00570) Entitled "Evaluation of Web-Based Tools for Engaging with Stakeholders of Natural and Agricultural Resource Management Policies and Programs" to complete an applied social science entitled "New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory". This study was completed to demonstrate the value of the use of an applied research project as a tool for integrating the teaching, research and service missions of the University of New Hampshire. The project provided the opportunities for students from a variety of programs across the Campus to talk and to work with one another in a dynamic and professional setting. The project also serves to demonstrate the commitment of the UNH to the state's tourism industry, local communities, the citizens of the State of New Hampshire and visitors to New Hampshire's Seacoast.

The data collected and shared in this report is intended to assist planners, managers and policy makers in identifying appropriate approaches to the management and protection of coastal resources, economic development, community problem solving. It is based upon the notion that critical issues facing are not ones of achieving growth, but one of maintaining quality that is consistent with sustaining natural/coastal, cultural and human resources of NH Seacoast. From a practical point of view, anyone interested in developing or enhancing services or facilities for tourists and residents require a reasonably detailed knowledge of their market and their customers' needs and wants. This study is built on previous research that has identified and investigated the many and varied factors that influence the relationship (or fit) between the tourism resources and visitor demand, in order to have a more complete understanding of the concept of a "quality tourism destination". This narrative reports the results of the study and is intended to be a comprehensive summary of the findings, drawn from the data collected and is intended to serve as the detailed reference for the study.

Goals of the Study:

The following represents a brief overview of the formal goals of the NH Route 1A/1B Scenic Byway Tourism Visitor Needs Assessment and Inventory of Tourism Resources: (1) To gain a preliminary understanding of where people come from, what they do, how they learned about the site and how they evaluate the specific attributes of the places they are visiting within the Route 1A/1B Scenic Byway Corridor; (2) To provide the opportunity for visitors to share their perspective about their experience. The results from this visitor needs assessment for tourists visiting various sites within Route 1A & 1B Corridor. The visitors needs assessment that includes their evaluations, attitudes, and demand for existing tourism

attractions and services; preferences for the future development of the corridor; and potential demand for those attractions and services; (3) To complete an inventory and characterization of a wide range of tourism resources within the NH Route 1A & 1B Corridor. This basic inventory and description of available tourism resources, support services and attractions are critically important to the planning and decision making processes associated with the enhancement and protection of the coastal byway and associated resources; and (4) To integrate the teaching, research, and service missions of the University of New Hampshire (UNH) and the New Hampshire Agriculture Research Experiment Station (NHAES) with the natural resource, transportation and community planning responsibilities of the Rockingham Planning Commission (RPC).

Description of the Study Area

The Setting for this study is New Hampshire's Coastal Scenic Byway, following NH Route 1A and NH Route 1B from Seabrook to Portsmouth. The New Hampshire Coastal Scenic Byway, designated in 1994, extends 21.8 miles from Seabrook to Portsmouth, traversing six communities along NH Routes 1A and 1B and covering the entire length of New Hampshire's Seacoast. While the population of the six corridor communities is approximately 56,000, the NH Seacoast is the destination for an estimated 7.65 million visitor trips annually, and the Byway connects many of the Seacoast's major visitor destinations. The Byway includes a broad range of historic, cultural, natural, scenic and recreational resources that shape the experience of both visitors and seasonal and year round visitors. These include 10 units of the NH State Park System, from Hampton Beach State Park to Fort Constitution; natural resources from Gulf of Maine tide pools to the extensive salt marsh ecosystem of the Hampton Seabrook Estuary; an enormous range of historic resources ranging from colonial settlements to World War II era fortifications; and miles of scenic coastline with varied recreational opportunities and interpretive installations. The Corridor is characterized by spectacular views of the Atlantic Ocean across rocky and sandy shores on one side and lined by turn-of-the-century estates on the other. Highly developed commercial and residential areas serving both tourists and seasonal residents are interspersed throughout the length of the corridor. The greatest population densities are located at opposite ends of the corridor (i.e., Portsmouth and Hampton Beach). The original Corridor Management Plan for the NH Coastal Byway was completed in 1996 by Dr. Rob Robertson, the Principal Investigator on this component of the project, in cooperation with the Rockingham Planning Commission and NH Scenic Byways Program in 1996 (approved by UNH IRB). The Route 1A/1B Scenic Byway Corridor was formally designated as a Scenic and Cultural Byway, June 29, 1994 by the Scenic and Cultural Byways Council (so authorized by the Legislature in 1992).

Organization of the Final Report

Data collected for this study and report consists of four primary components/sections: (1) iPad Intercept personal interview visitors to the corridor; (2) Inventory of tourism attractions; (3) A follow up web survey with participants self-selected sample of participant to in iPad Intercept Interviews along with a convenient and directed web-survey utilizing social media of people who visited the corridor in the past year; and (4) A comparison of results collected in the 1996-1997 Study with those collected in 2014-2015. Each section of this report will begin with a general introduction and a listing of the specific goals of the section. This will be followed by a detailed description of methodologies utilized to collect the data reported. Each section will report and explain findings with a mix of words, figures and graphs. An attempt was made to explain the results from the data collected as clearly as possible limiting excessive use of scientific jargon, while respecting the rules of science.

After the formal release of this report a meeting will be held with the Corridor Advisory Committee and/or an appropriate "sub-committee" to develop formal recommendations based on the data reported here. This Final Report and the Recommendations derived from the data reported here (if any) will be shared with interested stakeholders via the Rockingham Planning Commission web site and by the author of this report. The research highlights and associated recommendation will be posted on NH Seacoast Study Facebook page.

ROUTE 1A/1B SCENIC CORRIDOR VISITOR NEEDS ASSESSMENT: iPad INTERCEPT ON-SITE INTERVIEW

This section will provide the results from the iPad Intercept Interviews that took place within the NH Route 1A/1B Scenic Corridor during 2013-2014. It will begin a detailed description of approach to this research and the specific methods utilized to complete the iPad Intercept Interview. This will be followed by a profile of the visitors participating in the iPad Intercept Interviews. The visitor profile information will provide a better understanding of who the sample of visitors to the NH Route 1A/1B Corridor are and where they are from. This information will also assist in the interpretation of the results presented in later in this section. This will be followed by a listing of the recreation activities that they participated in on the day they were contacted. Next, will be an overview of the reasons why the sample of visitors chose to visit the corridor, how they generally learned about the corridor region and the details of this specific visit to the corridor. Next will be an overview of the visitor's perception of their current tourism experience within the corridor, their opinions or evaluation of some specific attributes of their corridor experience and will conclude with an overview of the visitor's opinions towards a few specific management and corridor development options. The section will conclude with a focused description of the research highlights; policy implications, practical applications, and recommendation for further research.

Methodology for the iPad Intercept Interviews

Design of Intercept Survey. The first step of the study design process was to assist with the selection of and to participate in the initial meeting of the NH Route 1A/1B Corridor Study Advisory Committee (CSA) hosted by the Rockingham Planning Committee (August 2013). . This Advisory Committee included two New Hampshire State Senators, five elected members of seacoast community's board of selectman or town councils, representatives of NH State Parks, local town beach commissioners and community planning board members, the executives of the two Seacoast Chamber of Commerce's, and representatives from a collection of non-profit organizations focused on environmental education and environmental conservation.

The advisory committee completed a SWAT Analysis intended on inform the RPC on local and regional leaders perspectives of the "issues" facing the Scenic Byway. The RPC Corridor Advisory Committee also provided input into identification of the sampling locations (see below). Input from the advisory committee also incorporated into the Intercept Survey. The resultant intercept survey took about 12-15 minutes to complete.

The intercept survey provided the information needed to gain a preliminary understanding of where people visiting the NH Route 1A/1B Corridor come from, what they do, how they learned about the site, and how visitors evaluate site attributes (i.e., restroom, parking, value, safety, etc.) as well as their overall tourist experience in the NH Route 1A/1B Visitor Experience. The intercept survey also asked four questions focused on the likely hood that visitors would ride a bike or take public transportation under a few different scenarios. The intercept concluded with a few socio-demographic questions. Three different versions of the intercept survey were utilized.

During the summer of 2013 a longer version of the iPad intercept survey was utilized. It collected data on more site attributes and individual characterizations of the specific tourist destination, as well as some questions on the East Coast Greenway. Approximately 300 surveys were completed using the longer versions of the intercept questionnaire. During the spring and summer of 2014 the survey was twice shortened to speed up the interview process. This shortening of the instrument was necessary in that, a very small number of participants agreed to provide their name and email address to participate in a follow up longer web survey.

The intercept-survey was also used as a mechanism of identifying of visitors willing to complete a more detailed web-mail follow up questionnaire. This issue will be discussed in more detail in the "web follow up" section of this report. The Intercept Survey were pretested with RPC and UNH faculty/staff, and a convenient sample of visitors to the corridor.

Use of iPads for Intercept Surveys. A decision was made to use iPads to administer the on-site intercept interview as opposed to pen, paper and clip boards (method used in the 1996 Study). This use of iPads allowed the questions to appear on the iPad

and the visitors answers to be entered by interviewer and saved on the iPad. This reduced to zero the data entry costs of the project. Other sources of funding were used to purchase six additional iPads.

The iPad Application allowed for a completely anonymous interview, unless the person provided their name and email contact information. This information was shared with respondents. The off-line application was purchased from Qualtrics and was overlaid upon UNH Qualtrics site license. The individual interviews completed via the iPads were able to upload when to the server when 4G service was available. UNH Survey Research Center staff provided technical assistance in the design, installation, hosting the web-survey on multiple servers.

Training Interviewers and Interview Protocol. The Intercept Survey was administered by a trained interviewer using an iPad that allowed for the data to be via a Qualtrics Application. The student interviewers were trained in the proper personal interview consent protocols approved by UNH IRB (e.g., potential respondents were informed that participating in study was optional and only to interview adults over the age of 18) randomly contacted at the previously identified sampling locations and times.

Interviewers were instructed to contact people randomly and not to interview people who approach them to be interviewed. A post card with a description of the study and/or a scan able UPC code and a Postcard with information about the study and a push to NH Seacoast Study page with a link to a separate but similar questionnaire. Students received both formal training and on-site supervision by the Principal Investigator and the Interview Team Leader. Fourteen UNH undergraduate student received formal training and on-site supervision. Students worked in teams of male and female students. Team size varied from a minimum of 2 to a maximum of 5 at a single location in order to minimize travel time and cost. The Interview Team Leader was a recent graduate of UNH's Tourism Planning and Development Program and a retired Navy Veteran.

Sampling Sites: Ten sampling areas were identified by the CSA. These include a Portsmouth sampling site (i.e., Portsmouth Harbor Trail, Pierce Island, Prescott Park and Piscataqua River Boating Access); a New Castle sampling site (i.e., New Castle Commons, New Castle/Back Bay Boating Access); an Odiorne sampling site (i.e., Odiorne State Park, Odiorne State Park and Boating Access, and the Seacoast Science Center); a Jenness Beach site (i.e., Rye Harbor Marina, Jenness Beach, Sawyer Beach, Philbricks Beach); North Beach; North Hampton Beach; Hampton Beach (to include the length of the beach and Hampton Marina/Atlantic Ocean Boating Access); Hampton RV Park; and Seabrook Beach. A total of 258 intercept surveys were completed at these sample sites during the late summer and early fall of 2013. An additional 36 intercept surveys were completed in the mid to late fall of 2013 using a shorter version of the survey. The knowledge gained from the summer and fall of 2013 and the data collected were used in the design of the spring and summer of 2014. This version of the survey was administered across the each of the sampling sites for a total of 2736 intercept interviews. A grand total of 3,030 interviews are represented in the data base that was utilized in this section of the report.

Overview of Interview Location and Schedule. This subsection reports the location of the interviews, month of interview, type of day of interview, and time of day of interview. Figure 1 presents the total number of on-site interviews completed at each of the sampling locations. Thirty-seven percent of the interviews were completed at various locations on Hampton Beach. The destination that has the greatest capacity to attract and host visitors. Wallis Sands and Portsmouth were identified as the next two destinations within the corridor to host and attraction visitors. Eighteen percent of the sample were collected from visitors to Wallace Sands and 14 percent were collected from visitors while in Portsmouth sampling locations. The third tier of destinations were identified as Odiorne State Park/Seacoast Science Center (6r, the Hampton Beach RV Park. Fourth and final tier includes New Castle (2%), North Hampton (3%), North Beach (2%) and Seabrook Beach (2%).

The "creative sampling" strategy was to send students out every day with a destination and instructions for allocating their interviews. If a team went out they were expected to come back with a 20 interviews. Students worked and would start at a specific location a four hour shift and the understanding was that the group of interviewers needed to complete a minimum of 20 per 4 hour shift. Another separate but equal directive was collecting a minimum number surveys per site of 100 at each of the interview sites. That goal was achieved at 7 sites and missed at 3. This was below the desired number but it exceeds the minimum number of cases (n=25) to use particular types of statistical analysis to include Chi Squared analysis.

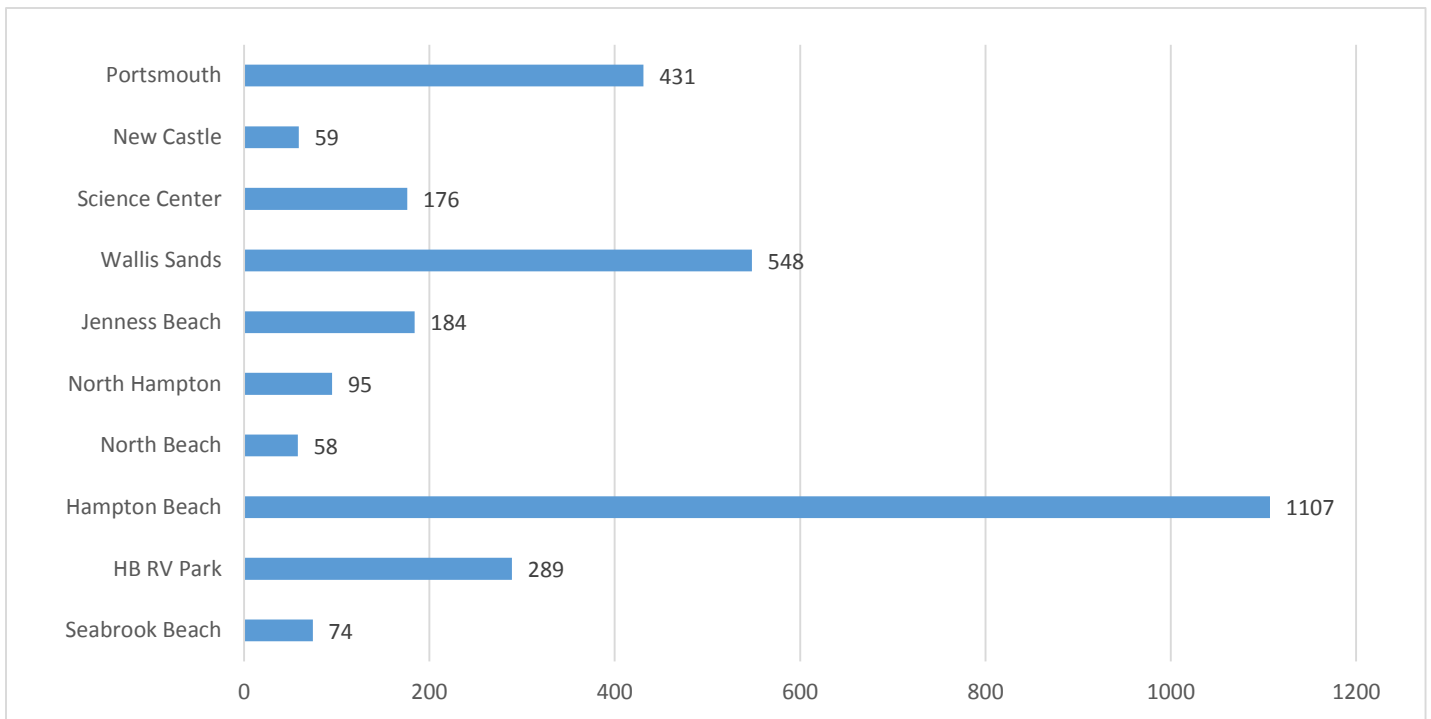


Figure 1 Sample Site and Number of Intercept Interviews

Potential respondents were randomly contacted at each sampling location across three types of days (weekdays, weekends, and holiday weekends). Figure 2 shows that 53 percent of the interviews took place on a weekdays and 41 percent on weekends, and 6 percent on holiday weekend. Considering the total number of interview days in the interview period (roughly 150 potential interview days), the sample did a fairly good job of replicating the visitors to spring, and summer visitors to the corridor. All things being equal we would have expected that 62 percent of the interviews would have taken place on weekdays, 29% on weekends, and 8% of holiday weekends. Therefore the sample under-represents weekdays by 9%, weekend days are over represented by 11% and holiday weekends were under represented days by 4%. This given the lack the lack of any solid data on actual visitation rates and the notion that the corridor is at or near capacity on weekends and exceeds capacity on holiday weekends—it is not expected that this variation represents a serious threat the quality of the data. This is mostly due to that over sampling weekend days is the best alternative since weekend visitors share more in common with Holiday weekend visitors and less in common with weekday visitors.

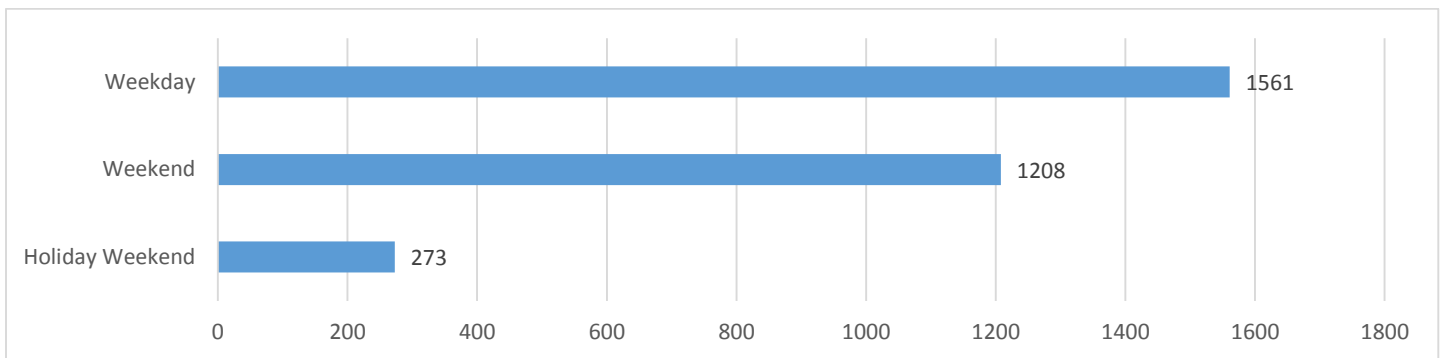


Figure 2 Number of Interviews by three sampling times.

Figure 3 illustrates the number of interviews completed in each of three interview blocks (i.e., 10am to 1pm; 1pm to 4pm; and 5pm to 8pm). Thirty-three percent of the interviews were completed between 10am and 1pm and 48 percent of the interview took place during the 1-4pm time block, with the remaining 13 percent of the interviews taking place during the 4-8pm.

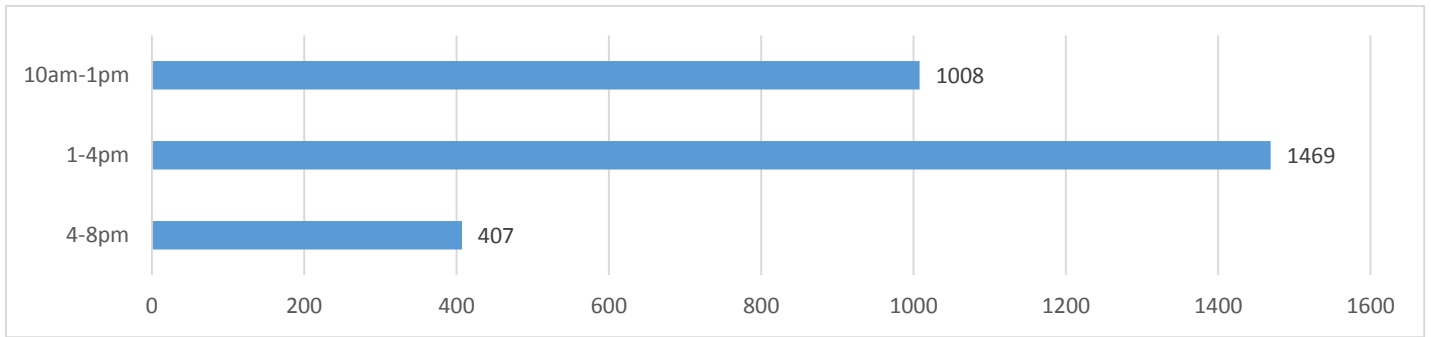


Figure 3 Number of Intercept interviews by Time of Day

Figure 4 reports the relative proportion of interview completed in by month of interview. Ten percent of the total interviews took place in late August, September and early October of 2013. The interviews completed in 2013 utilized a longer survey that took more time administer. Sixteen percent were completed in May 2014, 38 percent were completed during June of 2014, and 31 percent were completed during the July, August and early September of 2014. Statistical test revealed no differences between those data collected Late Summer of 2013 and those collected mid-to late summer of 2014 so to increase cell counts those August and September of 2013 and July and August of 2014 were combined. The intercept interviews were combined, meaning that 41 percent of the total interviews were collected in July, August, with a few interviews in October, 2013.

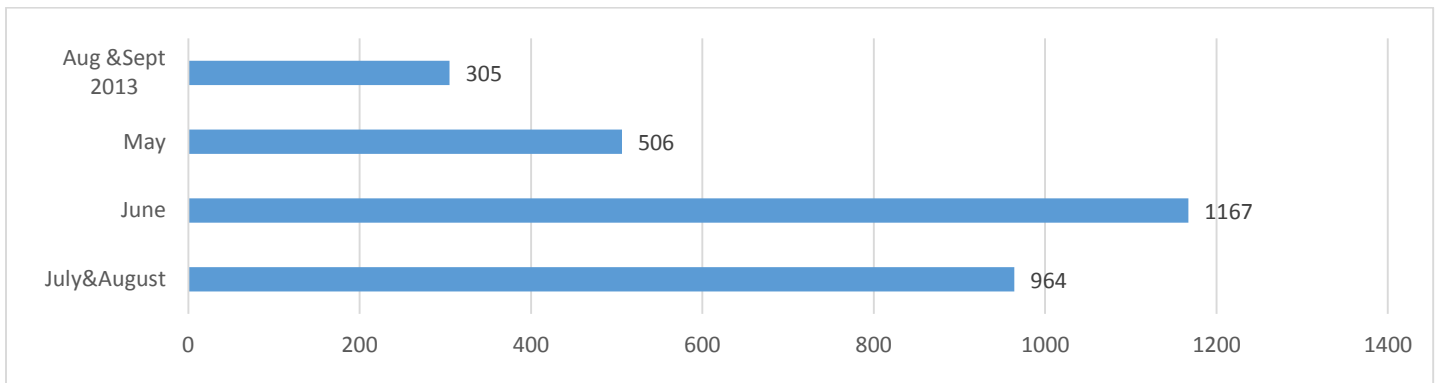


Figure 4 Number of Intercept Interviews by Month of Interview

Figure 5 presents the number of interviews completed by weather. Weather collapsed into three very general type of days that avoid the notion or partly and mostly. Seventy-one percent of the interviews were completed on sunny days, with 18 percent on days with sun and clouds, and 12 percent on days with rain and clouds. The variability in the number of interviews by weather was partially a function of the respondents available to interview at some of the sampling sites.

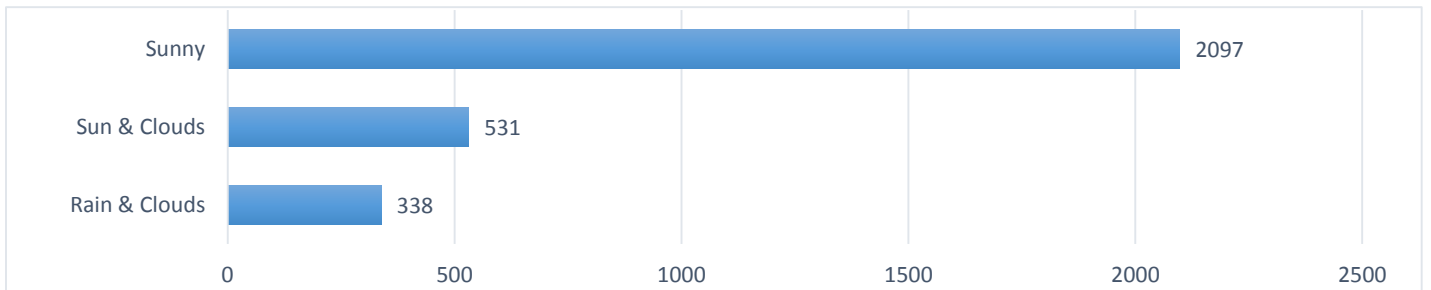


Figure 5 Number of Intercept Interviews by Weather

Considerations of the Quality of Data collected via the Intercept. A number of considerations should be made when interpreting the results from this study: With the exception the State Park meter and fee facilities there is little data available on the visitation rates at the various seacoast attractions. As noted earlier the sample over-represents weekend, under represents weekend and holiday weekend users. It is difficult to estimate the relative impact of this source of bias without additional data and analytics. Test for statistical differences between the (i.e., the interview site, type of day, time of day, month of visit, and weather). There

were significant differences but a majority of the differences were attributed to the relative distributions across the interview sites. The exception of this is the “holiday weekend” patterns where a vast majority interviews took place at Hampton Beach (80%) and Portsmouth (19%). Time of interview and month of interview and weather was fairly consistent across the interview site. Taking the above considerations and correction strategies into account, the sample and interviews are adequate to provide an understanding of visitors to the Route 1A/1B Corridor. Care should be taken when extrapolating the results from this sample to an indefinite general population. It is and should be considered the “best available” data drawn from this population.

Profile of Visitors to the NH Route 1A/1B Corridor

This section provides descriptive information on the sample of visitors to the corridor included in the study. This information will provide a better understanding of who the sample of visitors to the NH Route 1A/1B Corridor where they are from, how old they are, their gender, the samples racial and ethnic make-up.

Figure 6 reports the results from a question that asked participants in the intercept survey “What is the zip code of the place that you live”. Examination of the zip Codes indicated that 57 percent of the sample of visitors were from NH. The persons representing New Hampshire were divided into two categories those who live in NH and visit once a week or more, three to four times a week or more and daily. The rationale for this was the significant portion of 16 percent of the sample fell into this category and an examination of this data showed that a majority of the visitors live in communities within the corridor and likely live within walking distance of NH Route1A/1B. This sub-group of residences are referred to as “NH Near” in this document and they represent 16 percent of the sample. NH Far represents the 41 percent of visitors who participated in the on-site interviews. A majority of these visitors live in Hillsborough, Strafford, Merrimack and Sullivan County. Twenty-seven percent were from Massachusetts (MA) with 6 percent from the Northeastern States (Northeast). Northeastern states include Rhode Island, Connecticut, New York, New Jersey and Pennsylvania. Maine and Vermont (ME&VT) were represented by a 3 percent and visitors from other states (Other States) were 3 percent of the intercept interviews. Florida, follow by California were the most frequent states included in the “Other States” category. Visitors from 23 states participated in the study. Visitors from other countries (International) represent about 6 percent of the sample. Sixty-eight percent of the persons from outside the United States were from Canada. Forty-four different countries represented Iran, Wales, India, Norway, England, Scotland, Belgium, Italy, and Germany.

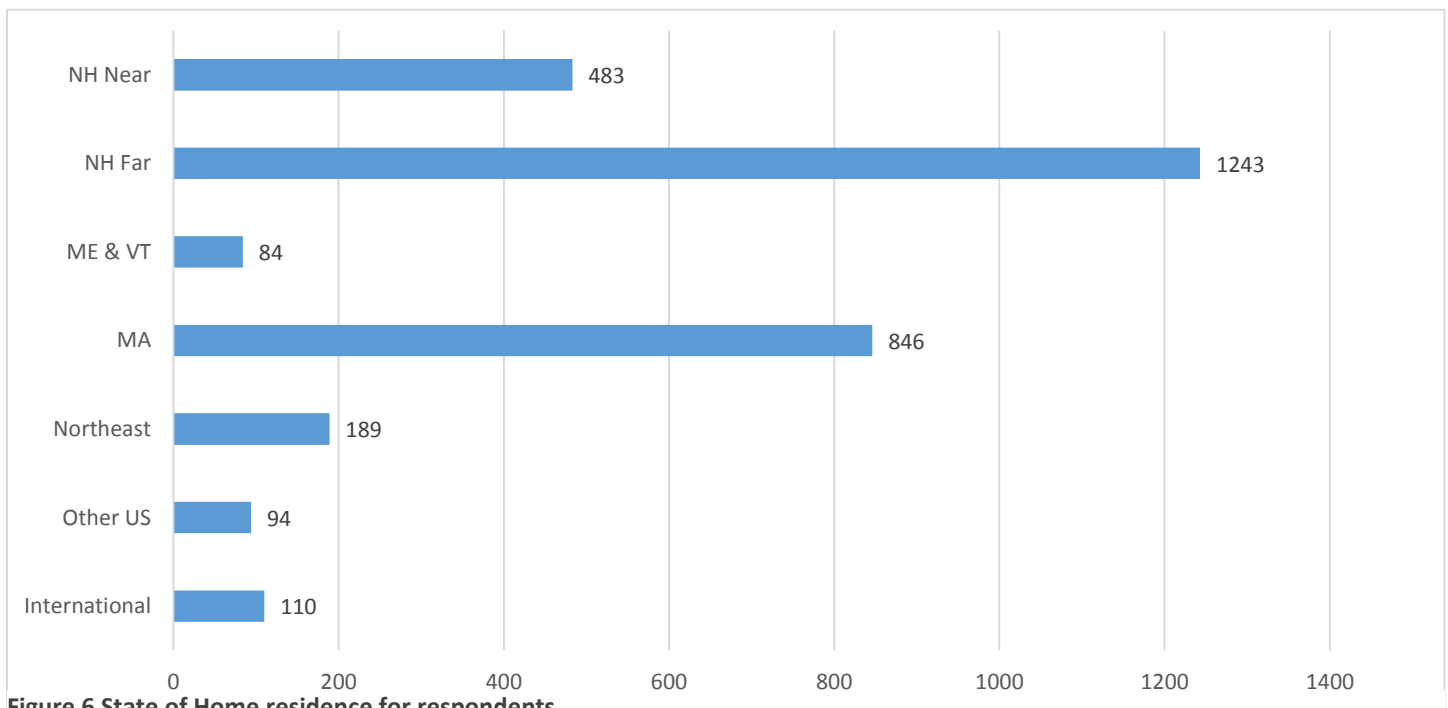


Figure 6 State of Home residence for respondents

Figure 7 illustrates the relationship between the interview location and the home residence of the visitors. It shows the actual number of interviews completed at each interview site by the place of the respondent calls home. The analysis shows that there is a significant relationship between where the intercept interview took place and the place where the residence calls home. For example, considering interviews completed in Portsmouth, 32 percent were with people from “NH Near” and 36% were from “NH Far” while only 14 percent of the interviews in Portsmouth were completed with people from “MA”. Considering interviews that took place at Hampton Beach only 13 were from “NH Near” while 37 percent were from “MA” and 18 percent of the visitors interviewed at Hampton Beach were visitors from locations other than NH and MA.

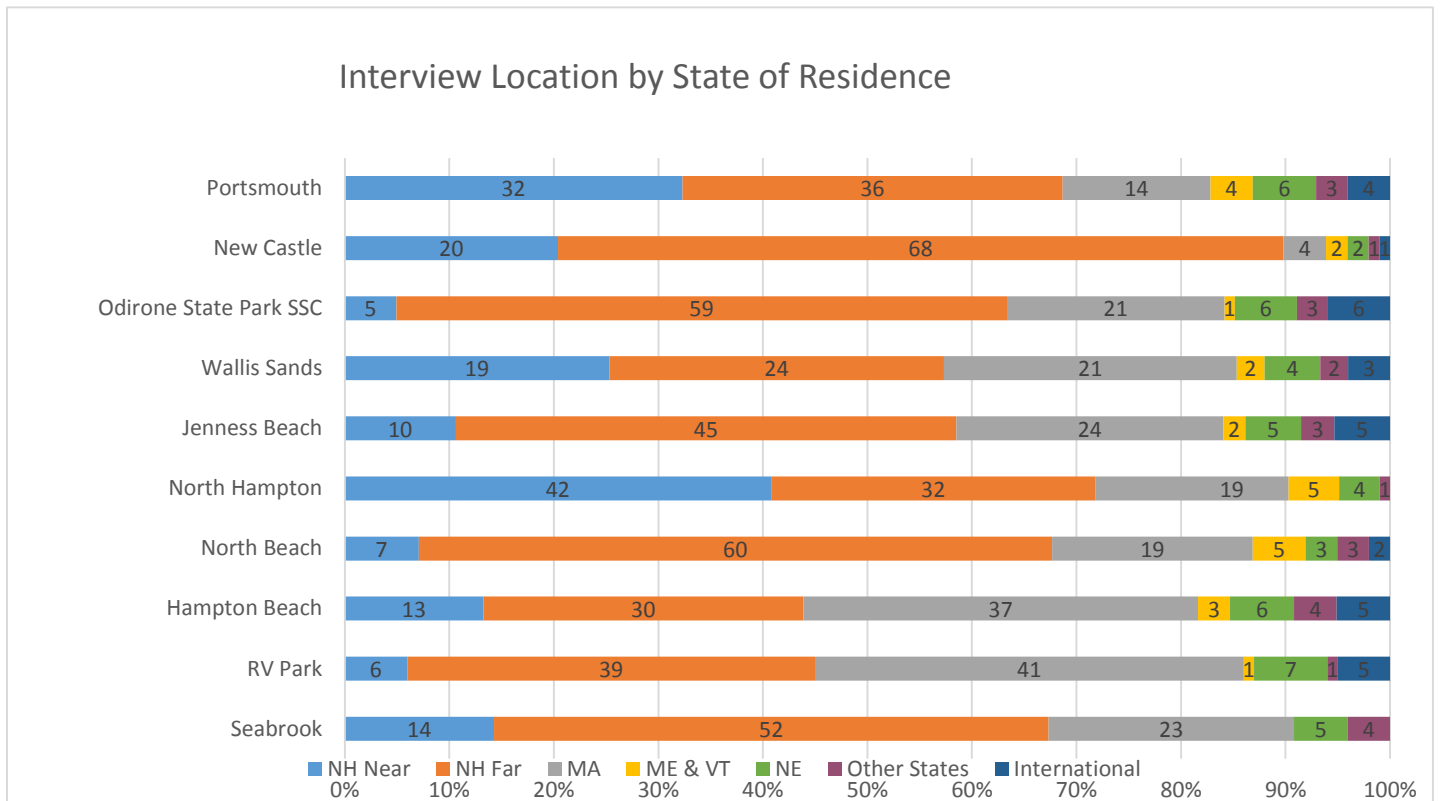


Figure 7 Interview Location by Primary Residence of Respondents

Table 1 reports the percentage of interviews completed by the place of residence. For example, considering the 483 interviews completed by individuals who reside in the “NH Near” grouping, 76% of the total number of interviews were completed in Hampton Beach (29%), Portsmouth (28%) and Wallis Sands (19%). This is not particularly surprising in that Hampton Beach, Portsmouth, and Wallis Sands are the most popular tourist destinations. There are some subtle yet significant differences. “Portsmouth” did not make “MA” top three, but it was #2 for all the “place of residence” for all except “NH Far” and “MA”. People interviewed from other destinations included additional destinations on their “top three” list including Jenness Beach (for ME and VT), the Seacoast Science Center (from states outside of New England) and the Northeast and Hampton Beach RV Park for “MA” and “International Visitors”.

Residence	Most Common	2 nd Most	3 rd Most
NH Near (n=483)	Hampton Beach (29%)	Portsmouth (28%)	Wallis Sands (19%)
NH Far (n=1243)	Hampton Beach (27%)	Wallis Sands (24%)	Portsmouth (13%)
MA (n=846)	Hampton Beach (49%)	HB RV Park (14%)	Wallis Sands (13%)
ME & VT (n=84)	Hampton Beach (39%)	Portsmouth (20%)	Jenness Beach (12%)
Northeast (n=189)	Hampton Beach (47%)	Portsmouth (12%)	Wallis Sands (11%)
Other US (n=94)	Hampton Beach (49%)	Portsmouth (14%)	Science Center (12%)
International (n=110)	Hampton Beach (44%)	Portsmouth (13%)	HB RV Park (11%)

Table 1 Place of Residence by the “most common” interview site.

Figure 8 illustrates the sample of visitors by grouped by age. Twenty-five percent of the sample were in their 20s and 30s, 17 percent were in their 40s, 22 percent in their 50s, 20 percent in their 60s and 16 percent were in their 70s and older.

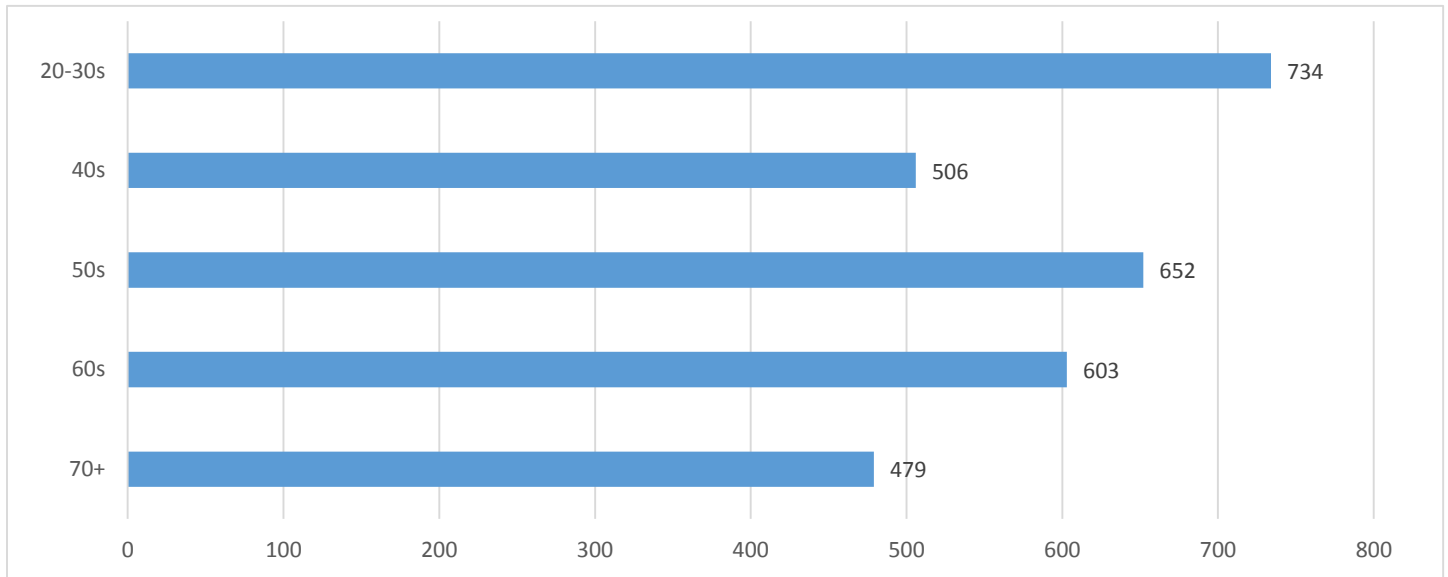


Figure 8 Age Distribution of Sample Population

Figure 9 shows the relationship between the interview location and the age group of the respondents. The results show that respondents in their “20-30s” represented the biggest part of the samples of Portsmouth, Jenness Beach, North Hampton Beach, and North Beach. The “40s” age group represented the largest New Castle, Odirone State Park, and Seabrook Beach. The “50s” group represented the largest age group at the RV Park and Wallis Sands.

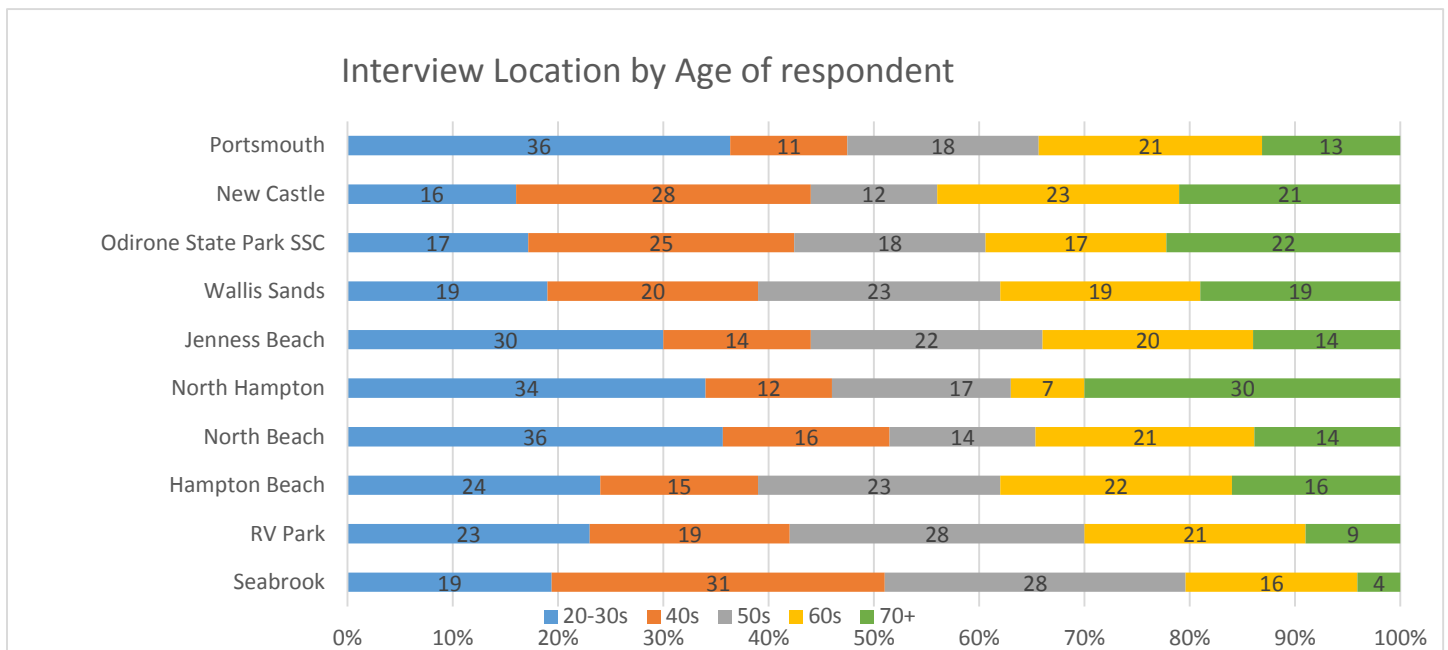


Figure 9 Interview Site by Age Group of Respondents

Table 2 reports the percentage of interviews completed by age group. For example, considering the 734 interviews thirty-five percent were completed by individuals in the 20-30s in Hampton Beach, 21 percent from Portsmouth and 14 percent were contacted at Wallis Sands. Hampton Beach was the most destination across all age groups. Wallis Sands was the second or third most popular interview site for all age groups. Portsmouth was the second most visited by respondents in their “20-30s” and third most visited by visitors “60s” and “70s”. HB RV was the second most popular for those in the “50s” age group and third most popular visitors in the “40s” group.

Age	Most Popular	2 nd Most	3 rd Most
20-30s (n=734)	Hampton Beach (35%)	Portsmouth (21%)	Wallis Sands (14%)
40s (n=504)	Hampton Beach (33%)	Wallis Sands (21%)	HB RV Park (11%)
50s (n=652)	Hampton Beach (38%)	HB RV Park (14%)	Wallis Sands (13%)
60s (n=602)	Hampton Beach (40%)	Wallis Sands (17%)	Portsmouth (15%)
70+ (n=479)	Hampton Beach (37%)	Wallis Sands (22%)	Portsmouth (12%)

Table 2 Age by the top three destinations

Figure 10 reports the age group by home residence. Thirty-two percent of the International Visitors were in the “20-30s” age group. The greatest proportion of the sample of visitors from “ME & VT” were in their “50s” (27 percent). The greatest proportions of visitors from “NH Near (26%) and the “Other States” (24%) were in the 70+ age group. The greatest proportion of visitors from the “Northeast” were in the “60s” age group.

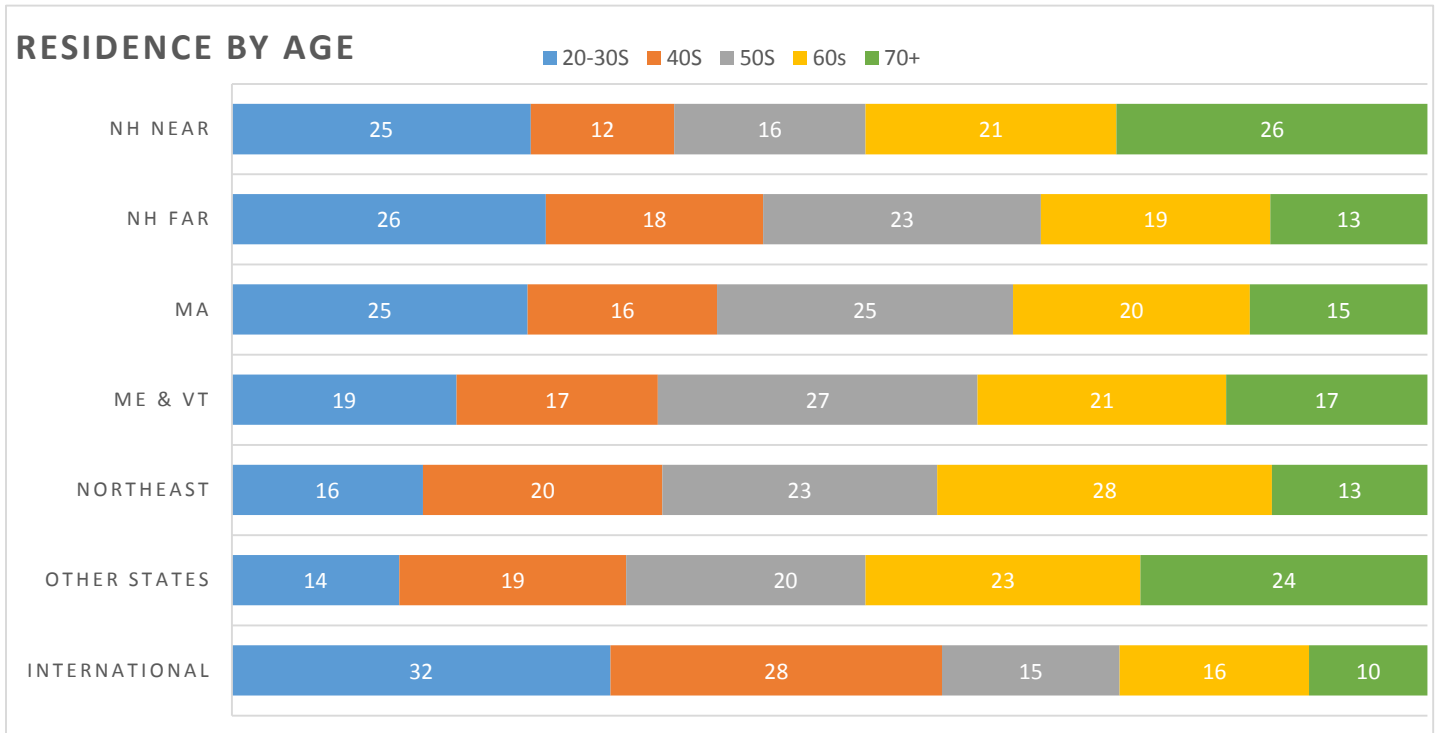


Figure 10 Place of Residence by Age

Figure 11 reports the proportion of males and females participated in the intercept survey while visiting the Corridor. Fifty-seven percent (n=1686) were females and 43 percent (n=1270) are males.

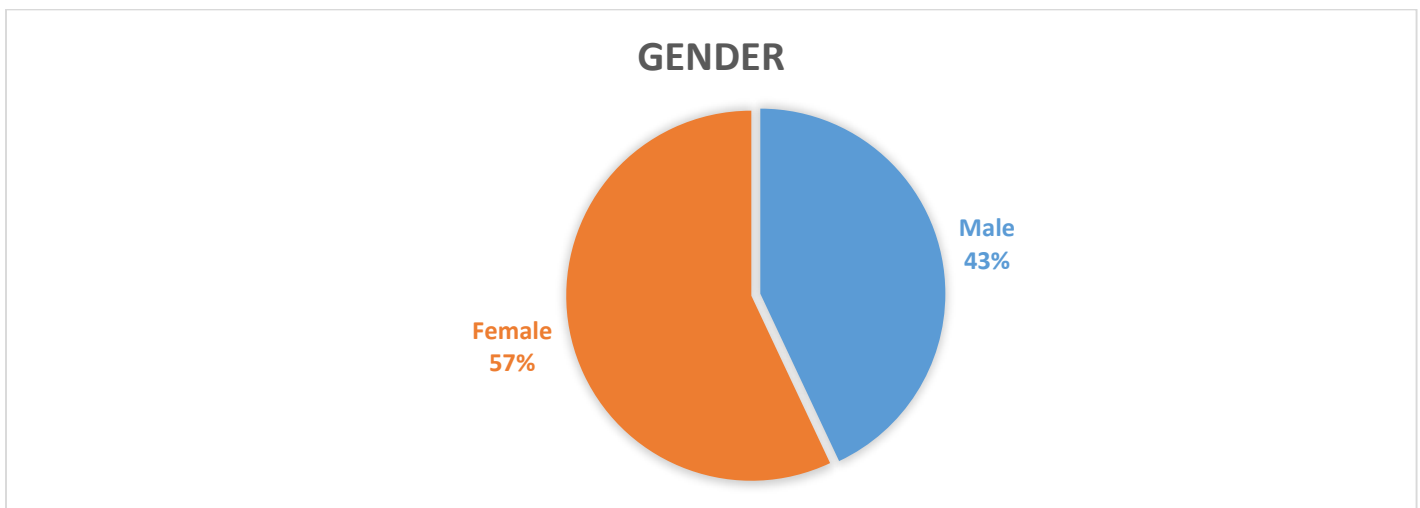


Figure 11 Percentage of Interviews by Gender

Figure 12 reports that there are a greater proportion females were interviewed at all of the sampling sites except Portsmouth. The differences are greatest at “beach attractions”. Examination of other sample characteristics exhibits similar patterns. There were no significant or important differences across “interview day”, “interview time” or “age”.

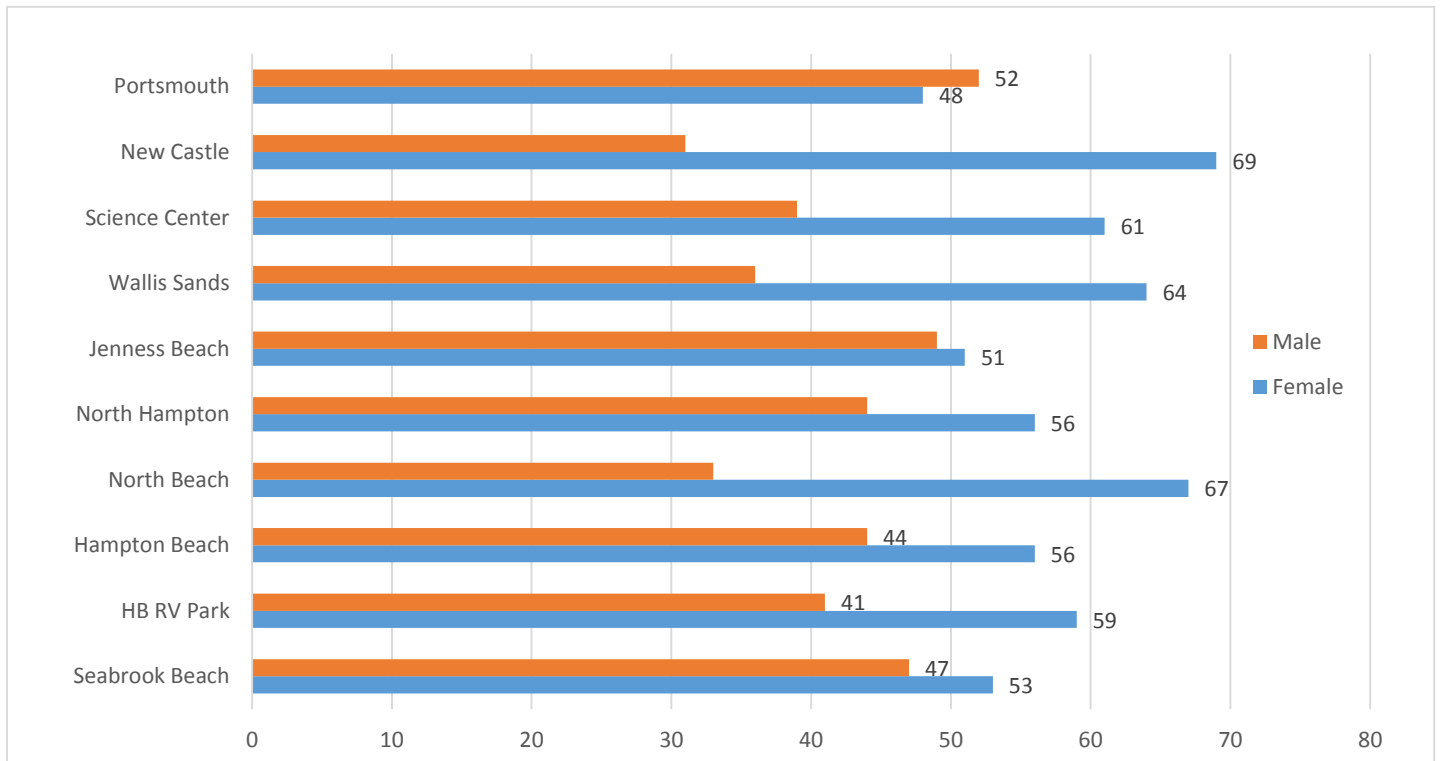


Figure 12 Gender by Interview Site

Figure 13 reports the proportion of females versus males by place of home residence. There were significant differences across where the sample of visitors call home. The proportion of males (49%) versus females (51%) was nearly identical for those who live in or near the corridor and visit it daily. International visitors were the only place of residence that has a greater proportion of males (57%) versus females (43%). Visitors from MA and NH Far had the greatest proportion of females.

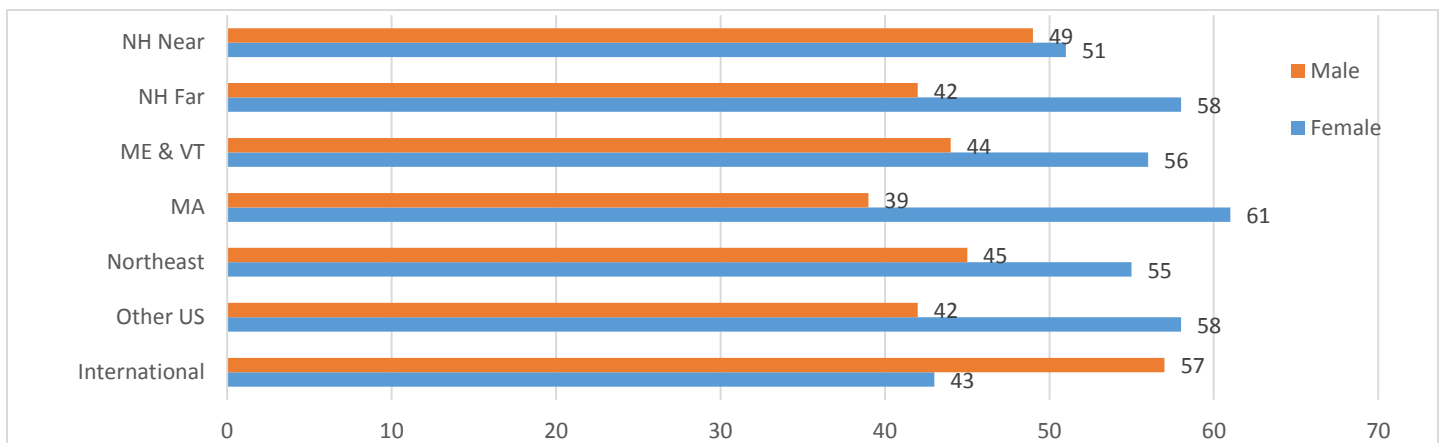


Figure 13 Place of Residence by Gender

Figure 14 reports the proportion of the sample the breaks out white and non-white. The individual 95 percent of the sample were identified as white, 5 percent were classified as non-white. The racial ethnic make-up of the group was one percent African American (n=29); 2 percent Hispanic (n=57), 1 percent Asian (n=26), Native American .2% (n=6) and Pacific Islander .3% (n=8). Another 12 percent were as other .4% (n=9) this group was not classified by interviewer.

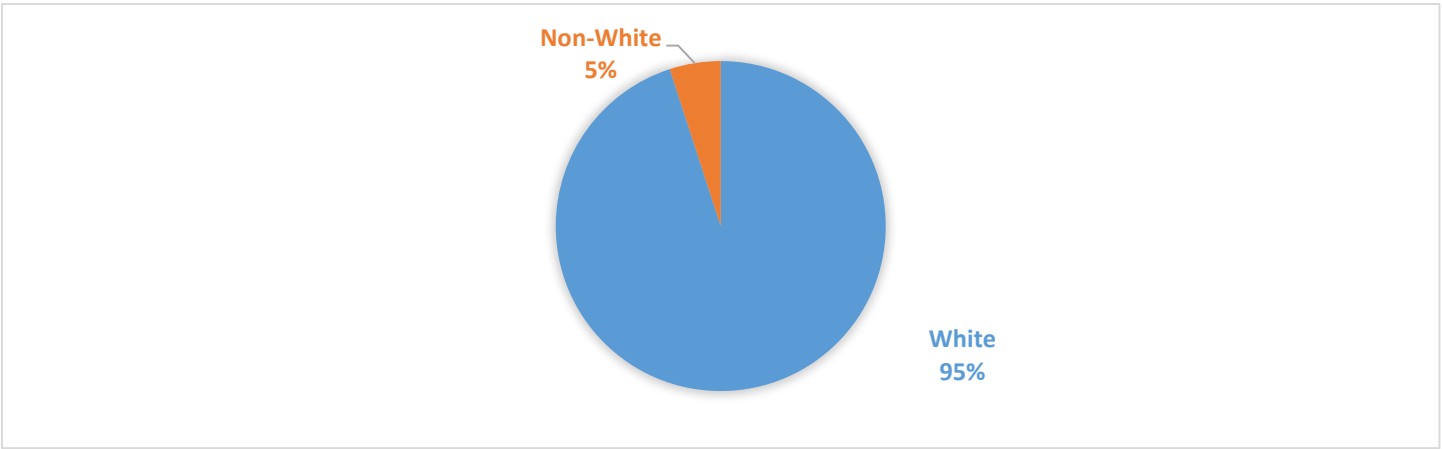


Figure 14 Race in two groups.

Figure 15 compares the relative proportion of whites versus non-whites across each of the state of home residence. The results illustrate that 76 percent of the non-whites included in the sample were from NH Far (32%) and MA (44%).

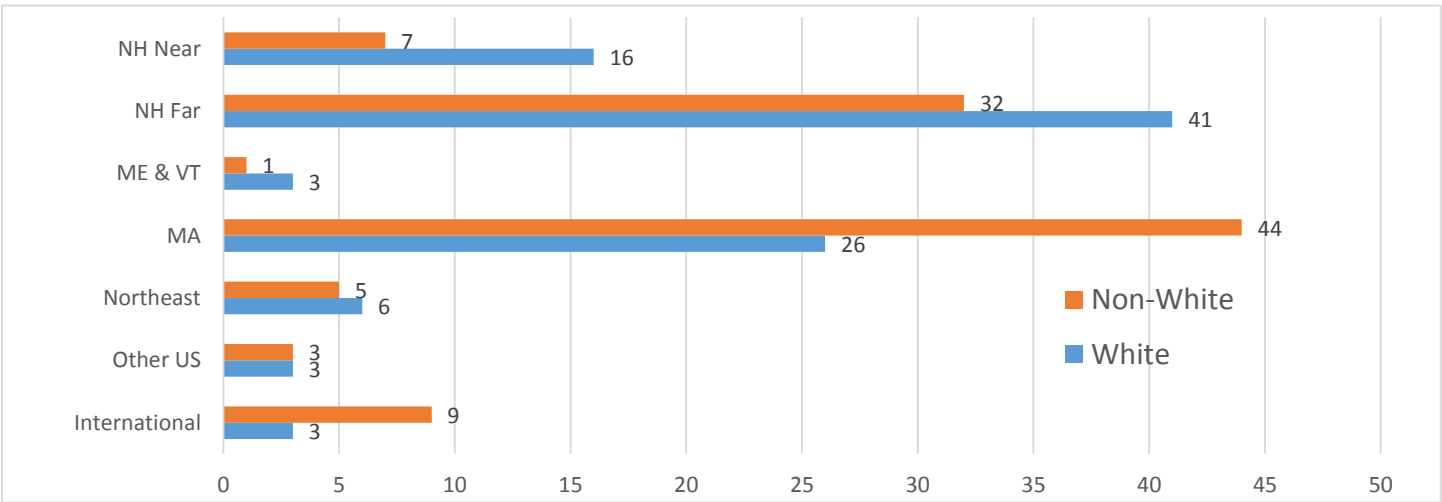


Figure 15 Home of Residence by Race (two groups)

Figure 16 reports the relative proportion of whites versus non-whites in across the five age groups. The results indicate that over 50 percent of non-whites participating in study were in their 20s-30s, and 27 percent were in their 40s.

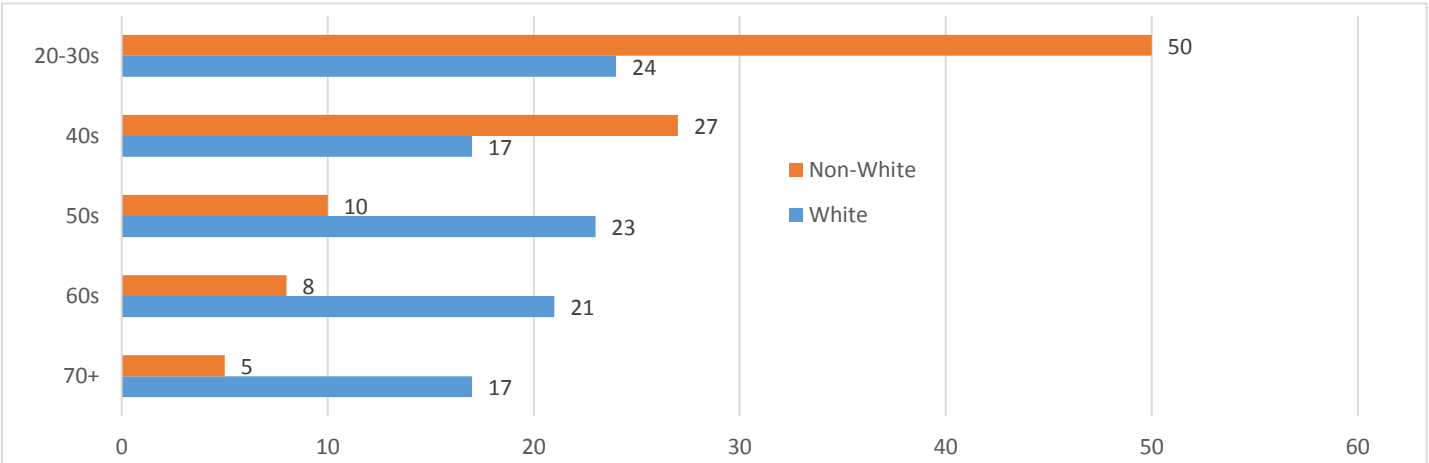


Figure 16 Age Group by Race

Comparisons across Sample and Visitor Profile Characteristics

There were no statistical nor important differences across the sample characteristics (i.e., interview time, type of day, month of interview, weather on day of interview) with exception of interview site. Non-white participants in the survey were more likely to be male (54%) than were white males (43%). Comparison of “white” versus “non-white” by sample characteristics (day of week, month of interview, interview site, weather) did not yield any significant/important characteristics.

A Profile of the Typical Tourist Experience in the Corridor

This subsection provides an overview of the typical tourism experience in the corridor. It includes a description of the visitors use history of the specific site that they the visitors were interview at, the length of time the respondent planned to stay at the site that they were contacted at, the number of visits to the NH Route 1A/1B Corridor made by the respondent in the past year, the social group (if any) that accompanied the respondent to the corridor on the day the visited, whether or not the visit was a part of an overnight stay, the length of their stay, the type of lodging.

Figure 17 shows visitors response to a question that asked “Is this your first visit to the NH Route 1A/1B Scenic Corridor?”. The results show that for approximately 10 percent of the sample this was the first time they had visited the corridor. This finding shows that a vast majority (90%) of the sample of visitors had visited the NH Route 1A/1B Corridor at least once.

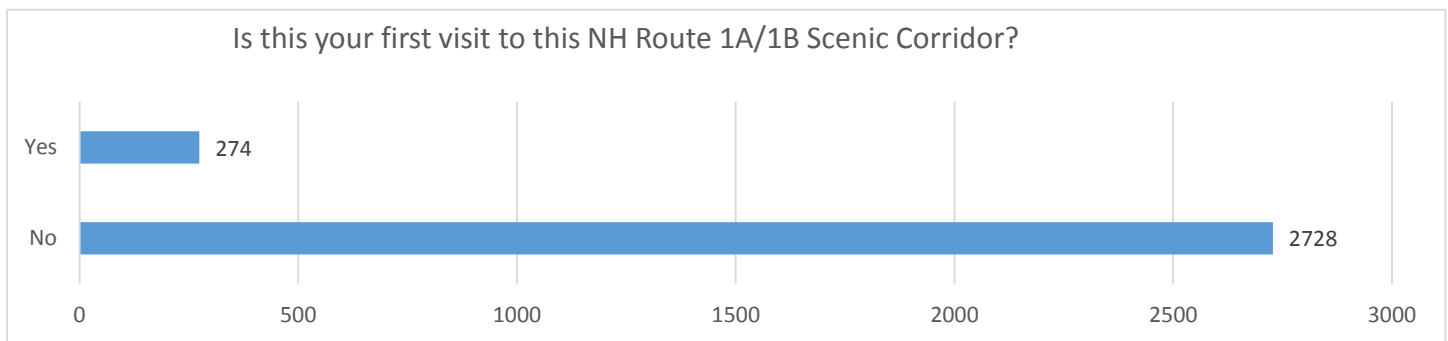


Figure 17 First Visit to Corridor

Figure 18 reports the proportion of “First Visits” to the Corridor by Interview site. Portsmouth and Odiorne State Park/SSC were more likely to host respondents on their first visit to the Corridor.

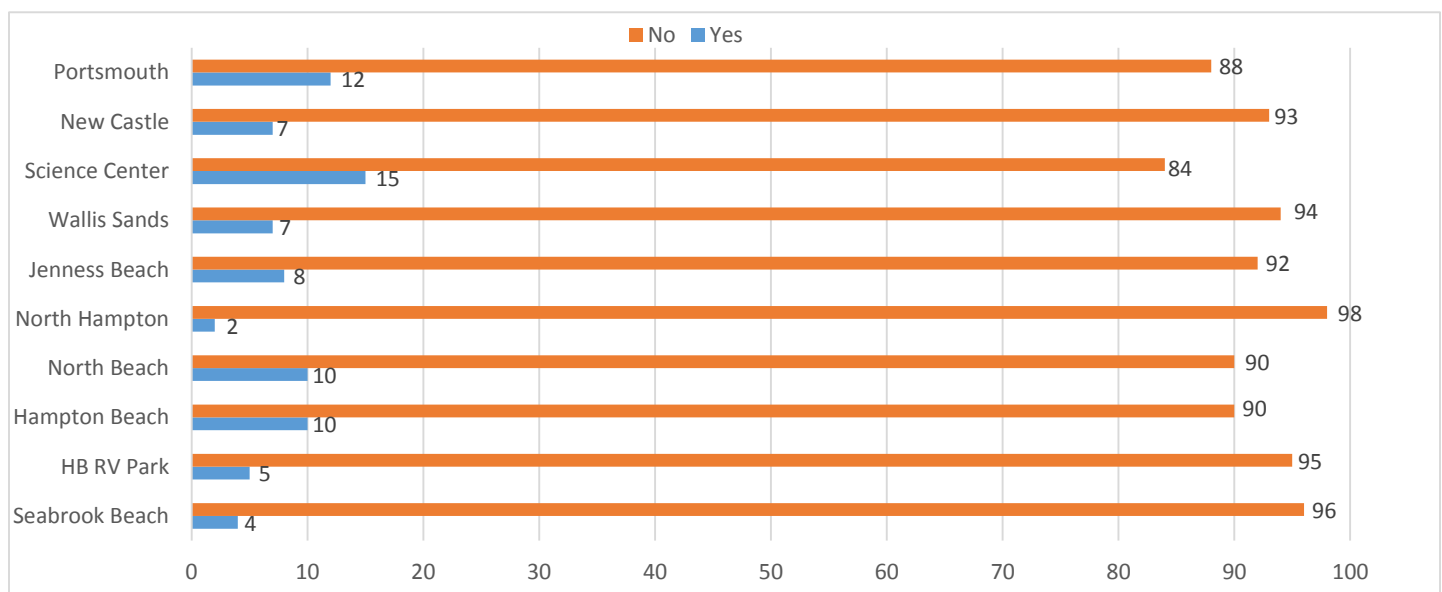


Figure 18 Proportion of First Time Visitors to the Corridor by Interview site

Figure 19 show that International visitors (51%) were only “residence” group that a majority were visiting the corridor for the first time. Twenty percent of visitors from “Other US States”, 30% of visitors from the Northeast and 12 percent of the visitors for Maine and Vermont indicated that they were on this was their first visit to the Corridor.

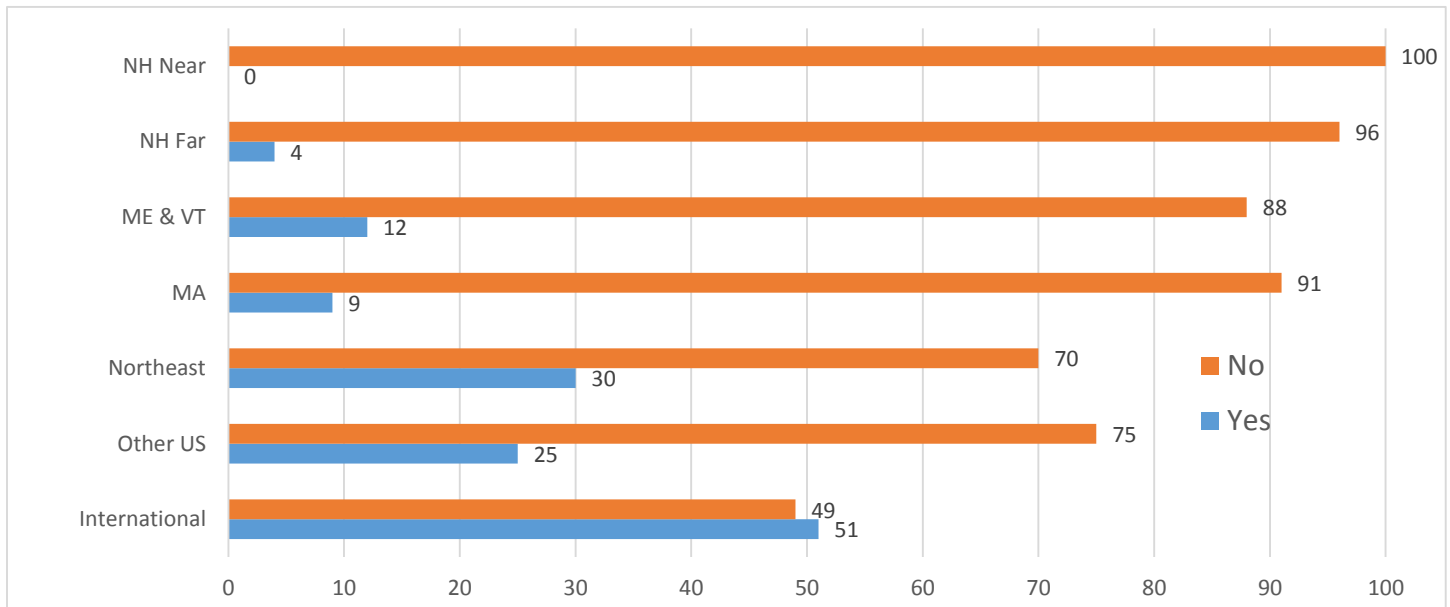


Figure 19 First Visit to the Corridor by Place of Residence

Figure 20 reports the relationship “first visit” to the corridor and race. The results show that non-whites were significantly more likely to have been interviewed on their visit to the corridor (i.e., 17 percent of non-whites indicated that this was their first visit to corridor compared to just 9 percent for whites).

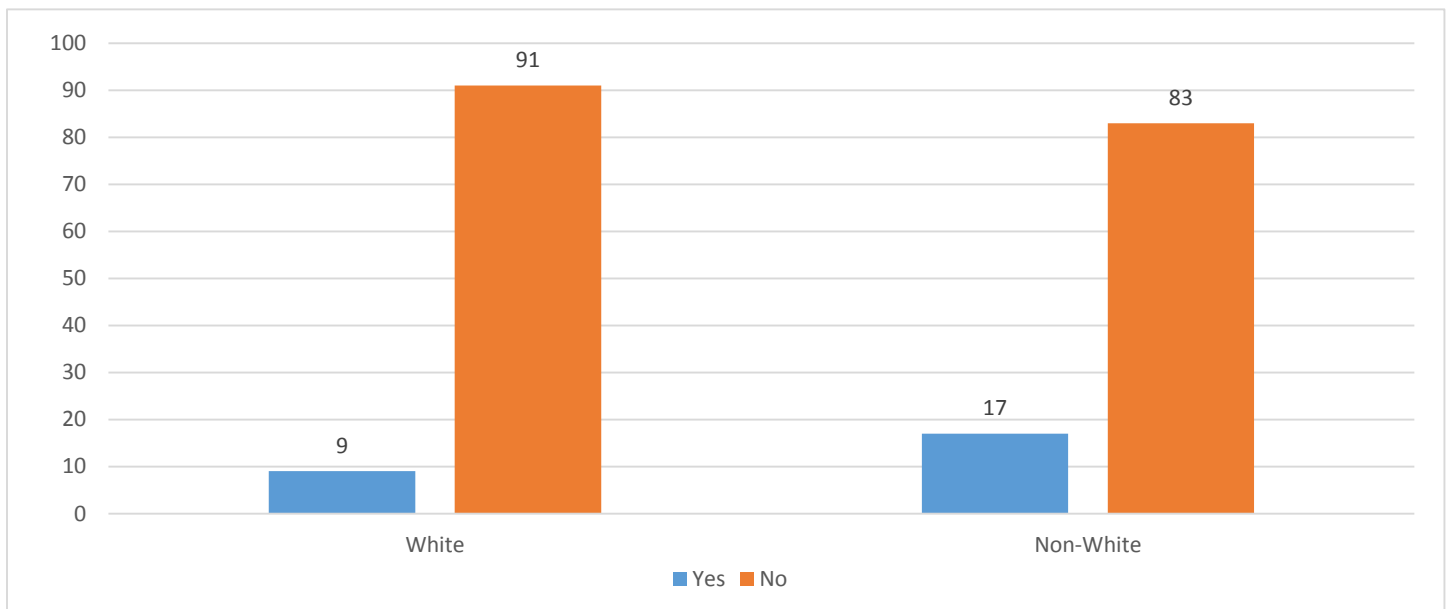


Figure 20 First Visit to the Corridor by Race

Visitation rates to Interview Site. Figure 21 reports the number of visits in a year the respondent makes to the specific site where they were interviewed, as opposed to the first visit to corridor (75% were both first time visitors to the site and the corridor). Twelve percent of the sample indicated that this was the first visit they made to the site they were contacted. To

maintain adequate cell counts the variables were reduced from 8 groups to six for the additional analysis. The categories “once a week or so”, “2 to 4 times a week” and “once a day or more” were combined.

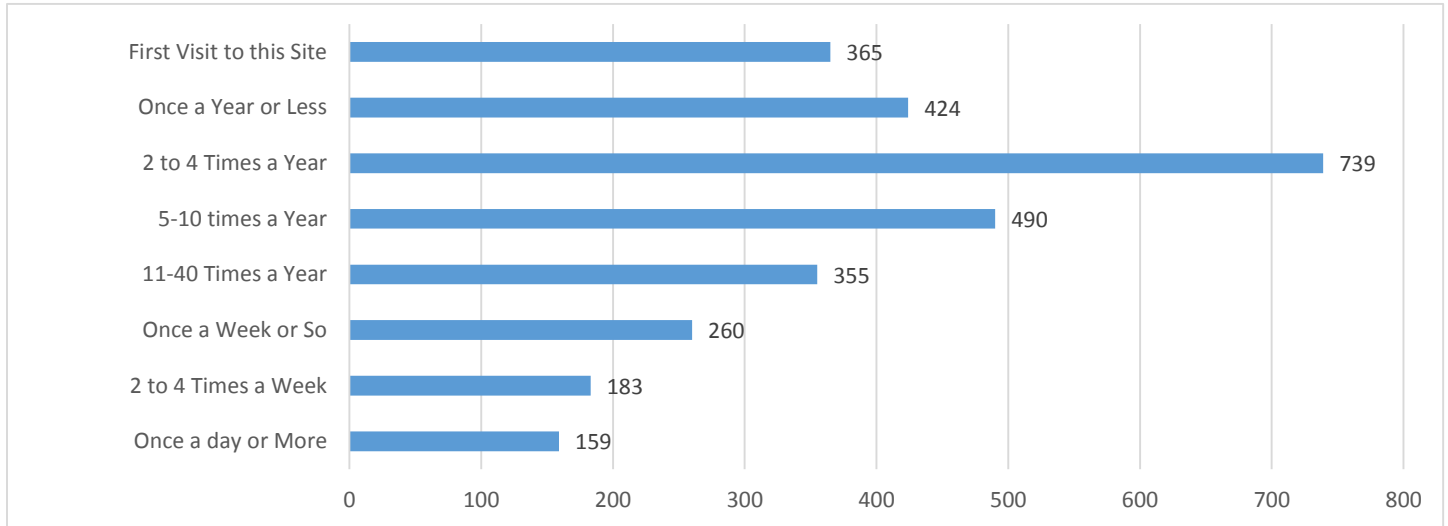


Figure 21 Number of Visits to Interview Site

Figure 22 reports the frequency of use by the specific interview sites. The results show that 35 percent of interviews completed in Portsmouth were with visitors who visit the site most often. Likewise, for North Hampton where 48 percent of the interviews with the most frequent visitors to the site. New Castle (23%) and Odione/SSC (22%) had the greatest proportion of interviews with people visiting those sites for the first time. Seabrook (41%), the HB RV Park (32%) and North Beach (33%) had the greatest proportion of interviews with quarterly visitors.

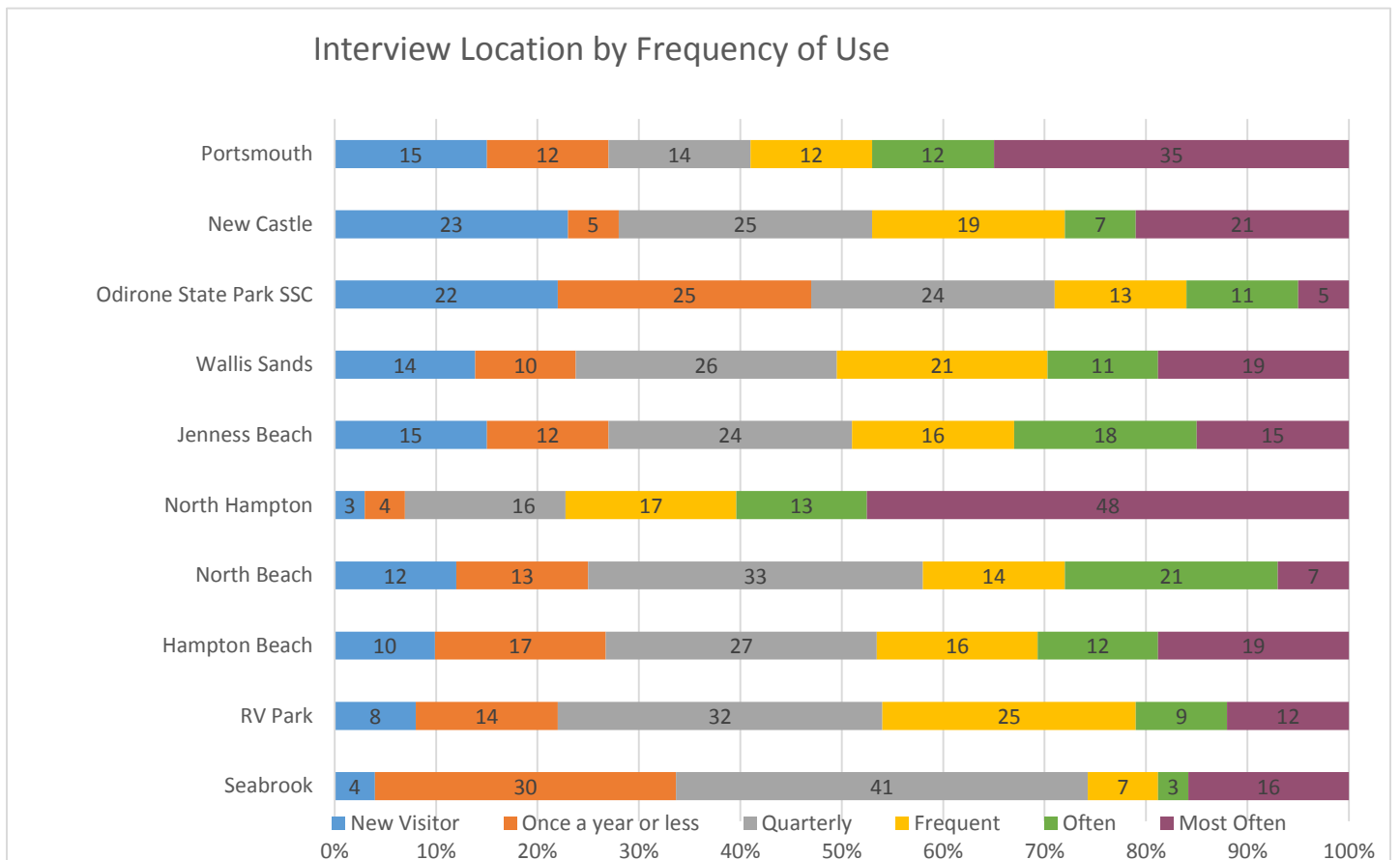


Figure 22 Interview Location by Frequency of Use

Figure 23 reports the frequency of use by the place of home residence. NH residents had the greatest (28%) frequency of use followed by MA (12%) and ME & VT (9%). While visitors from other countries had the greatest proportion (54%) of first time visitors, followed visitors from the Northeast (33%) and visitors from other states (31%).

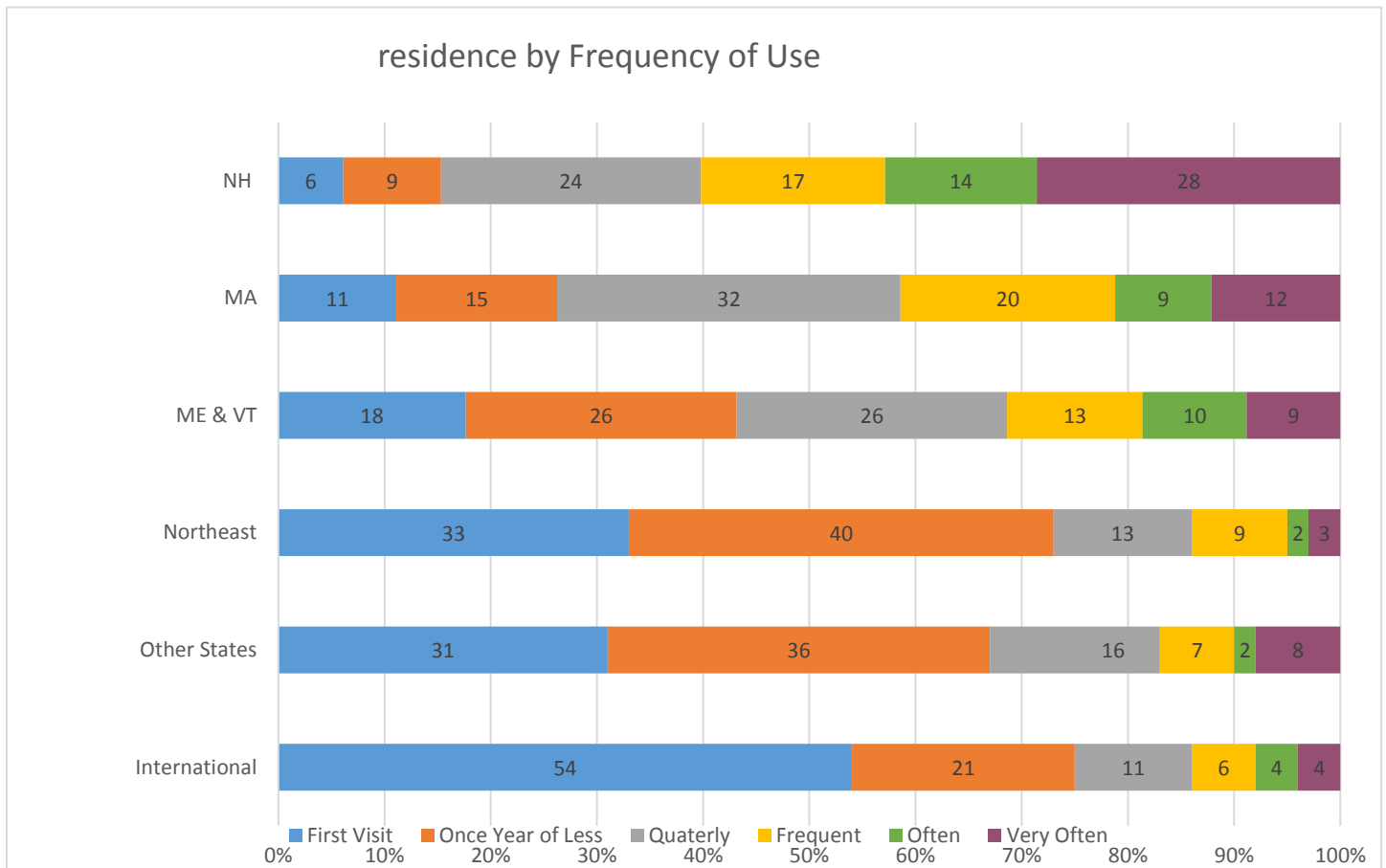


Figure 23 Home State by Frequency of Use

Figure 24 reports the proportion of respondents by frequency of use. These results show that the groups of people in who are 70+ had the greatest (34%) proportion of their group in most often use category followed by those in the 60s group (22%) and those in 20s-30s (20%). Those in their 40s and 50s were the most likely to visit the corridor 4 times a year.

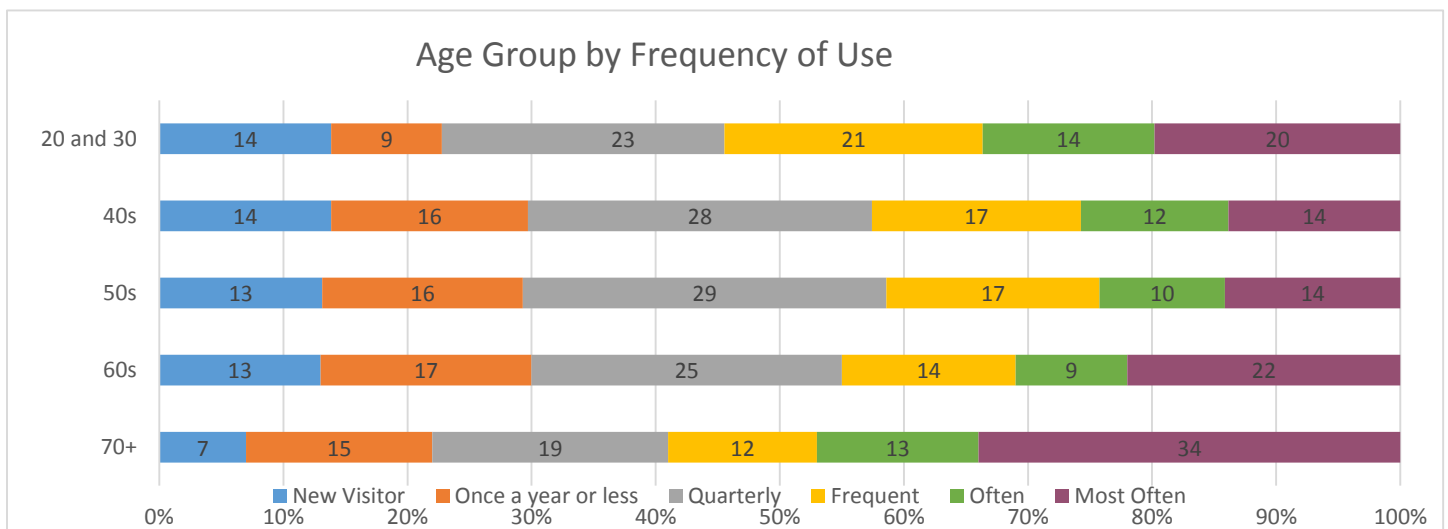


Figure 24 Age by Frequency of Use

The most frequent visitors were significantly more likely to be interviewed in the months of May and June. There were other differences between sample characteristics but they were of little importance. Considering the relationship between the sample

characteristics and visitor characteristics, males were more likely to visit the corridor often (13%) and most often (23%) compared to females (10%) and (18%) respectively. With respect to race non-whites were more likely to be first time visitors and whites were more likely to be frequent visitors. No other significant differences across frequency of use and visitor characteristics.

Hours Visiting Interview Site. Figure 25 reports the results from an interview question that asked visitors how long they planned to spend at the site that they were interviewed at. Forty-three percent of the sample responded 3-5 hours and 22 percent visited the only a couple of hours.

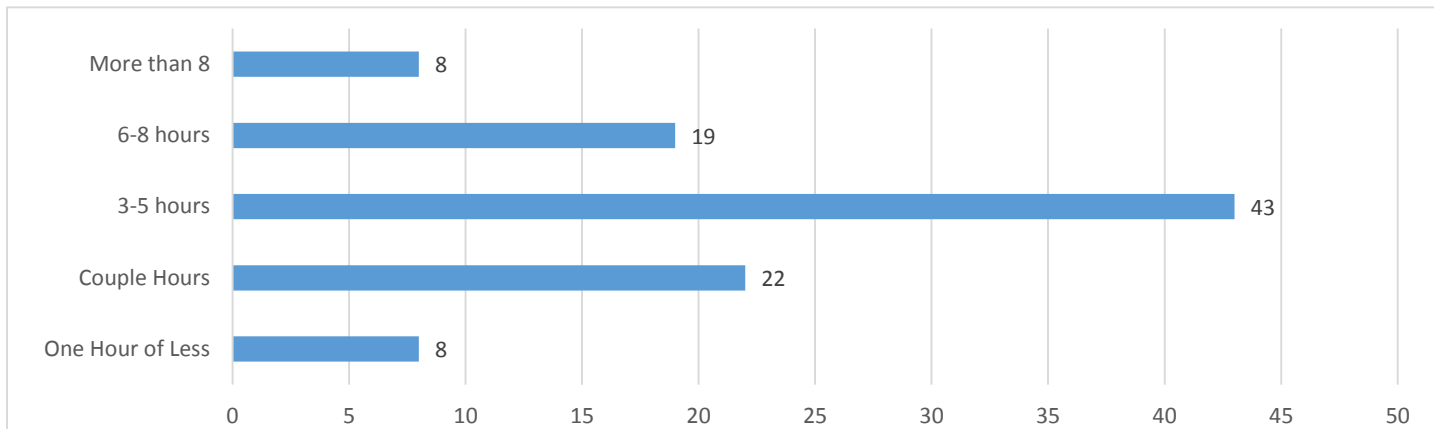


Figure 25 Amount of time visiting interview site

Comparisons across sample and visitor characteristics identified a number of significant differences. Visitors in their 40s and 50s spent more time at the contact site. Not surprisingly, visitors who live outside of NH and MA spent more time at the contact site. The more frequent respondents visited the corridor the less time spent at the specific site. Respondents who visited the on Holiday Weekend spent more time at the contact site than regular weekends and weekdays. Visitors spent the least amount of time at the “interview sites” of Portsmouth, Jenness, North Beach and the Science Center, spent a moderate amount of time at New Castle Commons, Wallis Sands and Hampton Beach. Visitors spent the most time at Seabrook Beach and Hampton Beach RV Park. Visitors in May spent less time at the interview site than the other months.

Type of Group. Figure 26 reports who accompanied the respondents to their visit to the corridor. The results show that a majority (53%) of the respondents visited the corridor with their family. Nineteen percent visited with friends only. The results also show that 10 percent of the sample visited the corridor alone and 15 percent visited the corridor while 4 percent visited the corridor as a part of an organized group.

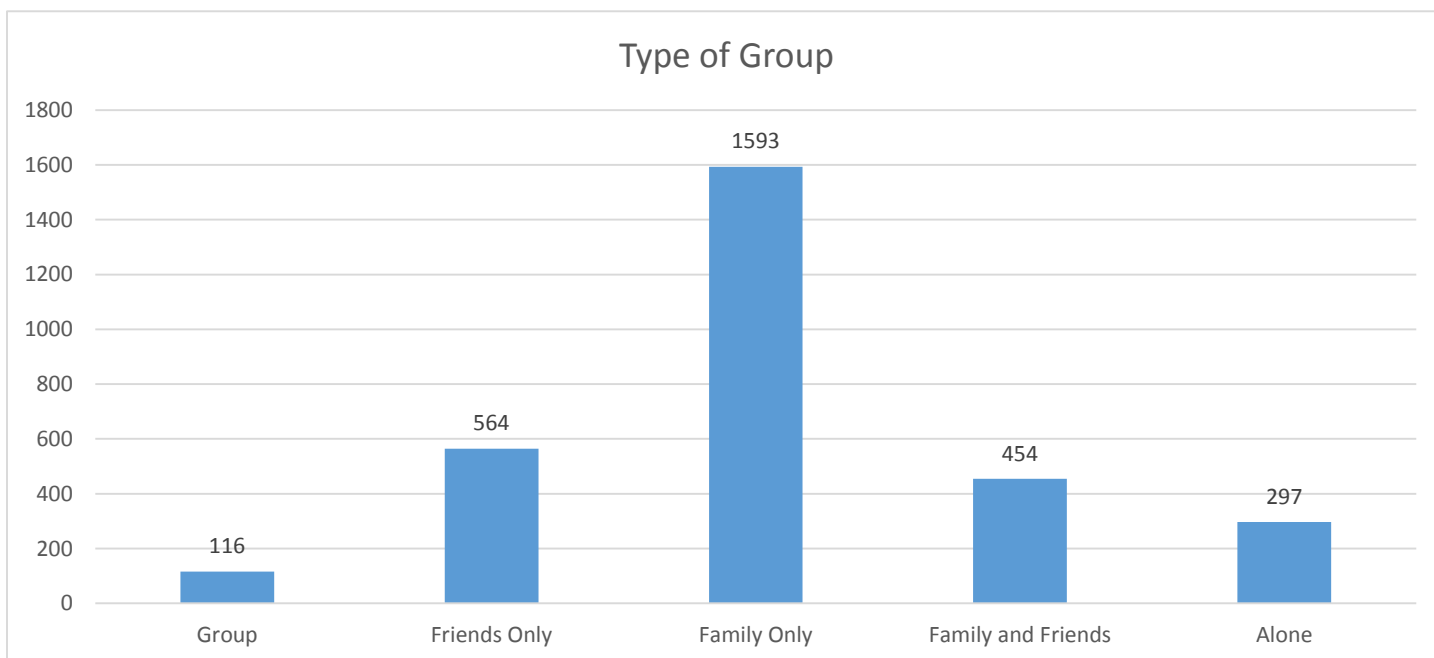


Figure 26 Type of Group

Figure 27 presents the proportion of group type by place of home residence. Family only was the largest proportion for all place of residence. NH Near had the largest proportion of “Alone” (24%) and NH Near (22%) and International (21%) had the largest proportion of “friends only”. MA has the largest proportion of “Family and Friends” (18%).

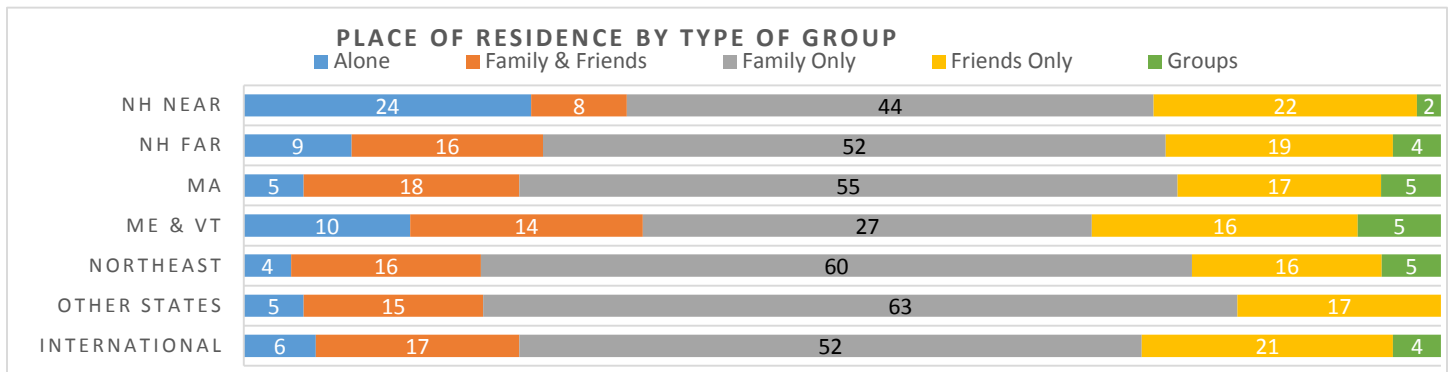


Figure 27 Group and Home Residence

Considering the relationships between “type of group” and visitor characteristics that could be thought:

- **Frequency of Visits.** There were a number of significant differences: Forty-six percent of the people visiting the corridor alone are in the visiting “most often” category. Twenty-eight percent of the “family and friends” and “family only group” group are in the visit “quarterly group”. Twenty-three percent of the visiting with friends only group fall into the “visit most often”. While 32 percent of the “group” visitors were first time visitors.
- **Interview site.** Portsmouth (25%) and Hampton Beach were the most likely to be interviewed if they were visiting alone. Wallis Sands (20%). Wallis Sands (20%) and Hampton Beach (37%) were the most likely place to be interviewed if they were visited with “family only”. Portsmouth (18%) and Hampton Beach (41%) were the most likely to be interviewed in a “friends” only group.
- **Gender.** Males were significantly more likely to visit “alone” 57 percent (males) and 43% females.
- **Race.** Whites were significantly more likely to visit in family only groups (54%) versus non-whites (38%). While non-whites were significantly more likely to visit in friends only groups (32%) versus non-whites (18%).

Over-Night Stays. Reports the results from a series of questions that associated with the length of stay in the corridor. This includes whether or not the visitors reported that the visit during which they were interviewed included an overnight stays, the number of nights of stay, and the name of the town they stayed in. Additional analysis will consider the relationship between overnight stay and interview site, residence, race, gender, and group type. Figure 28 reports the results from a question asked the respondent if their current visit included an overnight stay. Twenty-four percent of the respondents to the intercept interviews indicated that their visit included an overnight stay and 76 percent were day visits.

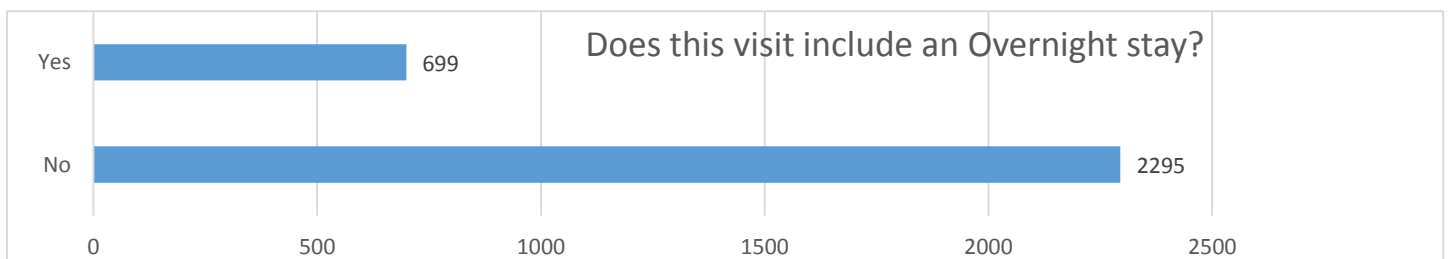


Figure 28 Number of Visitors Staying Overnight in the Corridor

Figure 29 reports the proportion of visitors participating in the study whose visit included an overnight stay by the site where interviewed. The results show that Seabrook was the only where a vast majority (76%) of the respondents visit included an overnight stay. Hampton Beach with 31 percent (n=343) had the second highest proportion of overnight visitors in the corridor. North Beach (9%) and New Castle (11%) had the lowest.

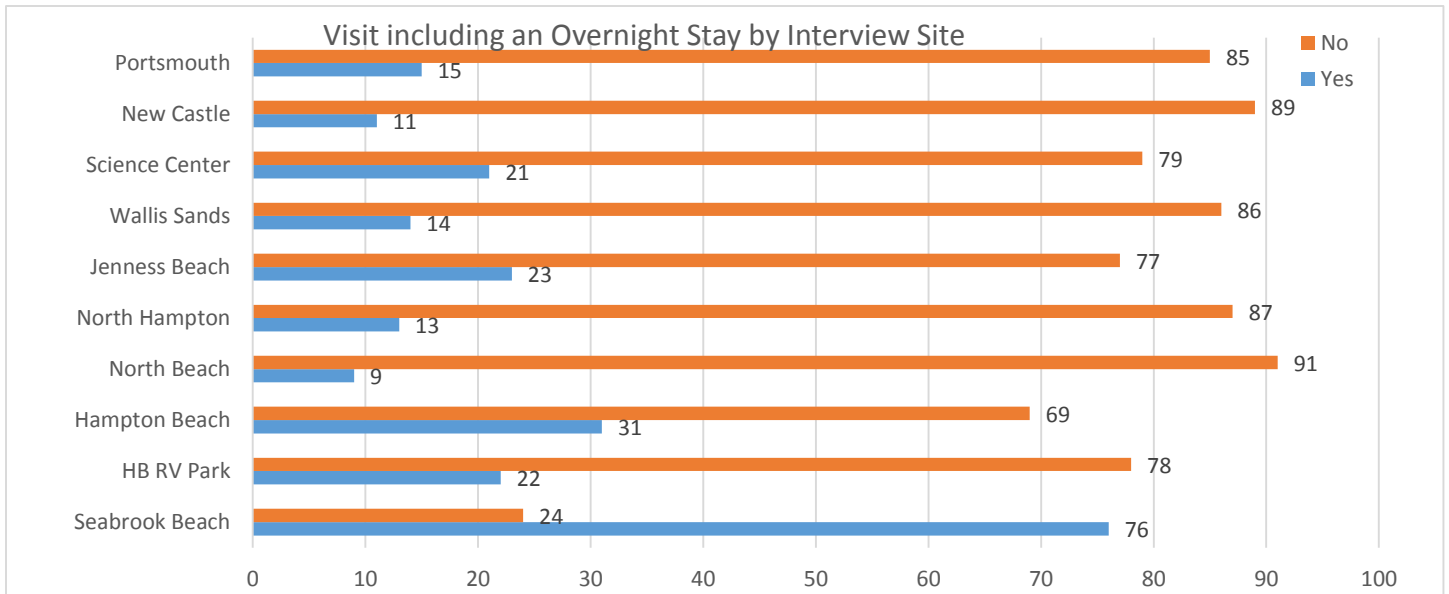


Figure 29 Overnight Visit by Interview Location

Figure 30 reports the results of the question that asked visitors if their current visit to the corridor included an overnight stay. Seventy-nine percent of the visitors from the Northeast and 75 percent from MA stayed in the Corridor during the visit they were interviewed. Visitors from NH and ME & VT were the least likely for their current visit to include an overnight stay. Seventy-three percent of International visitors and visitors from states outside of New England and the Northeast (60%) were staying in the Corridor for at least one night. Although the Corridor is a day trip destination for people visiting the Boston Area.

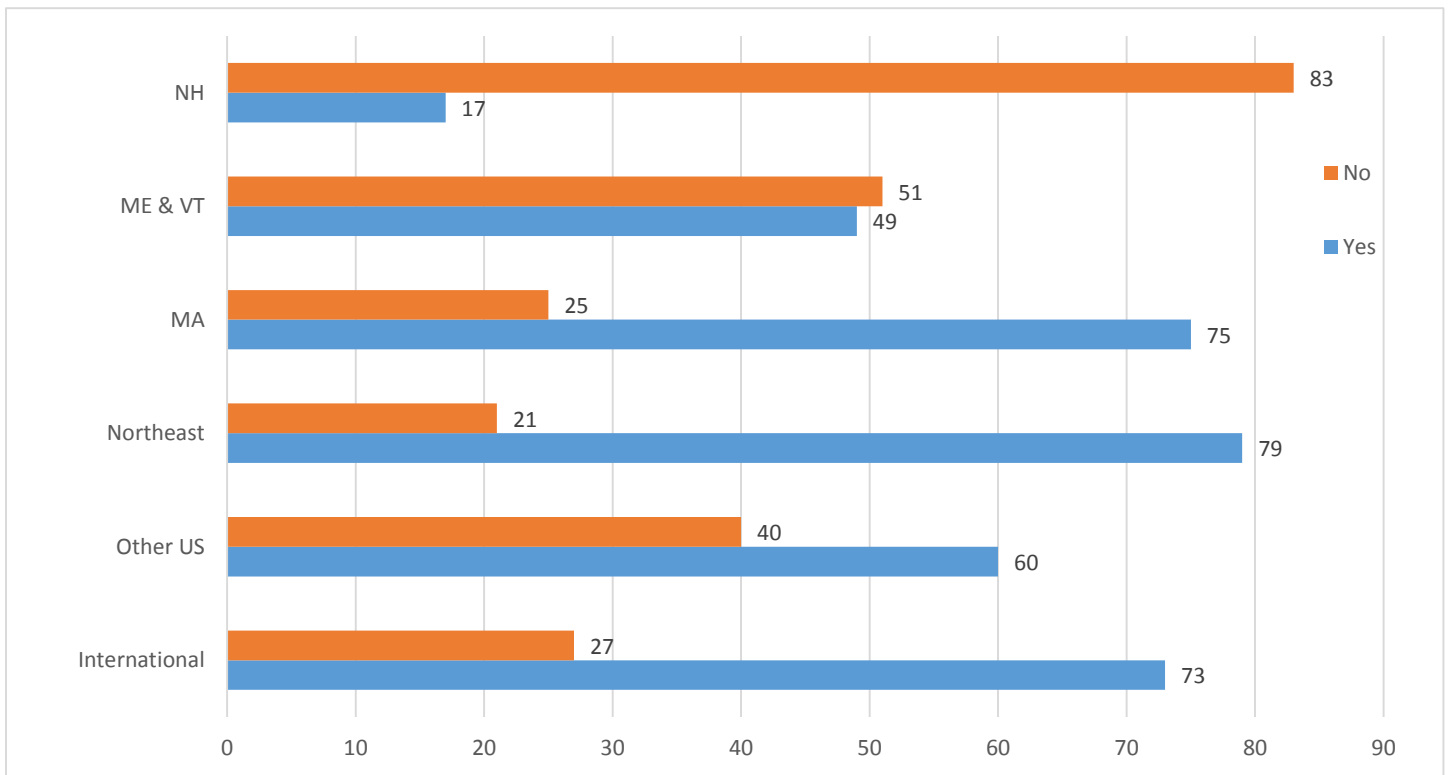


Figure 30 State of Residence and Overnight Visit to the Corridor

Figure 31 reports the number of overnight visitors by whether or not this was their first visit to the NH Seacoast. For five percent (n=145) of the sample of visitors it was both their first visit to the NH Seacoast and their visit included an overnight stay. For four percent (n=127) of the sample, it was their visit to the Corridor and it did not include an overnight stay. Nineteen percent

of the sample had visited the NH Seacoast before but were staying overnight (n=552). Seventy-two percent were not on their first visit and were not staying overnight (n=2154).

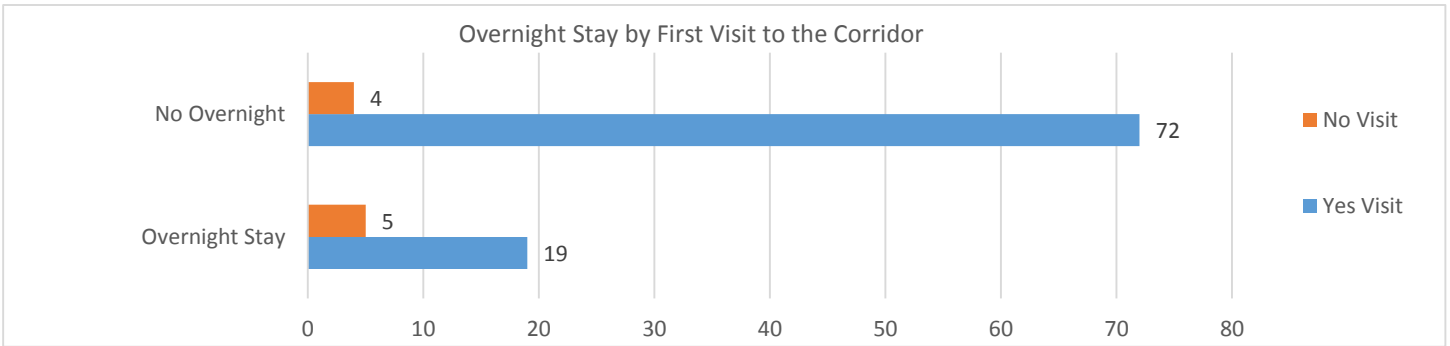


Figure 31 Overnight Stay by First Visit to the Corridor

Considering the relationship between “does this visit include an overnight stay” to the corridor and other visit and visitor characteristics:

- **Month of Visit.** Twenty-seven percent of visitors in the Month of May and 25 percent of the Visitors during July, August and early September included an overnight stay as part of their visit. While only 21 percent of the June visitors included an overnight stay.
- **Day of Week.** Twenty-nine percent of Holiday Visitors and 25 percent of Weekday Visitors participating in the study indicated that an overnight stay was a part of their holiday visit. Compared to 21 percent of Weekend visitors who said their visit included an overnight stay.
- **Gender.** Males are more likely to be overnight visitors (25%) than females (22%).
- **Type of Group.** Fifty-eight percent of the overnight visitors to the corridor were in family only groups. While 19 percent of Friends and family, 16 percent of Friends only, and 5 percent of those visiting alone stayed overnight in the corridor.
- **Age Group.** Twenty-seven percent of visitors in both their 40s and 60s indicated an overnight stay was a part of their visit. Compared to 18 percent of visitors in their 20-30s and 19% in 70s indicated that an overnight stay was part of their visit.

Figure 32 reports the number of nights visitors to overnight visitors stayed during the visit that they were participated in the intercept interview. The results show that over 77 percent of the overnight visitors stayed more than two night in the corridor. The average stay was 4 to 6 nights. The mode and median nights this sample of visitors stayed in the corridor was 3-5 nights. Slightly less than 8 percent of overnight visitors stayed 20 nights or more in the Corridor.

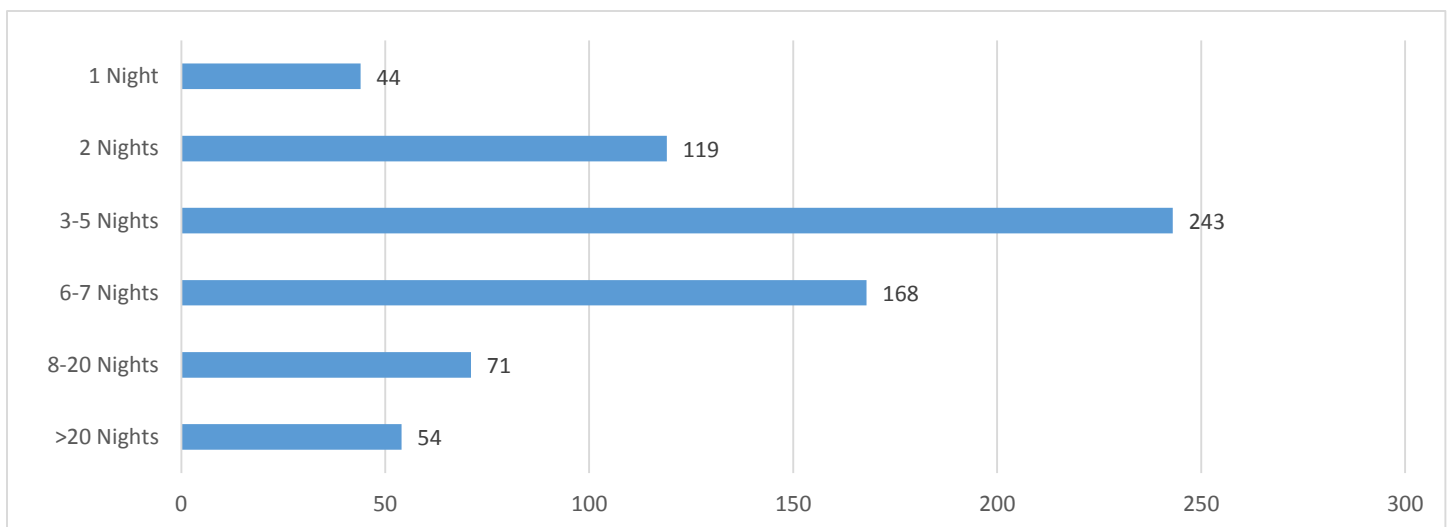


Figure 32 Number of Overnights Visits to the Corridor

Figure 33 reports the towns that overnight visitors stayed in during their visit to the Corridor. A majority of the overnight stays took place in Hampton/Hampton Beach with over 50 percent of the visitors staying one or more nights in that area. Portsmouth, Seabrook and Rye/Rye Beach each hosted over 10 percent of the visitors staying overnight in the Corridor. Fourteen percent of the visitors stayed at “other locations”. Additional analysis showed Hampton/Hampton Beach to host the most visitors in each across the all of “length of stay” categories. The most common number of nights of stay for each of the most community within the corridor were: Portsmouth- 2 nights (36%), Rye/Rye Beach—6-7 nights (33%), and Seabrook 6-7 nights (60%). Considering those visitors staying over 20 nights in the Corridor 53 percent stayed in Hampton/Hampton Beach, and 14 percent stayed in Seabrook.

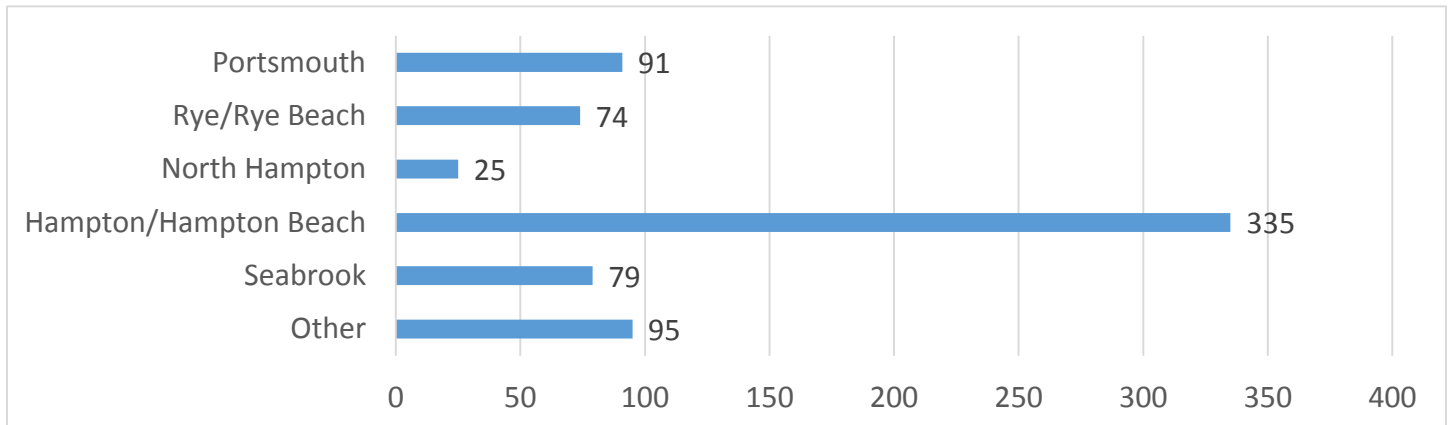


Figure 33 Number of Visitors Staying Overnight by Community

Table 3 lists the communities that are included in the “Other” category. Visitors participating in the study stayed overnight in a total 24 different community across 3 states are represented included. The list includes of New Castle a Corridor community hosted 3 overnight visitors. Hampton Falls hosted 14 overnight visitors, Salisbury, MA and Kittery, ME hosted 8 each.

Amesbury (5)	Exeter (8)	Newburyport (4)
Barrington (1)	Hampton Falls (14)	Newcastle (3)
Brentwood (1)	Hillsboro/Hooksett (6)	Raymond (3)
Danville (1)	Kent (1)	Rochester (6)
Derry (2)	Kittery (8)	Salem (3)
Dover (6)	Londonderry (2)	Salisbury (8)
Durham (2)	Manchester (3)	Stratham (2)
Elliot (1)	Moultonborough (1)	Wells/York (6)

Table 3 provides a listing of the communities represented in the “Other Category”.

Figure 34 reports the number of visitors using specific types of accommodations. Forty-seven percent of the overnight visitors in this sample stayed in a Hotel or motel, 26 percent rented a home or a condo, 6 percent stayed at an RV Park and 8 percent stayed at a campground. The remaining 13 percent indicated that they stayed with family or friends.

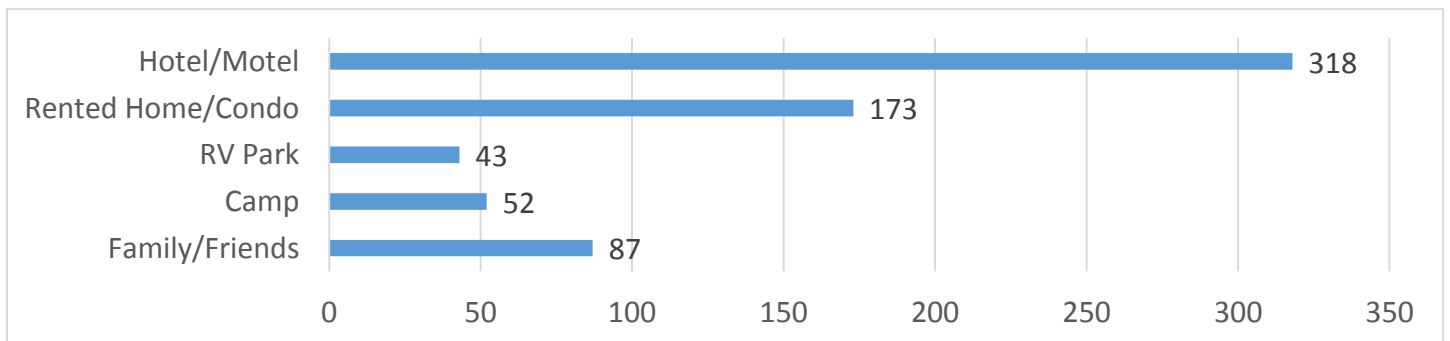


Figure 34 Type of Accommodation

Figure 35 reports the relationship between the relationship between interview location and types of accommodation the visitor utilized during their visit. For example 74 percent of the visitors interviewed in Portsmouth stayed in hotel, 12 percent rented a home or condo and 15 percent stayed with family or friends during their visit. Hotel/Motels were the most popular accommodation types visitor staying overnight in the Corridor for Portsmouth, New Castle, Odiorne, Wallis Sands Jenness, and Hampton Beach. Renting a home or condo was a popular alternative for Seabrook (75%), Wallis Sands (40%) and Jenness Beach (33%). Staying with Family and Friends was the most popular for visitors contacted at North Hampton (54%). Staying at the RV Park was the most popular for those visitors contacted at the RV Park and campgrounds were the most popular for those overnight visitors' contacts at North Beach.

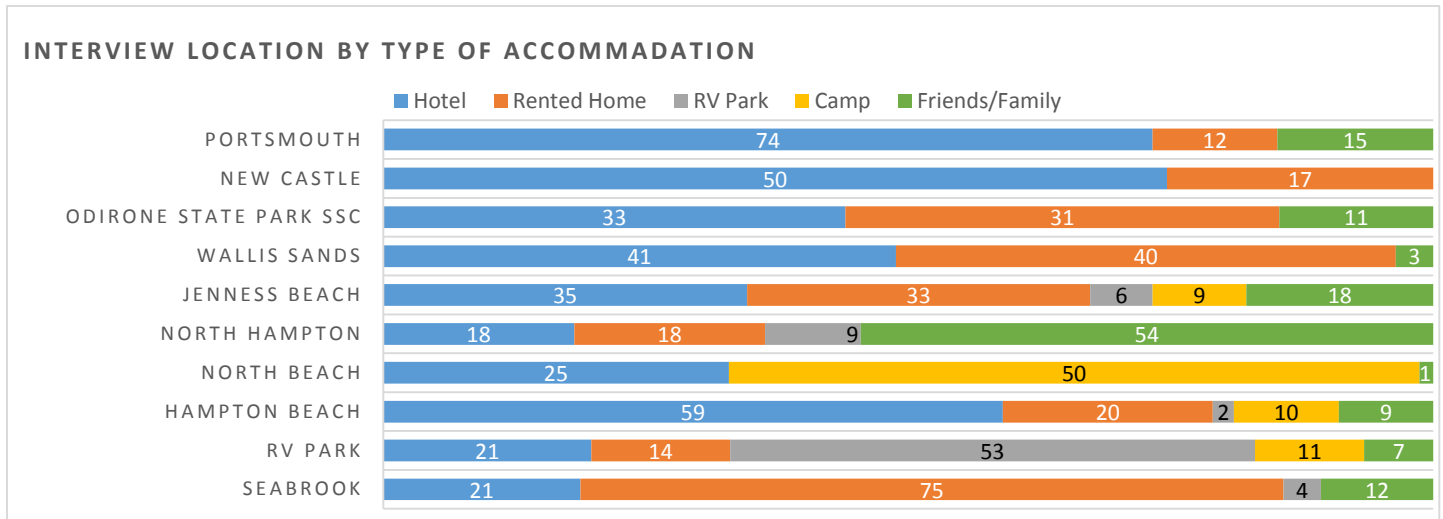


Figure 35 Interview location by Type of Accommodation

Figure 36 reports the relationship between location of overnight stay and types of accommodation. For example 83 percent of the visitors staying overnight in Portsmouth resided in a Hotel or Motel, 7 percent rented a home or condo and 10 percent stayed with family or friends during their visit. It also allow for an understanding of the most the relative use of various lodging types across the various corridor communities. Hotels/Motels are the most common lodging types in Portsmouth and Hampton Beach. The rental of private homes and condos are the most popular in Rye/Rye Beach (50%), North Hampton (32%), and Seabrook (60%). There was considerable variability of “staying with family and friends across communities. It varied from a high of 33 percent in “other communities” through a mid-range of 23-24% for Rye and North Hampton, to a low of 6 percent for Hampton Beach.

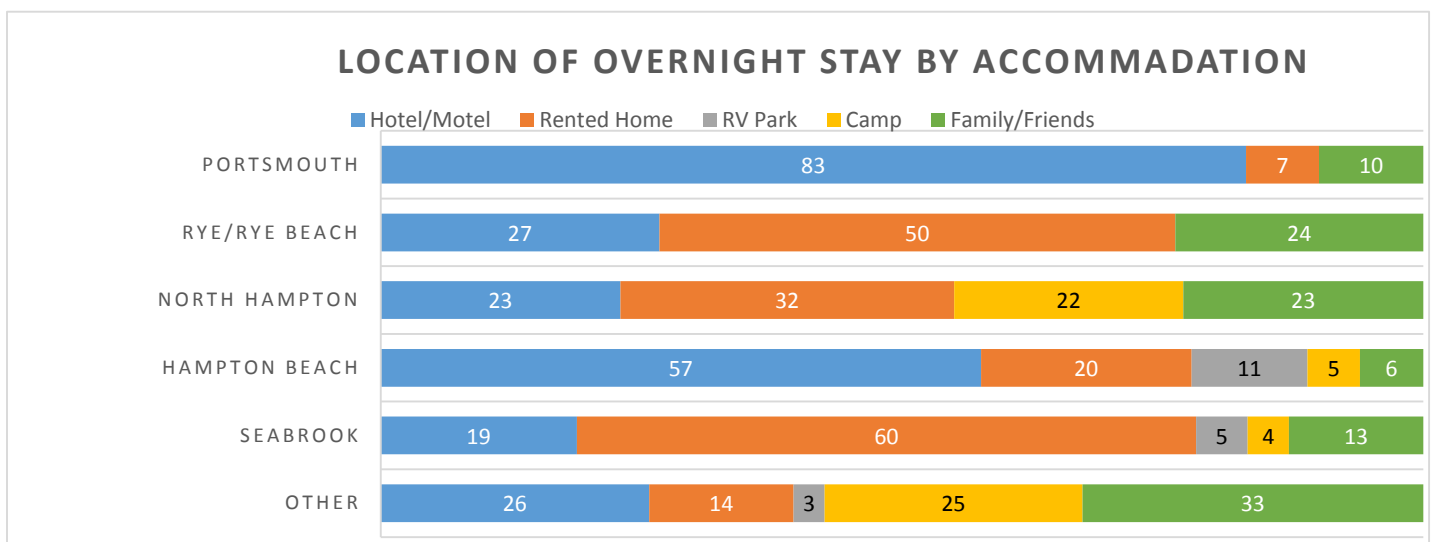


Figure 36 Location of Overnight Stay by Type of Accommodation

Figure 37 shows the type of accommodation used by the first time visitors to NH Seacoast and the corridor who stayed overnight in the corridor. Fifty-nine percent of the “First Time Visitors” Stayed in a Hotel or Motel. Fifty-three percent of the visitors who visit the corridor most often stay rent a home or condo.

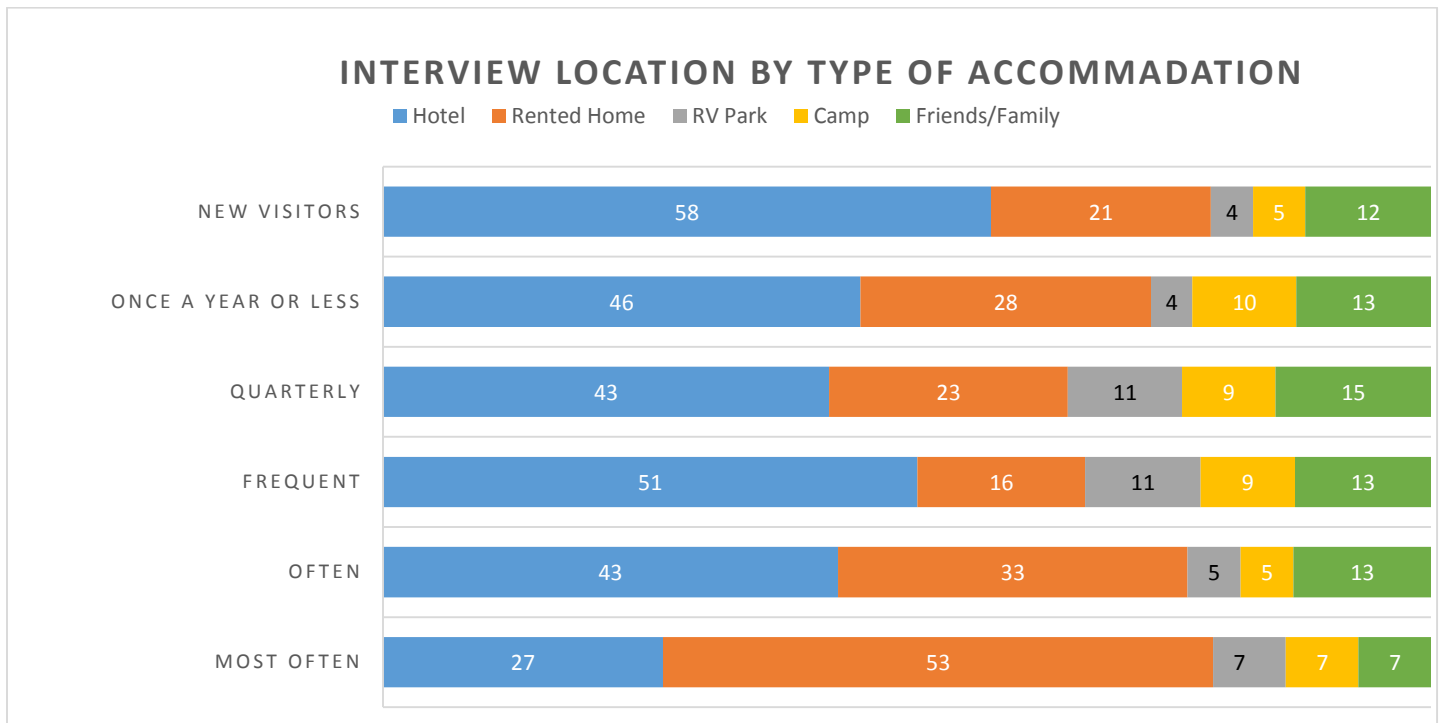


Figure 37 Accommodation Type by First Time Visiting the Seacoast

Figure 38 shows that fifty-two percent of the “family only” group stayed in Hotel/Motel. Family and friends (35%) were the groups most likely to stay in a rented house. Friends only was the most likely group to stay with family and friends. People visiting the corridor “alone” were most likely to meet stay in Hotels/Motels.

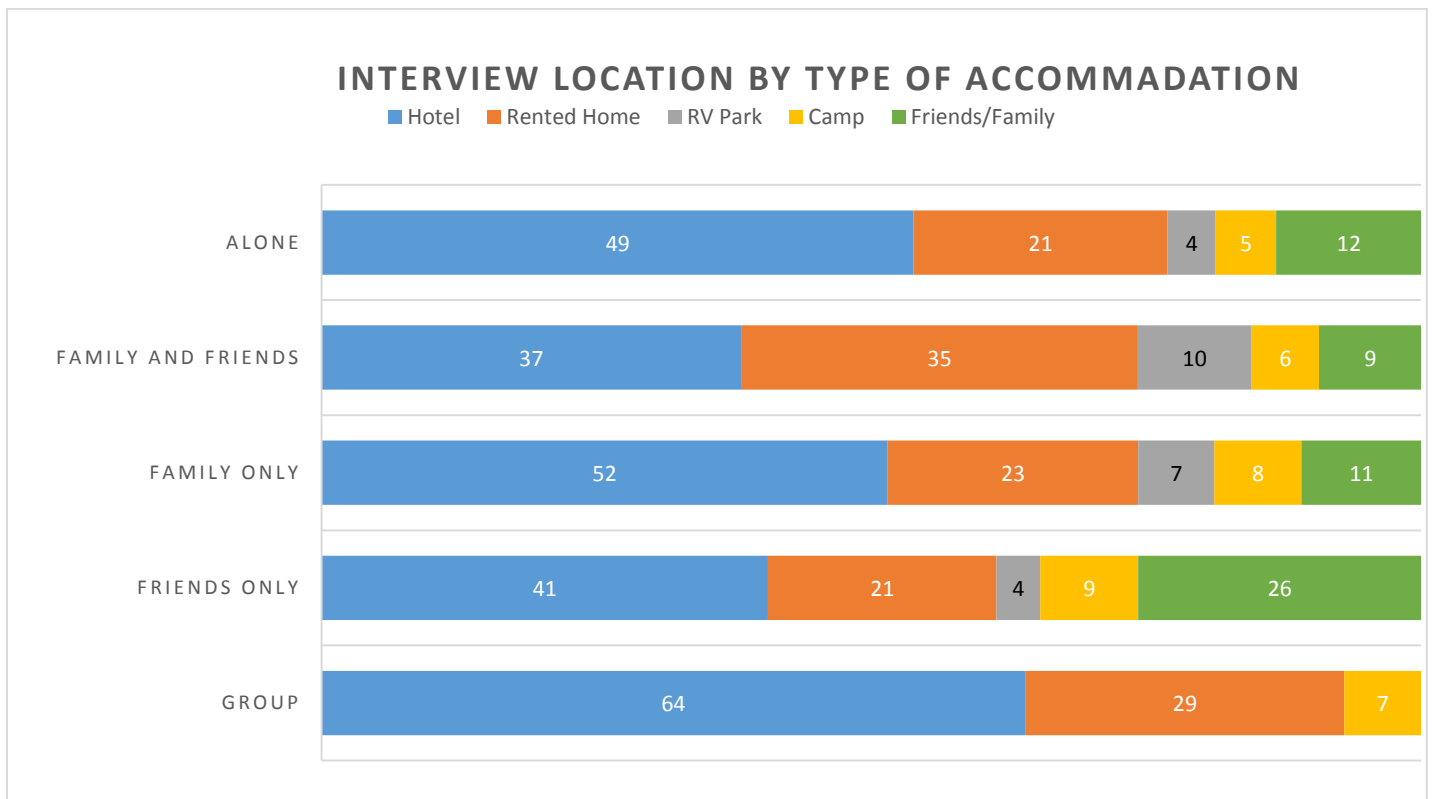


Figure 38 Type of Group by Accommodation

Considering the relationship between “type of accommodation” and additional visit and visitor characteristics:

- **Month of Visit.** Visitors in June and JAS were the most likely to stay in Hotel/Motel and Visitors in May were the most likely to stay in a rented house/condo (33%).
- **Day of Week.** A majority (76%) holiday weekend visitors stayed in Hotel/Motels. A majority of the House and Condo Rentals took place in weekday (63%) and weekend (36%).
- **Age Group.** Hotels and Motels were the most common overnight accommodation for all overnight visitors. Overnight visitors in their 40s and 70s were the most likely to stay in an overnight Twenty-seven percent of visitors in both their 40s and 60s indicated that they rented a house/condo. Twenty percent of overnight visitors in their 20s and 30s group stayed with family and friends.

THE NH ROUTE 1A/1B CORRIDOR TOURISM EXPERIENCE

This section will provide an overview of the tourism experience provided within the NH Route 1A/1B Scenic Corridor. It will begin with a profile of visitors to the corridor. This will be followed by a listing of the recreation activities that they participated in on the day they were contacted and where else they may have visited. Next, will be an overview of the reasons why the sample of visitors chose to visit the corridor, how they learned about the corridor region and how they may have changed their visitation behavior. This section will conclude with a description of the destinations within the corridor that the sample visit most often. Each section reports statistical differences (i.e., contact location, day of week, month visiting; age group, type of group, gender, race and state of home residence, etc.). Only statistically significant results will be reported.

Main Reason for Visiting. The interviewers asked the “visitors” an open-ended question. Respondents were able to provide more than one answer “What was the Main reason you are visiting the interview site?” Sixty percent of the respondents only provided 1 answer. Twenty-nine percent provided two and 13 percent provided more than 2. Figure 39 shows that 49 percent of the sample of visitors indicated that “to relax”. Thirty-eight percent said the Beach/Ocean was the primary motivation, followed by 27 percent who said “recreation and fun” and 15 percent said “time with and visiting family/friends”. The other category included very personal/specific reasons.

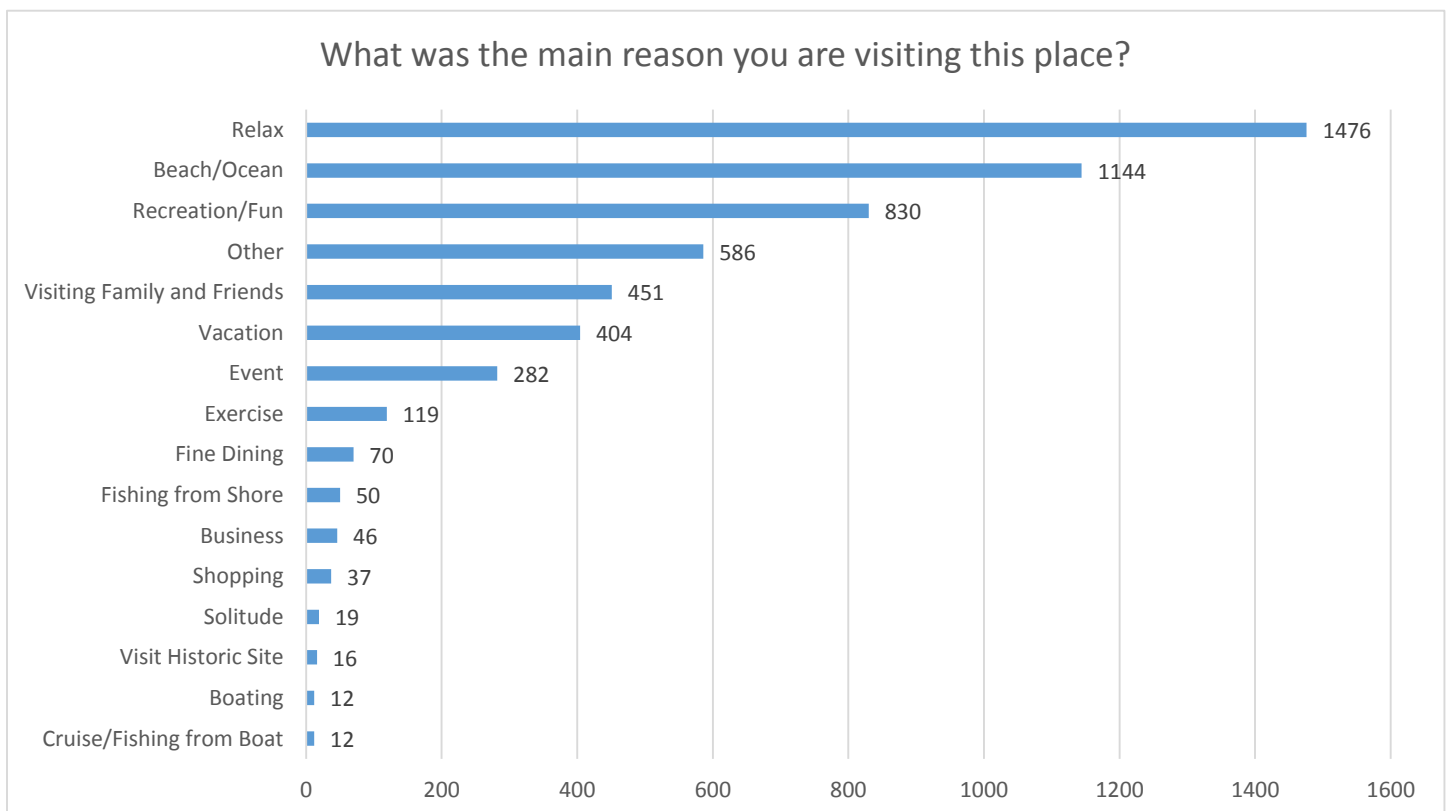


Figure 39 Primary Reason for Visiting Interview Site

Principal components Analysis and common sense were used to reduce the number of “reason” from 16 to 4. For the sake of time the (other category) many of which were second and third answers. Four is a manageable number to make comparisons across the visit and visitor characteristics and makes the results easier to interpret. Figure 40 reports the results from this analysis. Forty-four percent of the sample mentioned a statement that included either or both “family and vacation”, 36 percent mentioned words the included the both “ocean and fun”, 10 percent mentioned the notion of consuming (e.g., event, fine dining and shopping) and 9 mention “specific activities” (e.g., boating, fishing, photography, cruise, exercise, etc.).

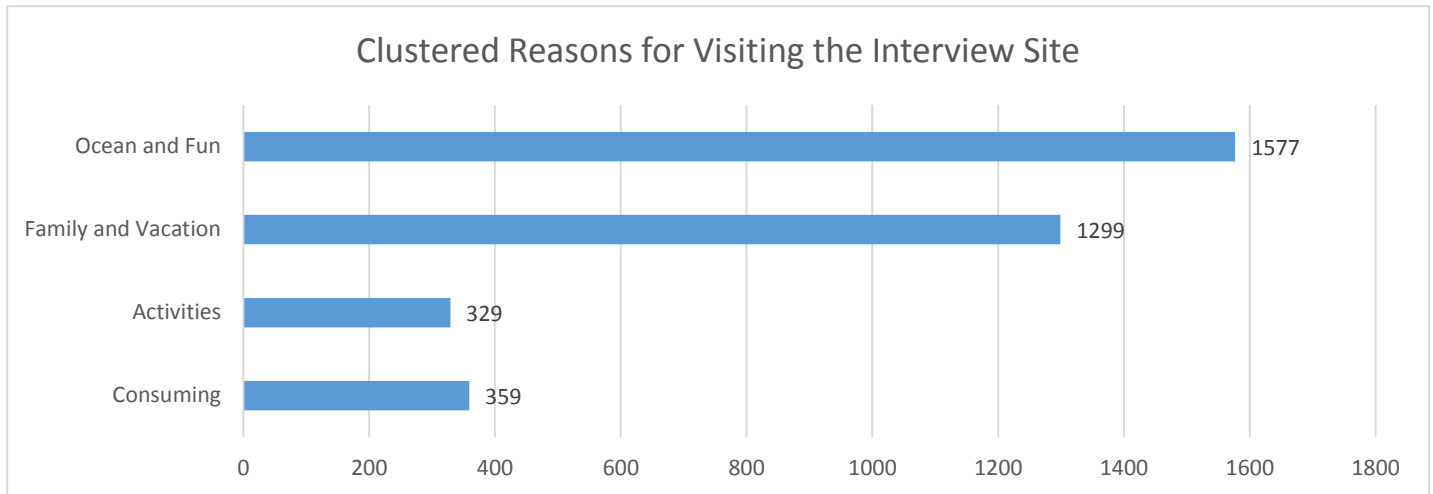


Figure 40 Reason for Visiting Site

Figure 41 shows the relationship between the interview location and the primary reason for visiting the interview site. Forty percent of the visitors to Jenness Beach primary reason was visiting for “Ocean and Fun” (highest for all interview sites). Family time and Vacation for the primary reason was all the sampling sites with a high of 76% for Seabrook and low of 41% for Portsmouth. Portsmouth (15%) and Hampton Beach (21st) had the greatest proportion of the sampling sites for “Consuming Activities”. Activities had the greatest proportion for Portsmouth (21%) and North Beach (15%) and North Hampton (15%).

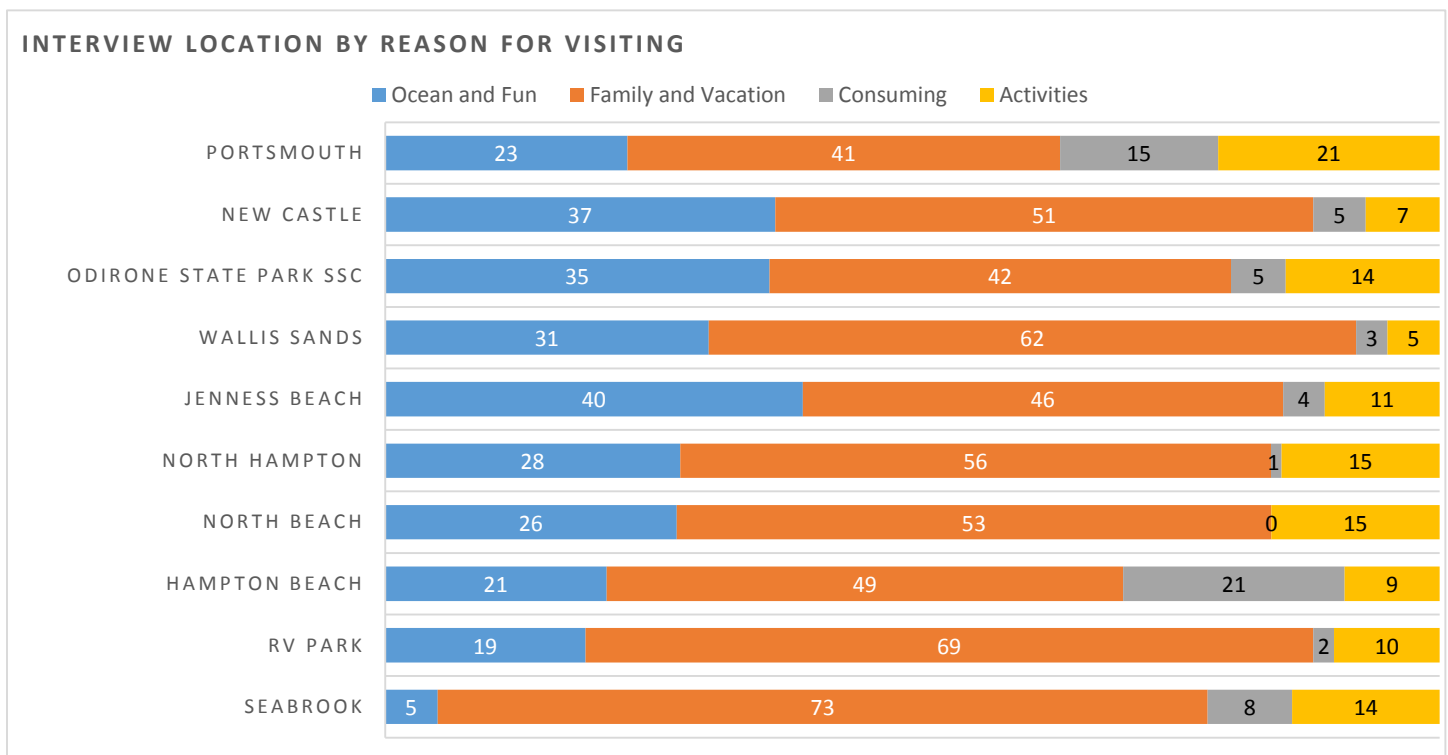


Figure 41 Interview Site by Reason for Visit to Site

Figure 42 reports the relationship between visitor “place of residence” and their primary reason for visiting the interview site. The “ocean and fun” had the lowest proportion of visitors for people from the Northeast (13%), NH Near (20%), and “Other New England States” (20%). NH Near had the greatest proportion in the “activities” category with 23 percent of the total. Visitors from the Northeast (19%) and from ME & VT (16%) had the greatest proportion of the “Consuming” reason for visiting.

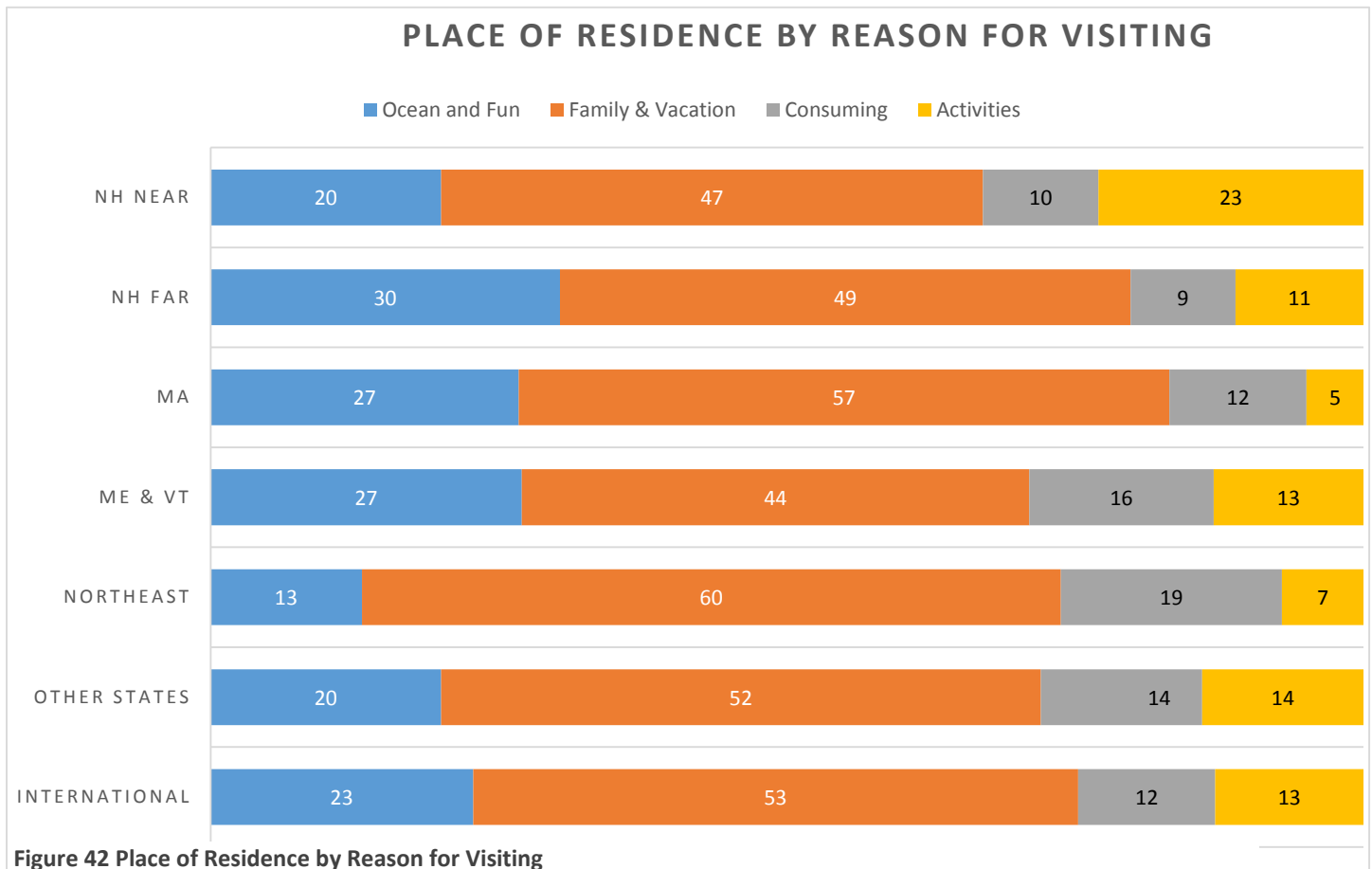


Figure 43 reports the relationship between “age group” and “reason of visiting site”. The results show that those visitors in their 20-30s had the greatest proportion in the “ocean and fun” category at 27 percent and the greatest proportion in visiting the site to participate in a specific activity (14%). “Family time” and “Vacation” had the greatest proportion across of the “reasons for visiting” categories. Visitors in their 50s and 70s were had the greatest proportion in “consuming” activities with 15% and 14% respectively.

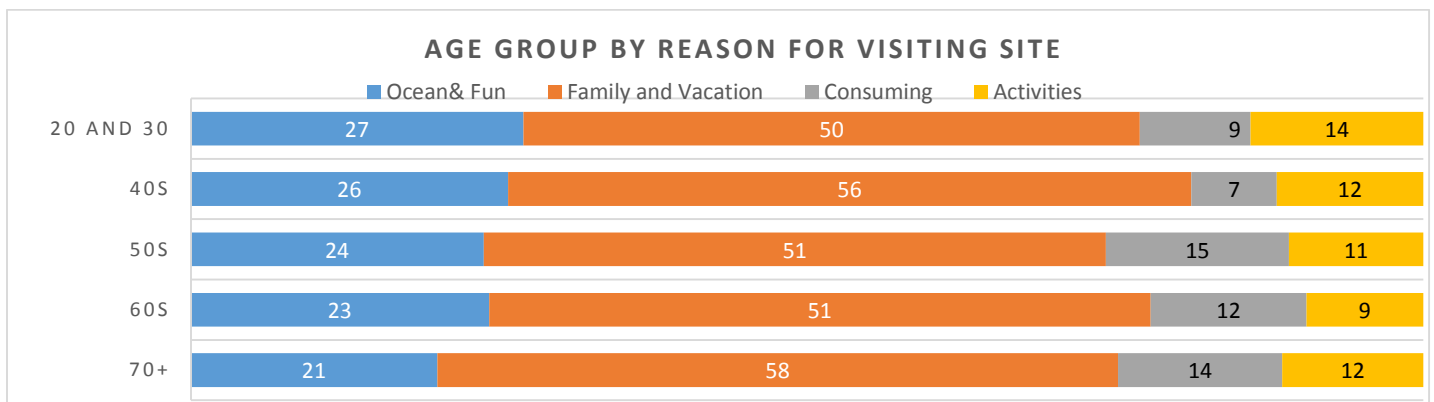


Figure 44 reports the relationship between the frequencies of visits by reason for “visiting”. “Family time and vacation” was the most important reason for visiting the corridor across all reasons for visiting groups. The importance of “family time and vacation” ranged from a high of 56 percent for a frequent visitors to a low of 48-49% for New Visitors and most often visitors. “Ocean and fun” was an important reason for visiting for “new Visitors” (26%) “quarterly” (27%) and often” (27%). New visitors were also the most likely participate in “consuming activities” and people who visit most often are the most likely to for “specific participate to specific activities”.

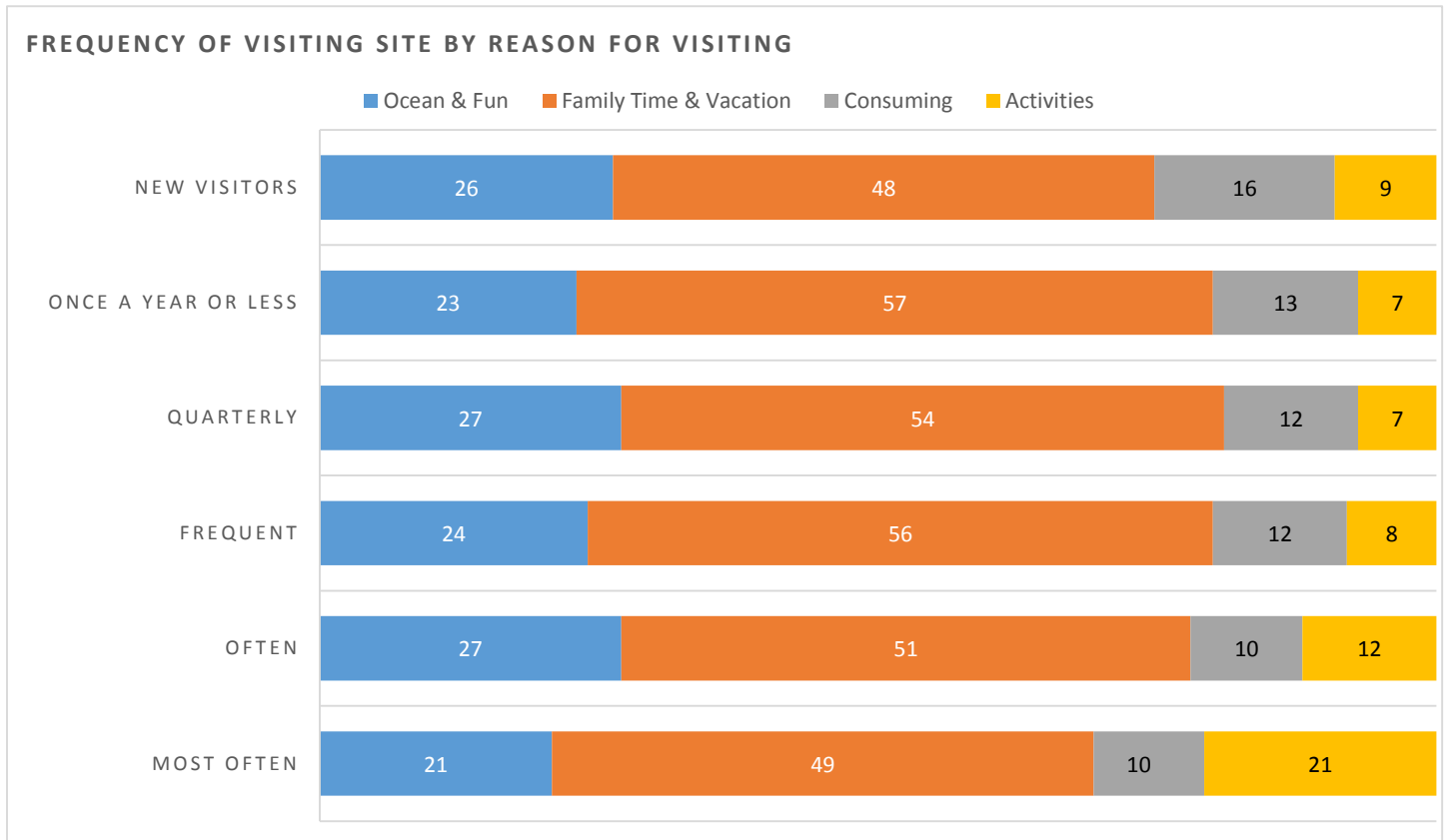


Figure 44 Frequency of Visits by Reason for Visiting Site

Figure 45 reports the relationship between type of group and primary for visiting. The results show that the “alone” category of visitors were more likely to visit for “Ocean and fun” (26%) and for specific activities (23%). With the exception of “Groups” all of the groups visited the sites for “family time and/or vacation. Friends only (19%) and groups (22%) had the greatest proportion of visitors in the “consuming” reasons for visiting the corridor.

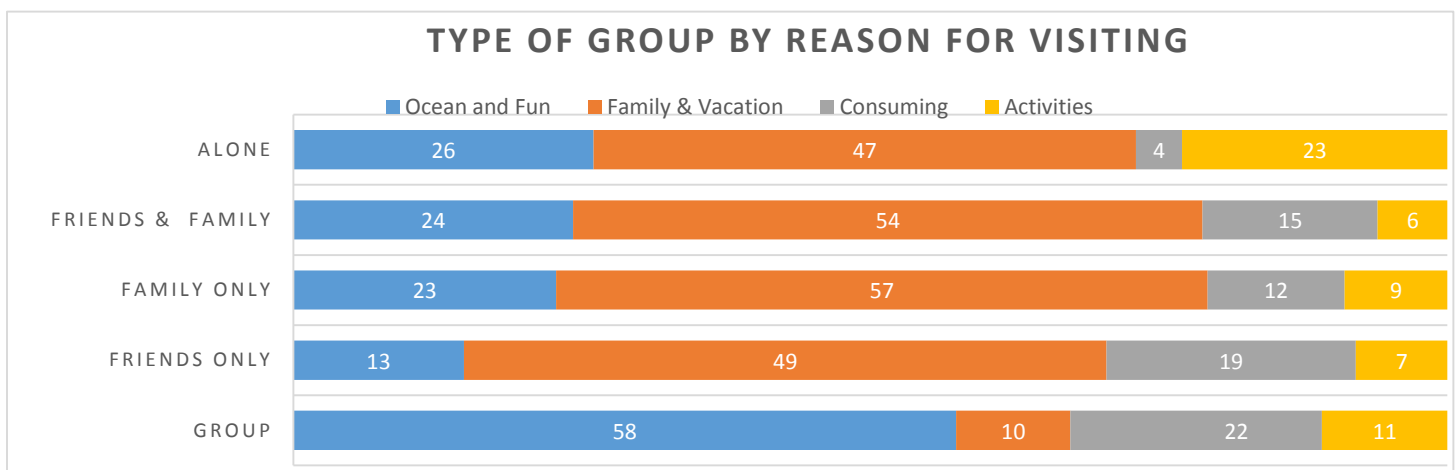


Figure 45 Type of Group by Reason for Visiting Site

Figure 46 reports the relationship between primary for visiting the site and gender. The results show that male (14% to 8%) are significantly more likely to visit the site to participate in “specific activities” and females are more likely to visit for family and vacation (54% to 50%).

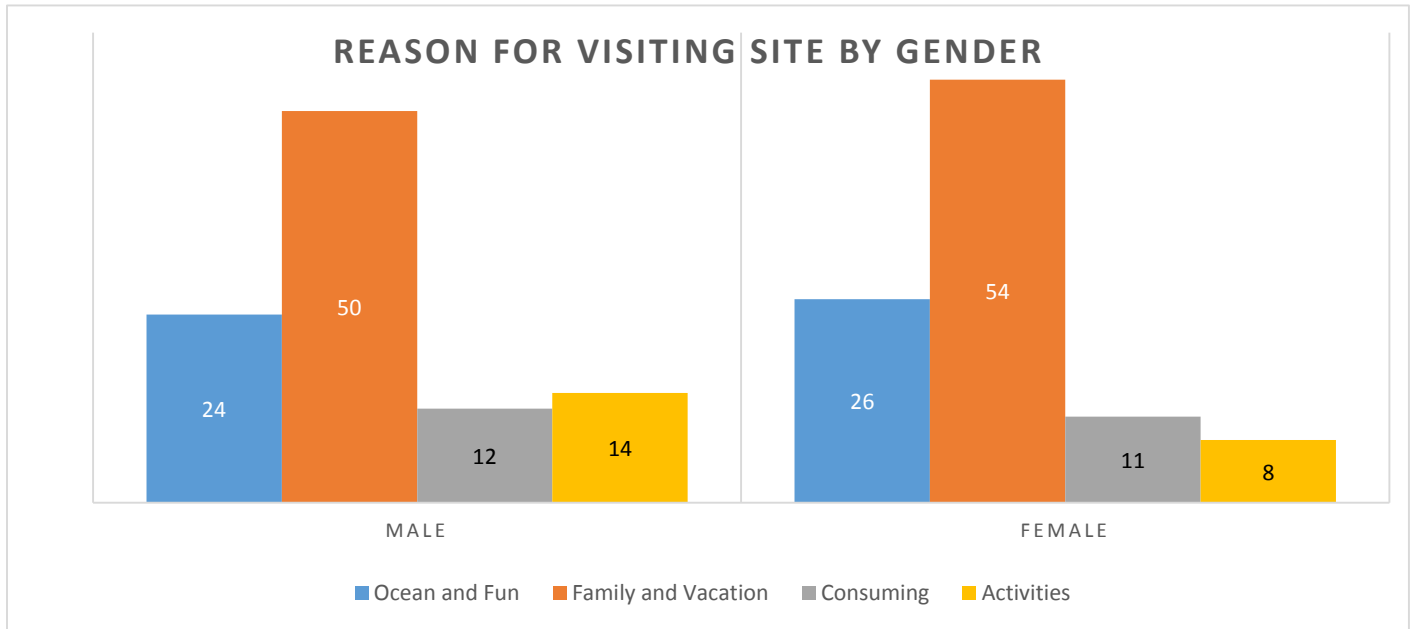


Figure 46 Type of Group by Reason for Visiting

Figure 47 reports the relationship between overnights stays and reason for visiting the interview site. People visiting the site for “family time and vacation” were most likely to stay in the corridor overnight. Persons visiting the site for the “Ocean and Fun” were the least likely to stay overnight in the Corridor.

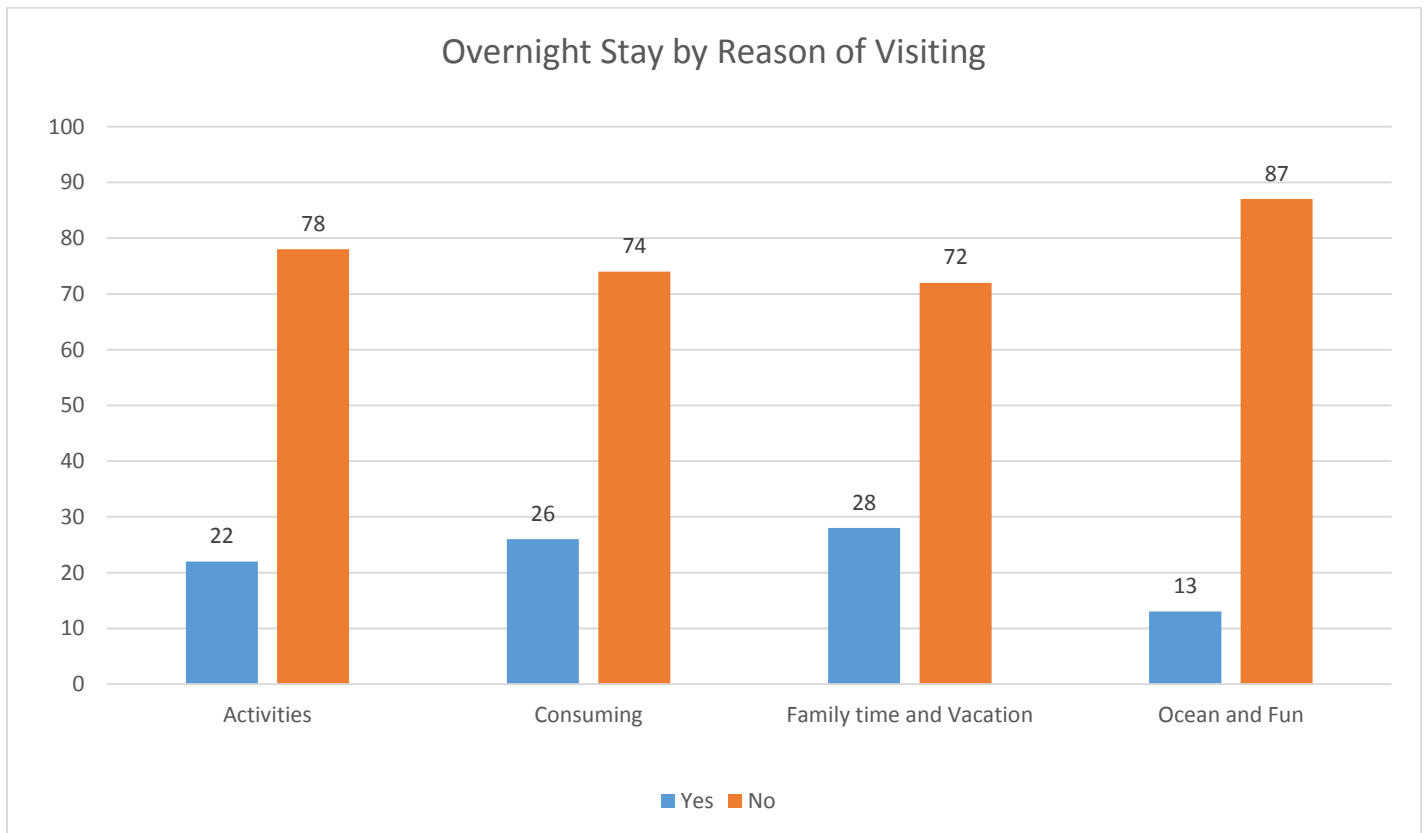


Figure 47 Overnight by Reasons for Visiting

Considering the relationship between “what was your primary reason for visiting this site?” this visit include an overnight stay” to the corridor and other visit and visitor characteristics:

- **Month of Visit.** May had the greatest proportion of “Ocean and Fun” (43%), June had the greatest proportion of “Family Time and vacation”, JAS had the greatest proportion of “Consuming Activities” (54%).
- **Time of Visit.** Visitors with the primary reason for visiting the site as “family time” and “consuming activities” were significantly more likely to stay longer at the contact site.
- **Interview Time.** Family time and vacation was the most common reason across all interview times. Four to 8pm was the common time for (consuming activities), 10am-1pm was the most common time that for those who came with “Ocean and Fun”.
- **Day of Week.** Weekdays had the greatest proportion (59%) of visitors with the primary reason of “ocean and fun”. Weekend visitors were most likely to visit for “Family time and Vacation” (54%). Holiday weekend visitor were the most likely to name “Consuming Activities” (60%).
- **Lodging Type.** Hotels and Motels were the greatest proportion across all reasons for visiting the site.
- **Total Number Activities.** Visitors in the Ocean and Fun group listed on the average 7 different activities. Compared to 2 (mean=2.1) activities for “specific activities” and 1 for consuming activities (mean=1.5) and Family time and vacation (mean=1.79).

Figure 48 reports the results from a question that asked the visitors “Are you going somewhere else within the seacoast area today?” Ninety-four percent responded in the affirmative. Forty-seven percent were visiting restaurant and bars, 23 percent were visiting the beach, 20 percent were going shopping and 8 percent were visiting other sites (231) additional and very specific activities were listed. Overall a vast majority of visitors were going to do something else during their visit to the corridor.

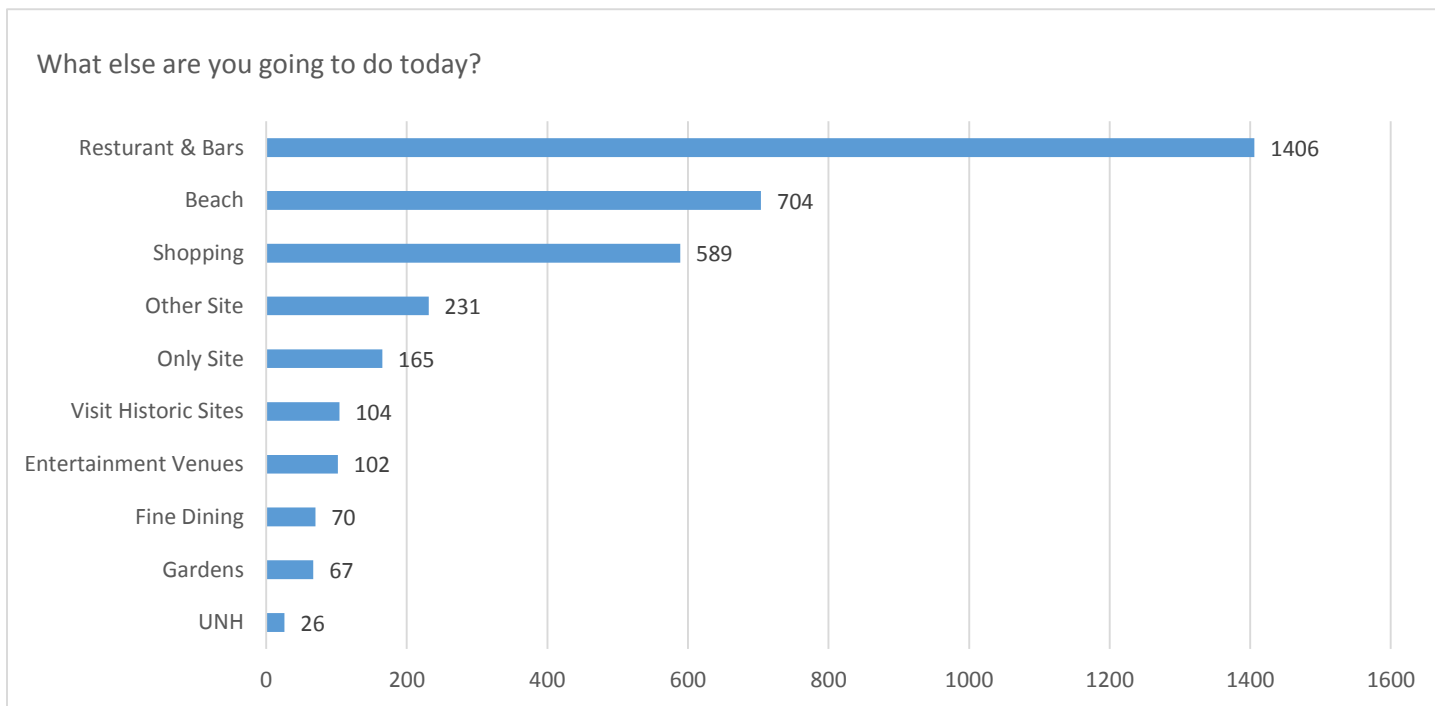


Figure 48 Additional Activities doing today

A number of interesting insights can be drawn from a more detailed examination of this data. The percent of the proportion responding “yes” are listed next to the listed variable. The following represents some of these insights that were determined to be both significant and important:

- **Restaurant and Bars.**
 - **Overnight Stay.** 61% of overnight visitors were going to bars and restaurants versus 43% of those not staying overnight.
 - **Interview site.** Persons interviewed in Portsmouth (53%), North Beach (45%), Hampton Beach (50%), and the RV Park (53%) were statistically more likely to visit Bars and Restaurants than the other sampling locations.

- Type of Group. Considering group type people who visited “Alone” and in “Groups” were less likely to visit “Bars and Restaurants”.
 - Age Groups. Person in 40s (49%) and 60s (50%) were the most likely to include a visit to “bars and restaurants”.
 - Frequency of Visits. New Visitors (48%), “Once a Year or Less” (50%), and Quarterly (50%) were more likely to visit “bars and restaurants” as part of their experience.
 - Home Residence. Visitors from NE (58%), MA (50%), Other States (61%) and International (61%) were more likely to visit “bars and restaurants” as part of their experience.
 - Time Visiting. Visitors who stayed at the contact site for 3-5 hour (49%), 6-8 hours (52%), over 8 hours (62%) were more likely to visit “bars and restaurants” as part of their experience.
- **Visit Historic Sites**
 - Overnight Stay. Overnight visitors were more likely to visit historic sites, 6% of those including in overnight stay visited “historic sites” versus 3% not staying overnight.
 - Interview site. Persons interviewed in Portsmouth (9%) and the Seacoast Science (7%), were statistically more likely to visit “Historic Sites” than those contacted at other sampling locations.
 - Home Residence. Visitors from NE (7%), Other States (10%), and ME & VT (8%) were statistically more likely to visit “Historic Sites” than those from other states.
 - Time Visiting. Visitors who stayed at the contact site for less than 1 hour (5%) and over 8 hours (7%) were more likely to visit “Historic Sites” than those from other states.
 - **Beach**
 - Overnight Stay. 39% of overnight visitors were going to “beach” as part of their visit versus 19% of those not staying overnight.
 - Most of the rest of the variable were significant but unimportant.
 - **Gardens**
 - Gender. Males (3%) were significant more likely to visit gardens during their visit than females (1.8%).
 - Interview site. Persons interviewed in Portsmouth (10%) were statistically more likely to visit “Gardens” than those contacted at other sampling locations.
 - **Shopping**
 - Overnight Stay. Overnight visitors were more likely to visit “stores”, 35% of those including in overnight stay visited “stores” versus 15% not staying overnight.
 - Gender. Females (21%) were more likely to include visiting “stores” as part of their visit, compared to 18 percent males as a part of their visit.
 - Type of Visit. Weekend Visitor (22%) were significantly more likely to visit “stores” than Weekdays (18%) and Holiday Weekends (18%).
 - Month of Visit. Visitors to the Corridor in the month of June (22%) and JAS (20%) were significantly more likely than visitor contacted in May (14%) to include visits to stores as part of their visit to the corridor.
 - Interview site. Persons interviewed in Portsmouth (24%) and Hampton Beach (25%) were statistically more likely “Stores” than those contacted at all the other sampling locations. In addition persons interviewed at the RV Park (18%), the North Beach (19%), North Hampton (19%), and Jenness (17%) were statistically more likely than those visitors contacted at Seabrook, New Castle (5%) and the SSC (8%).
 - Type of Group. Considering group type people who visited “Alone” (11%) and “Groups” (5%) were significantly less likely to visit “stores” than all the other groups. Persons who visited in groups of “family and friends” (25%) were significantly more likely to visit “stores” than all other groups.
 - Age Groups. Visits in the 70+ (14%) group were significantly less likely to visit “stores” than all the other age groups.
 - Frequency of Visitors. Visitors in the Often (15%) and Most Often (15%) visitation groups were less likely than all the other groups to visit “stores” as part of their current visit to the corridor.
 - Home Residence. Visitors from NE (33%) and International (32%) were more likely to visit “stores” as part of their experience.
 - Time Visiting. Visitors who stayed at the contact site for over 8 hours (38%) were more likely to visit “Stores” than those staying 8 hours or less.

- **Entertainment Venues.**

- Overnight Stay. Overnight visitors were more likely to visit “entertainment venues”, 7% of those including in overnight stay visited an “entertainment” versus 2% not staying overnight.
- Interview site. Persons interviewed in Hampton Beach (6%) were statistically more likely “entertainment venues” than those contacted at all the other sampling locations.
- Type of Group. Considering group type people who visited in groups of “Family and Friends” (7%) were significantly more likely to visit an “entertainment” than all the other groups.
- Home Residence. Visitors from Other States (6%) and International (9%) were more likely to visit “entertainment venues” as part of their current experience.
- Time Visiting. Visitors who stayed at the contact site for over 8 hours (12%) were more likely to visit an “entertainment venue” than those staying 8 hours or less.

Sources of Information about the site visiting the corridor. This section reports the results from an open-ended question that asked visitors how they heard about the interview site where they were contacted. Figure 49 shows that a majority (68%) for the visitors identified “prior visits to the site” and “living or having lived in close proximity” to the site (i.e., explanation include that they lived in the area as a child, went to school in NH, etc.). Non-personal information represented only 11 percent of ways that people learned about the site they visiting (passing through and seeing highway signs [5%], internet search [3%], other [1.5%] and print media [1.5%]). The “other” category included “school field trips”, “work and business”, “specific people and organizations”, “visitor centers”, “service sector employees”, and “went to school in NH”. Insights can be drawn from a more detailed examination of this data. The percent of the proportion responding “yes” are listed next to the listed variable.

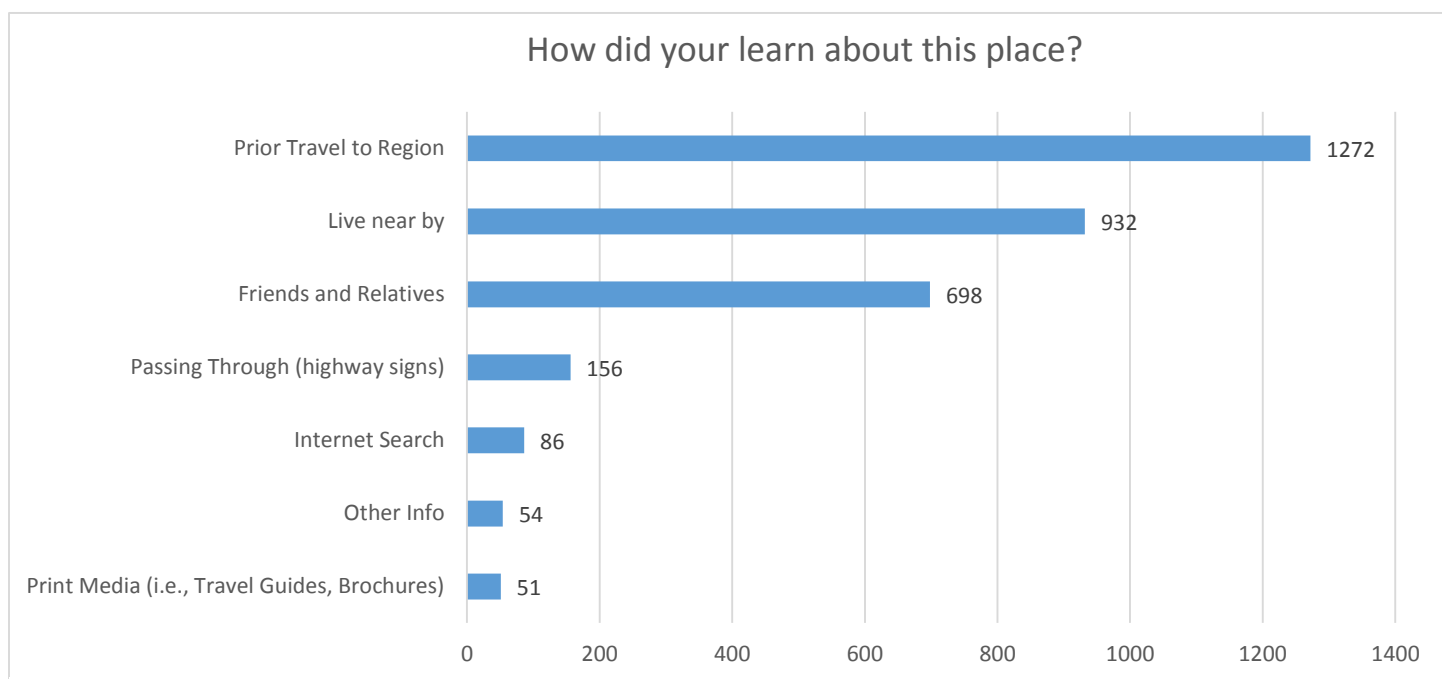


Figure 49 Information sources about contact site.

Figure 50 reports the percentage of visitors at each interview site answering the question “How did they learn about this interview site. Prior experience was the most common answer for Seabrook Beach (84%) and Hampton RV Park (68%), Hampton Beach (50%), and Wallis Sands (36%). Live or Lived Nearby was the common answer for Portsmouth (55%), Jenness Beach (36%), North Hampton (69%), and North Beach (55%). Friends and Family was the most for New Castle (42%) and the Seacoast Science Center (27%). The internet was a source for Portsmouth (3%), New Castle (2%), Seacoast Science Center (2%), Wallis Sands (2%), Jenness (2%), and Hampton Beach (3%). Print Materials was a source for Portsmouth (3%), SSC (4%), North Beach (3%) and Hampton Beach (2%). Passing through (i.e., signs, etc.) was a significant source for Portsmouth (9%), Wallis Sands (10%), Jenness (11%) and North Beach (17%).

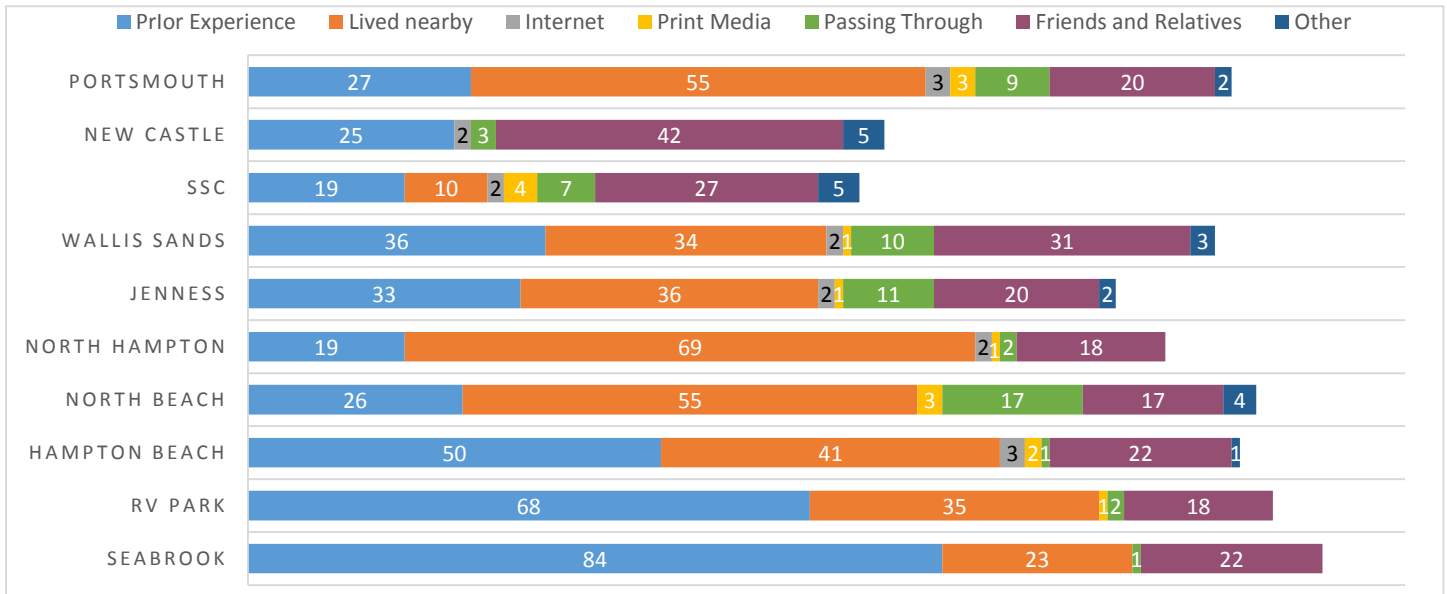


Figure 50 Source of Information by Interview Site

Figure 51 reports the relationship between place of home residence and sources of information. International Visitors (19%) and visitor from Northeast (9%) were the most likely to identify the internet as a source of information. Likewise International (13%), Northeast (8%), ME & VT (10%) were most likely to identify “passing through”, “print media” as sources of information. Visitors from the Northeast and International locations were the most likely to identify other sources of information. Visitor’s information for all residence groups.

These finding point to the importance of proximity, prior experience and personal contacts as important sources of information from all residence groups. Visitors from the Northeast (41%), other states (42%), and International visitors were most likely to get information from family and friends. These finding point to the importance of proximity, prior experience and personal contacts as important sources of information.

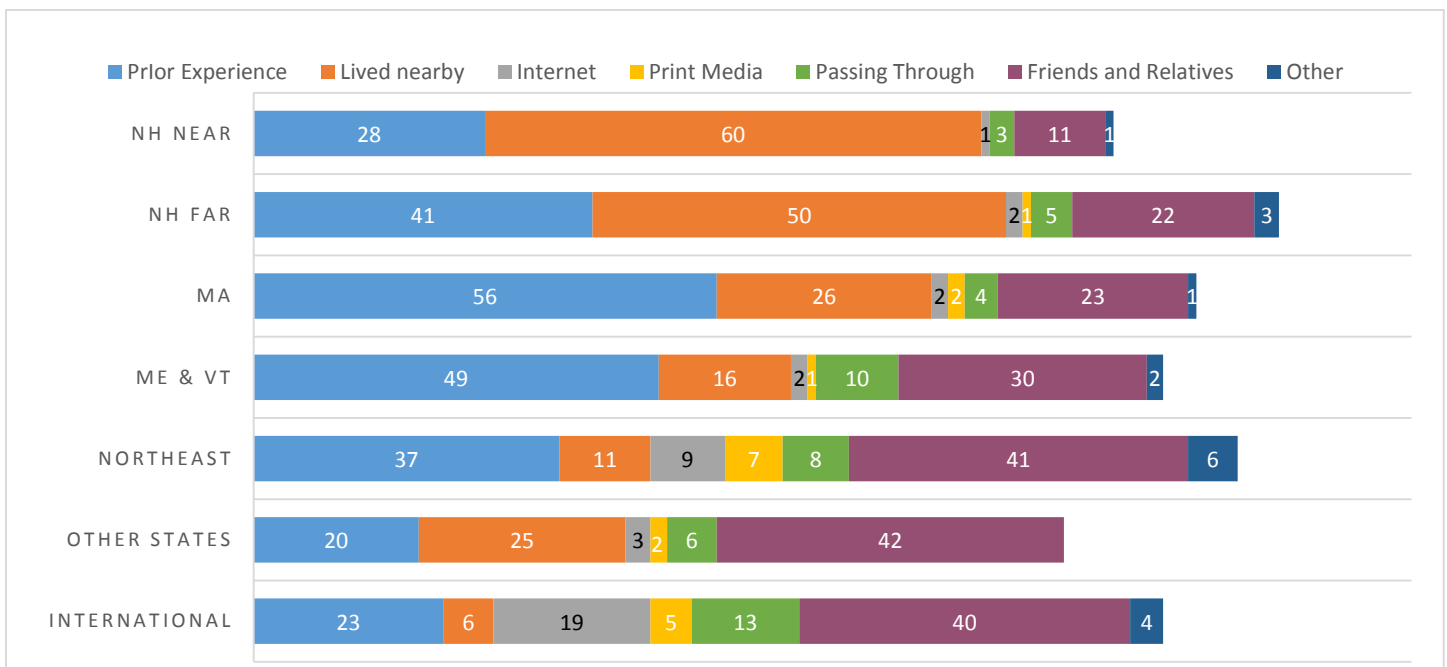


Figure 51 reports the relationship between place of home residence and sources of information.

Figure 52 shows that new visitors used a many different sources of information. Visitation rates by sources of information is important since it allows for a comparison of new visitors with other visitation rates. For example, only 12 percent of new visitors had prior experience visited as youth, 14 percent of new visitors used the internet (none of the other groups exceeded 2 percent, 49 percent of new visitors heard of place from family and friends, and 5 percent used print media. Fifty-eight of people who indicated they visited quarterly had prior experience as the most important source of information. No surprisingly, visitors in Frequent, Often and Most Often category were dominated by the Prior experience, and Lived/live nearby categories sources of information.

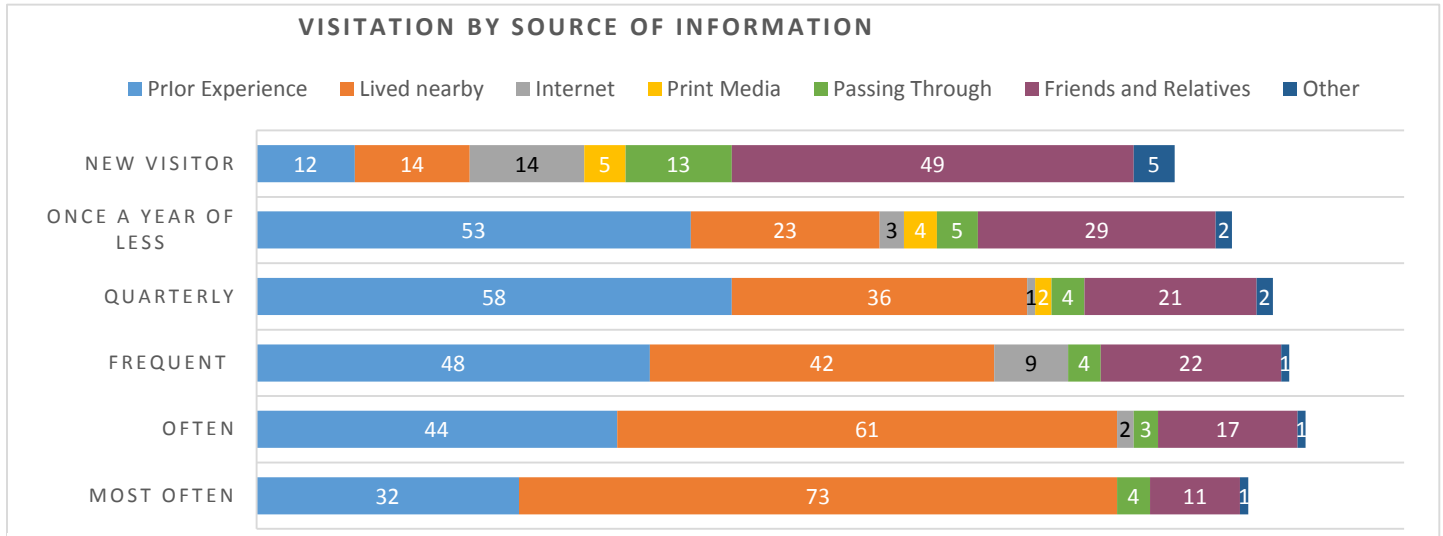


Figure 52 Visitation by Sources of Information

Figure 53 reports the relationship between self-reported” reasons for visiting and sources of information. This is important because “reason for visiting have been shown to be predictor of the “how” and “whys” of the experience. For example each of the four “reason” types used different sources of information. All of the types of visitors identified “prior experience and lived nearby as important sours of information. Visitors coming to the seacoast for fun, recreation and ocean were most likely to identify “passing through”. Fine dining/shopping were the most likely to use internet, print media and friends and relatives and the other category.

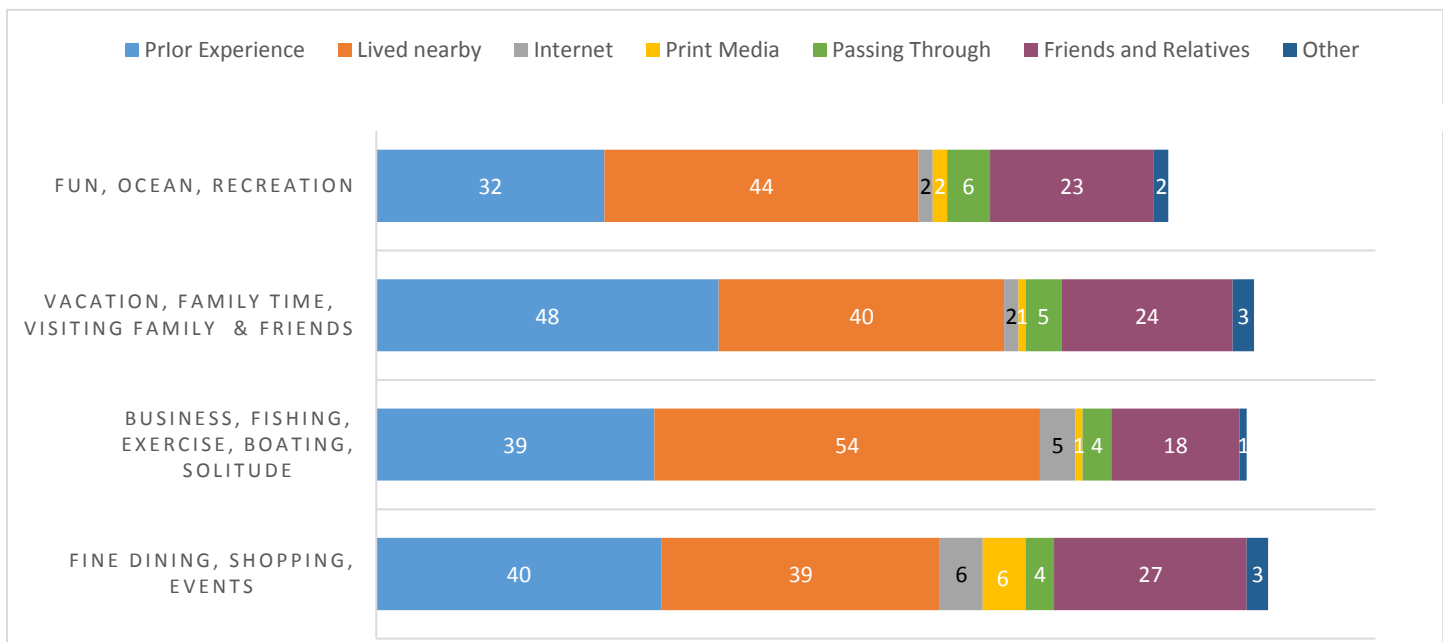


Figure 53 reports the relationship between self-reported” reasons for visiting and sources of information.

Considering the relationship between “source of information” and other visit and visitor characteristics:

- **Type of group.** Visitors in “friends and family” groups were significantly more likely to get information from “friends and family”.
- **Gender.** Females were more likely get information about the corridor from “friends and family” than males.
- **Race.** Non-whites were significantly more likely to get information about the corridor from “friends and relatives” and through the “internet search” than whites.

Familiarity and Experience in Corridor. This sub section includes a measure of how familiar the visitor feels with the corridor and other associated opportunities. It also includes a question “Have you ever traveled the entire length of the corridor?”. This section will also examine the relationship between these two variables and “visit” and “visitor” characteristics described in earlier. The results reported in Figure 54 show that 33 percent of the visitors consider themselves to be very familiar, 29 percent familiar, 24 percent somewhat familiar and 13 percent not familiar at all. Fifty percent of those not familiar with corridor were on their first visit.

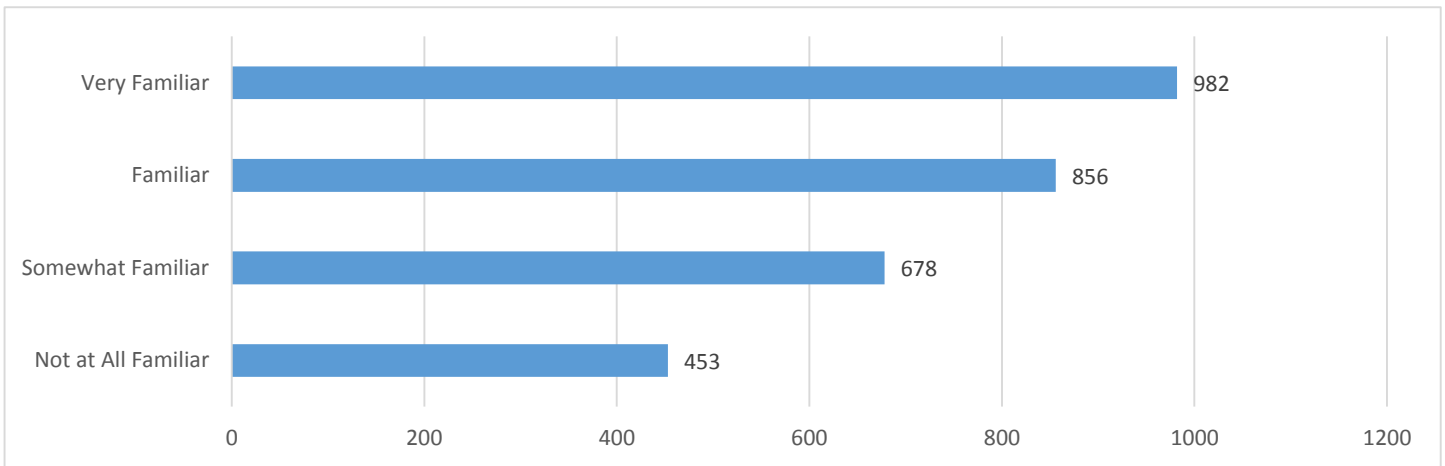


Figure 54 Level of familiarity with Corridor and Seacoast

Figure 55 shows the relationship between “age group” and “level of familiarity”. Visitors in 20-30s (21%) and 40s (20%) had the largest “percentage” in “Not Familiar” and “Somewhat familiar”, 28% and 24% respectively. Persons in the 60s and 70s+ were had the greatest proportion in the familiar and very familiarity category. Visitors in the 60s and 70+ had the smallest proportion in the Not Familiar and somewhat familiarity.

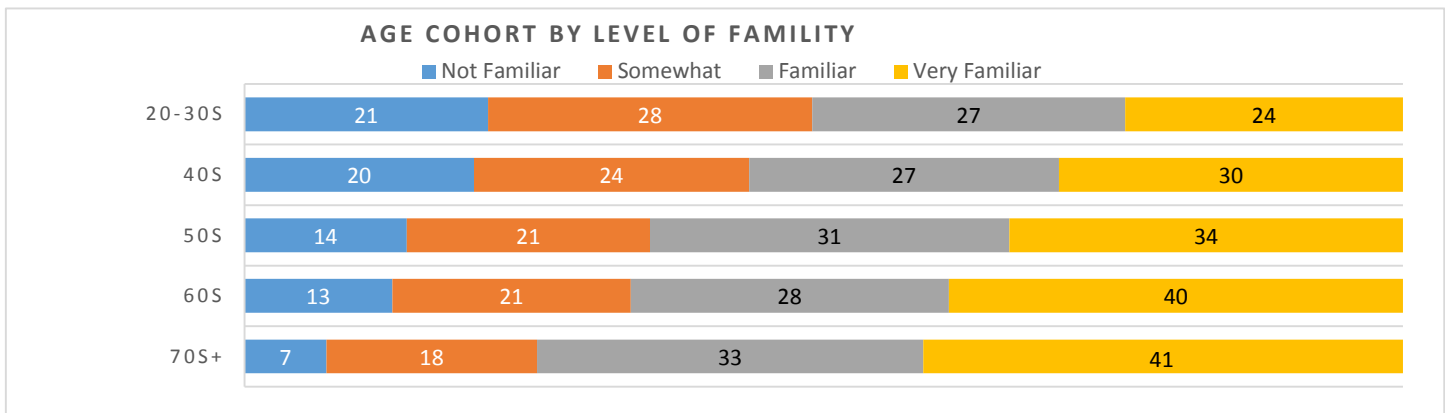


Figure 55 Age Group by Familiarity with Corridor

Figure 56 reports the relative proportion visitors in the self-reported reasons for visiting groups across levels of familiarity. The results show that visitors who come for a more specific reason (i.e., business, fishing, boating, solitude, etc.) 44 percent of the member this group fell in the very familiar category. Fine dining had the greatest proportion of “somewhat familiar. Fun,

Recreation, and Ocean (16%) and Fine Dining, Shopping and Events (16%) shared the greatest proportion of visitors in the “Not Familiar” category. No significance differences across all of the reason for visiting in the ‘familiar” with corridor category (29%-27%).

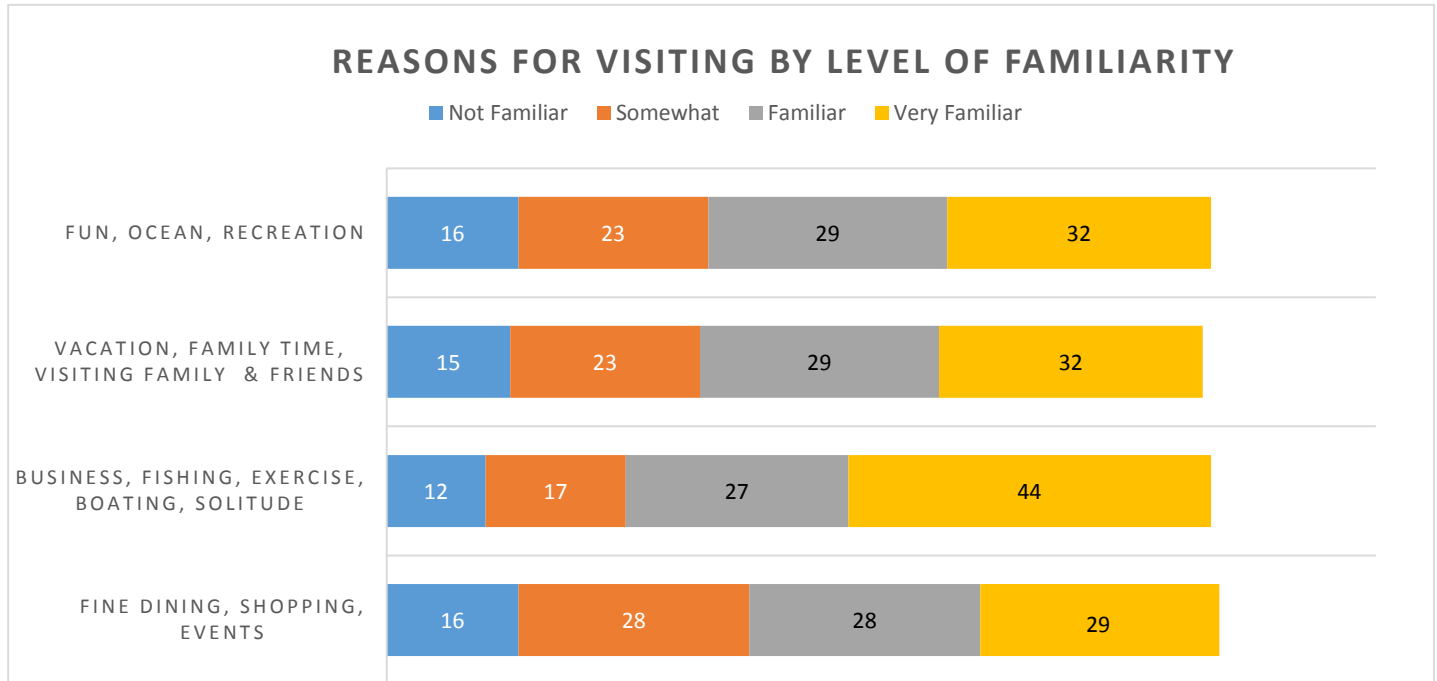


Figure 56 Reasons for Visiting Corridor and Level of Familiarity

This subsection reports the relationship between familiarity and other visit and visitor characteristics.

- **Interview Time:** No significant difference across the 4 different interview times.
- **Interview Day of Week:** Visitors on weekdays were more familiar with corridor across all levels of familiarity.
- **Interview Month:** Visitors interview in July, August and September were more familiar than the other interview month and with the exception of “very familiar” who were more likely to be interviewed in June (46%).
- **Interview Site:** Person interview at Hampton Beach, Portsmouth and Wallis Sands were the most familiar across all interview sites and level of familiarity.
- **Weather:** Seventy-six percent of the visitor very familiar with the Corridor visited on Sunny Day and 72% who were familiar group visited on sunny days.
- **Gender:** Females were more likely to be more familiar with the corridor across all categories. From a high 61 percent for somewhat familiar, to a low of 52 percent for very familiar.
- **Race:** 63 percent of non-white visitors to corridor fell in “not familiar” and “somewhat familiar” category (63%).
- **Type of Group:** Looking at type of group family only has the greatest proportion across all group types. Visitors who visited alone were had the greatest proportion within type of very familiar category (48%) and the least familiar (7%).
- **Type of Lodging:** Visitors staying in Motels were the least familiar (56%) the most familiar across all types of lodging except rented home and very familiar (38%). RV Park generally had the lowest level of familiarity of the various lodging types.

Traveled the entire Route 1A/1B Corridor. This section reports the results from a Closed-ended Question that asked visitors to respond “yes” or “no” to the question “Have you traveled the entire length of the NH Route 1A/1B Corridor from Seabrook, New Hampshire to Portsmouth, New Hampshire on NH Route 1A/1B.

Figure 57 reports the 32 percent had “not traveled” the length of the Corridor, while 68% had “traveled the length” of the Corridor. This measure represents and alternative measure of familiarity and experience with the NH Route 1A/1B Corridor.

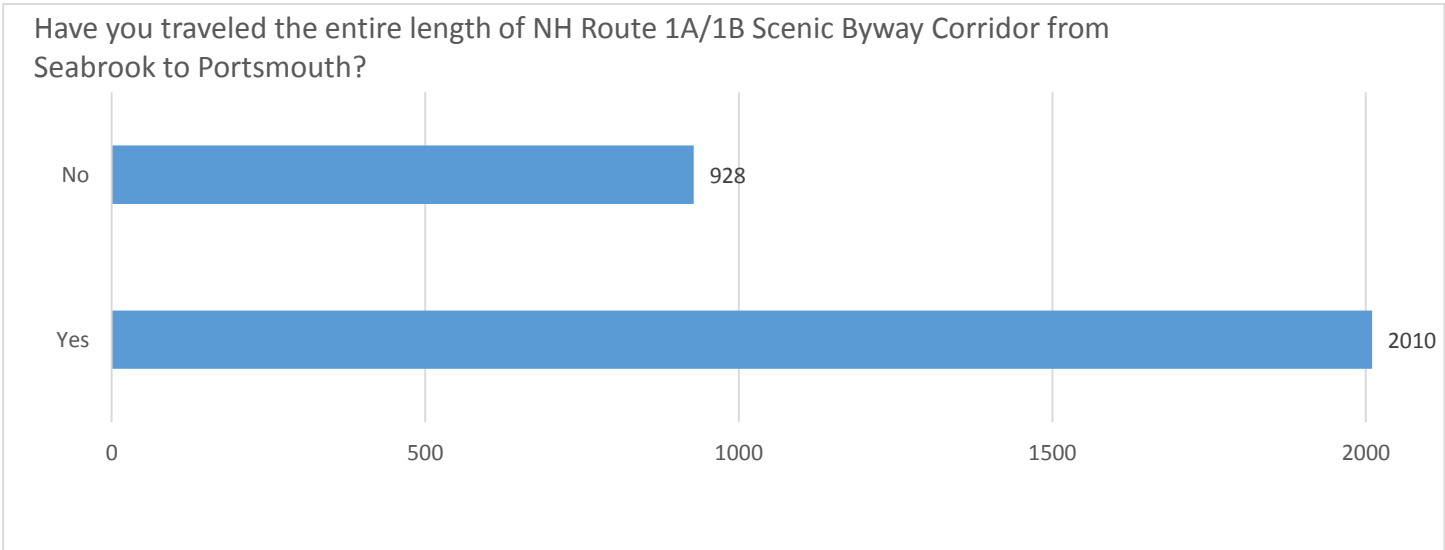


Figure 57 Number of visitors who have traveled the entire length of corridor.

Figure 58 reports the relationship between interview location and traveling the length of the Corridor. The visitor interview location of Wallis Sands and North Hampton had the greatest proportion of visitors who had traveled the entire length of the corridor. Seabrook (39%), North Beach (38%) and Portsmouth (35%) had the greatest proportion of visitors who have not traveled the entire length of the corridor.

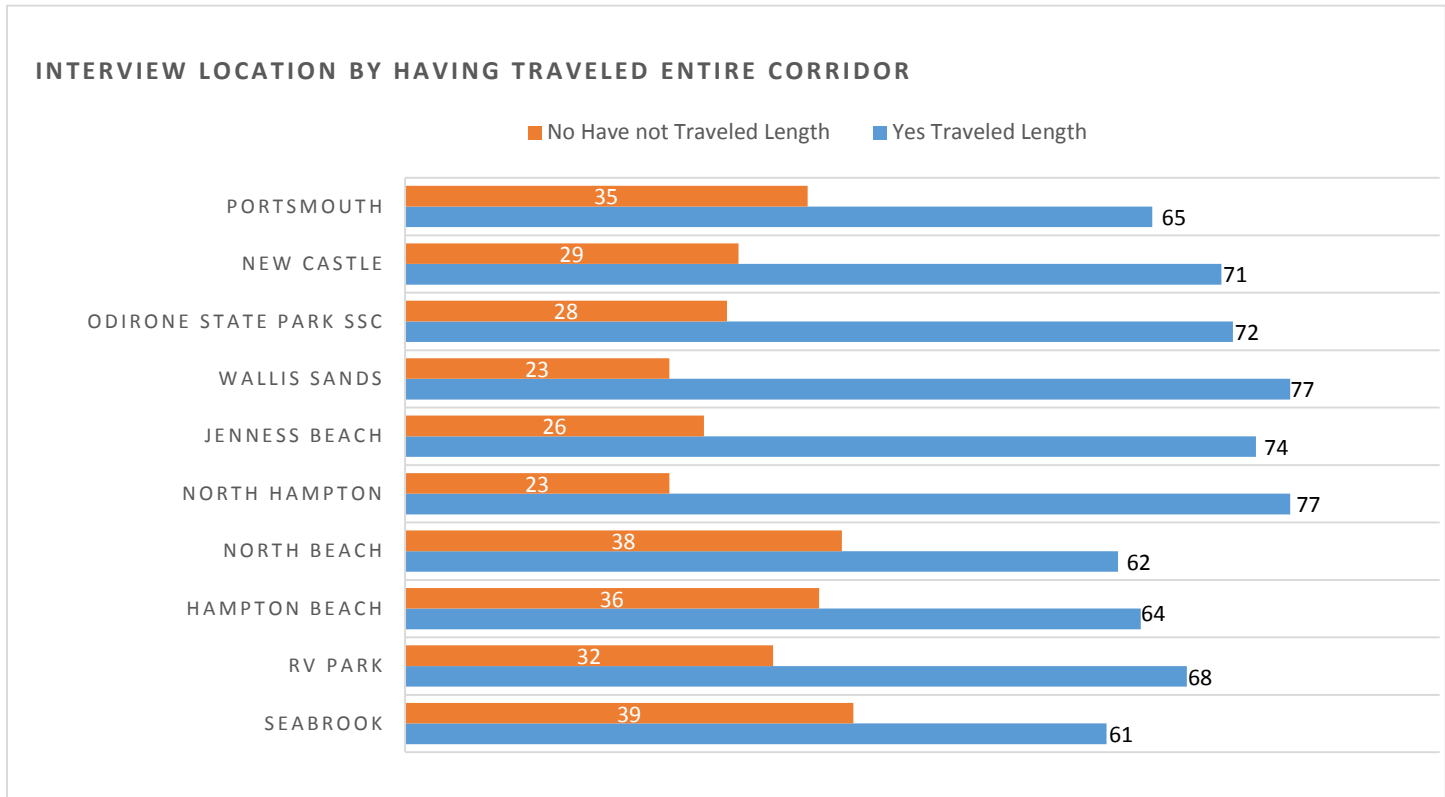


Figure 58 Interview site by traveling length of corridor.

Figure 59 reports the relationship between home residence and whether or not the visitor has traveled the entire length of the NH 1A/1B Byway. The greatest proportion of visitors to the corridor who live in fall in the “NH Near” were the most likely to have traveled the entire length of the byway, with 87% of the visitors. While those visitors from the Northeast (55%) and from ME & VT (55%) were the most likely not to have traveled the entire length of the corridor (still a majority of residents from each of the group had traveled the corridor).

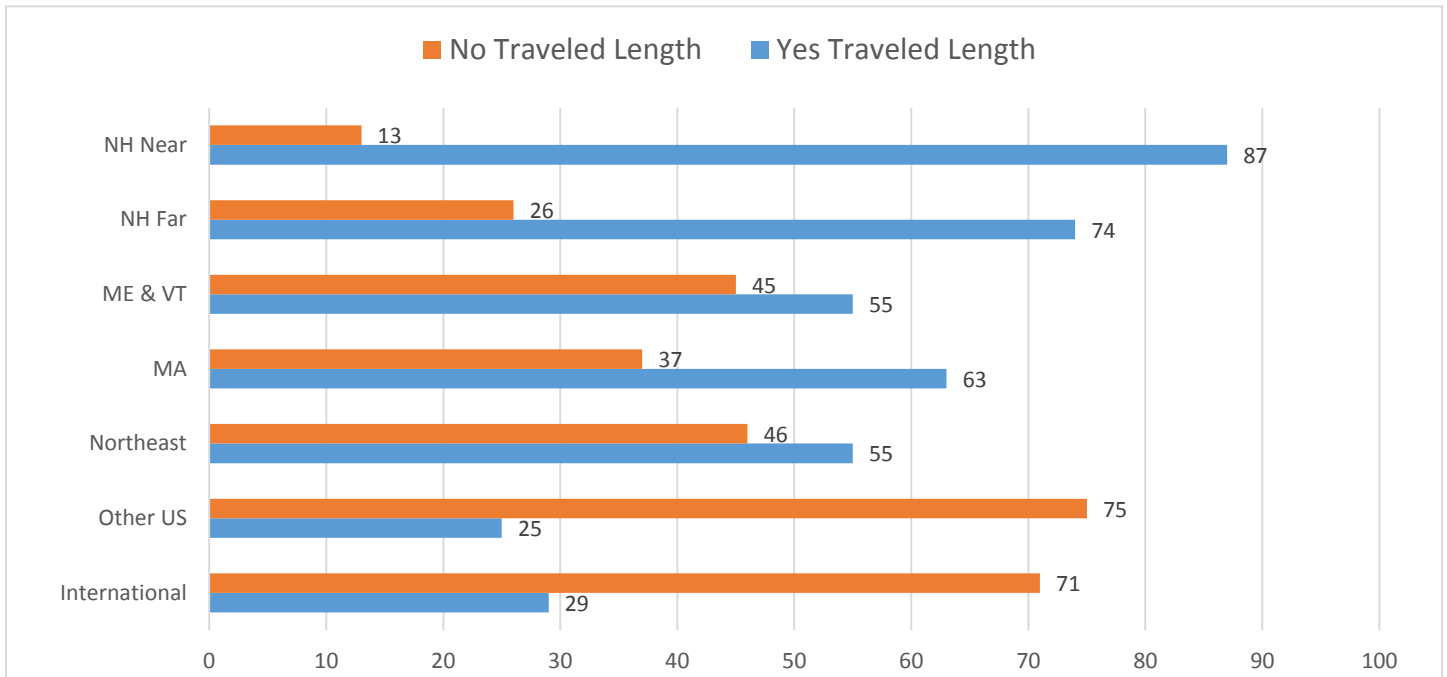


Figure 59 Home residence by Traveled length of Corridor

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of whether or not the visitors traveled the length of NH 1A/1B and other visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **First Visit to Corridor.** Twenty-two percent of the Visitors to the Corridor for the first time also traveled the entire length of the Corridor.
- **Month of Visit.** Seventy-one percent of the visitors in June have traveled the entire length of the Corridor.
- **Day of Week.** Week end and Holiday Weekend visitors more likely to have traveled the length of corridor.
- **Age Group.** Visitors 70+ had the greatest proportion of visitors who have traveled the entire length of the corridor. Fifty-five percent of the visitors in their 20-30s have the traveled the length of the corridor.
- **Race.** Seventy percent of white visitors have traveled the entire length compared to 41 of the non-white visitors.
- **Type of Group.** Visitors traveling alone (75%) were the most likely to have traveled the entire length of the corridor. Family and Friends (61%) and Groups (54%) were the least likely to have traveled the entire length of corridor.

Estimated Expenditures. Visitors were asked an open-ended question “Approximately how much money do you think you think you will spend during this trip?”. This open-ended question was recoded into 6 categories based on the goal of maximizing cell counts. Figure 60 reports the relative frequency in each of those 6 categories. Nine percent of the sample indicated that they would not spend anything to this visit. Twenty-four percent spent \$20. or less and 29% spent \$51-\$199. Approximately 11 percent spent \$200-\$700, and 11 percent spent over \$700.

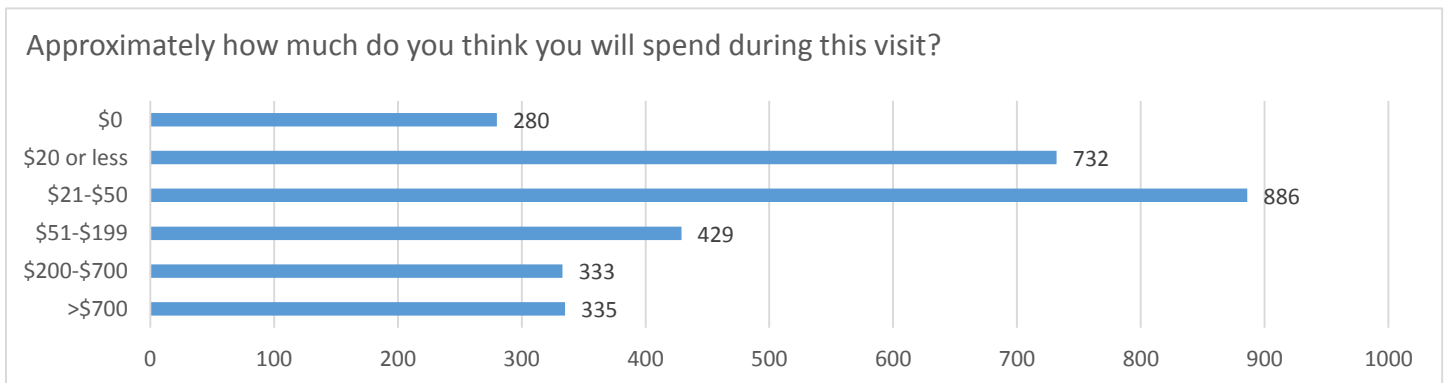


Figure 60 Estimated expenditures during this visit.

Comparison across variables. Figure 61 reports the relationship between “gender”, “overnight stay”, “traveled the length of corridor”, “race”, “first visit to the Corridor” and how much money they expected to spend. Females and males spend the same amount in all expenditure groups except “\$21-\$99 where females represented 31% of females and 27% males; and “\$700 and more, where men represented 14% and women 9%). Forty-one percent overnight visitors spent over \$700 dollars compared to 2 percent of visitors who did not stay overnight. Visitors who have traveled the entire length are more likely to spend between zero dollars of \$200 dollars (78%), while those not having traveled the length of the corridor had a great proportion in \$200 to \$700+ groups (30%). Non-whites spent more money in the \$21 to \$199. Range. First time visitors were more likely to spend from \$100 to \$700+ (63%).

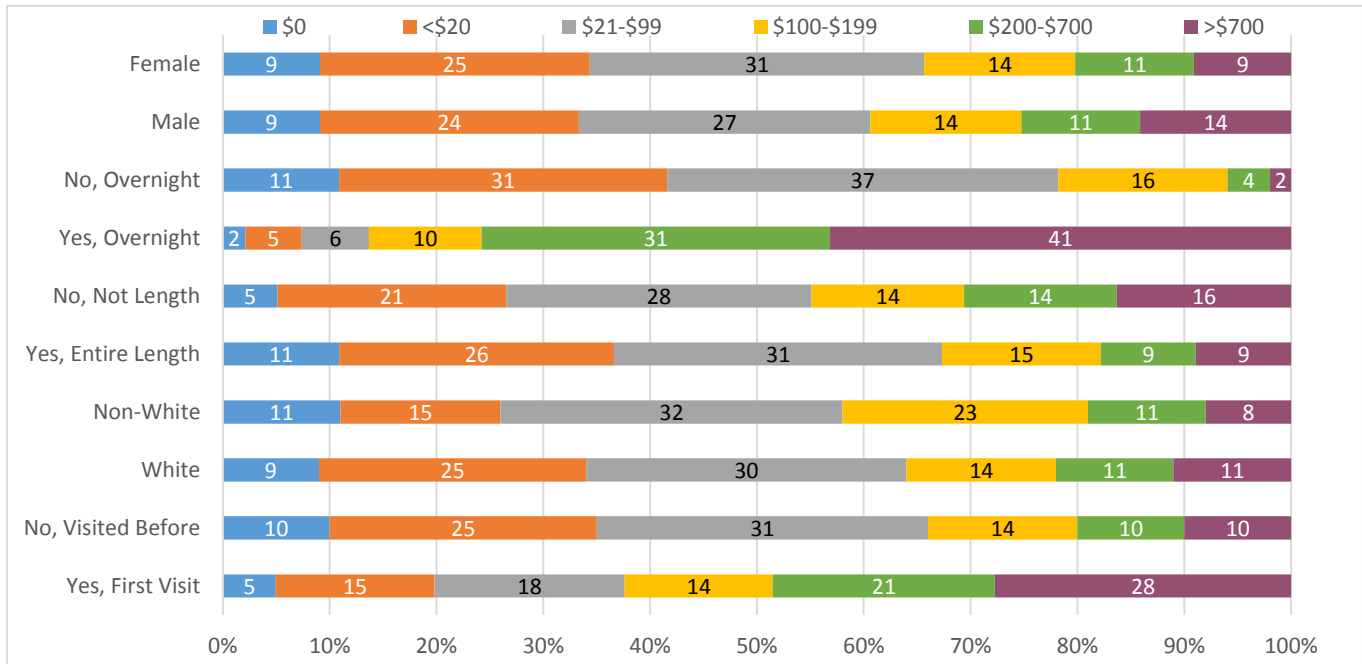


Figure 61 Visit and Visitor Characteristics by Expenditures during this visit

Interview Site. Figure 62 reports the relationship between the location the visitor was interviewed and how much the visitor estimated that they would spend during on this visit. North Hampton had the greatest proportion of visitors not spending anything, at 35%. New Castle (65%), North Beach (36%) and Jenness Beach (33%) had the greatest proportion of visitors spending less than \$20. Hampton Beach (20%) had the greatest proportion of visitors in both the \$100-\$199 (20%) and the \$200-\$700 (16%) estimated expenditures categories. Visitors contacted at Seabrook Beach had the greatest proportion (58%) of visitors in who estimated that they would spend over \$700. The Hampton Beach RV Park (15%) and Hampton Beach (13%) have the second and third largest proportion of visitors in the \$700+ expenditure category.

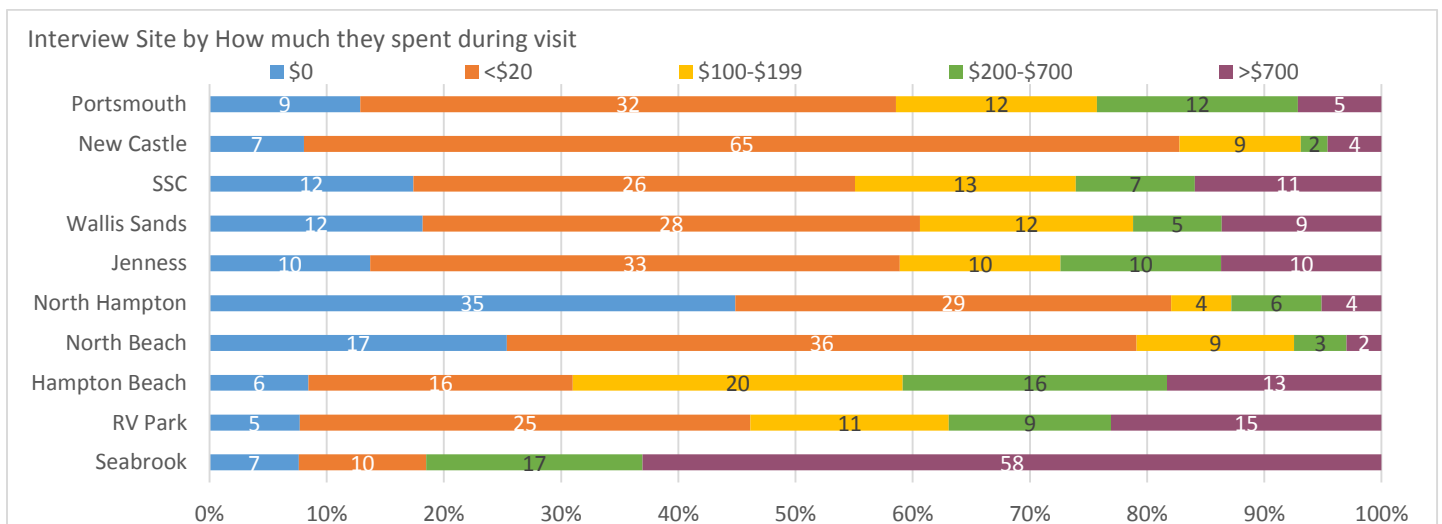


Figure 62 Interview Site by Expected Expenditures

Figure 63 reports the relationship between visitor’s open-ended response to why they are visiting the specific site today and expenditures. The results show that visitors coming for a specific reason are the most likely not to spend any money during their visit (18%). While visitors to corridor for shopping and fine dining had the greatest proportion in the \$21-\$99 (34%); \$100-\$199 (25%); and \$200-\$700. (16%). Those visitors on “Vacation, Family Time, Visiting Family and Friends” had the greatest proportion in the over \$700+ category.

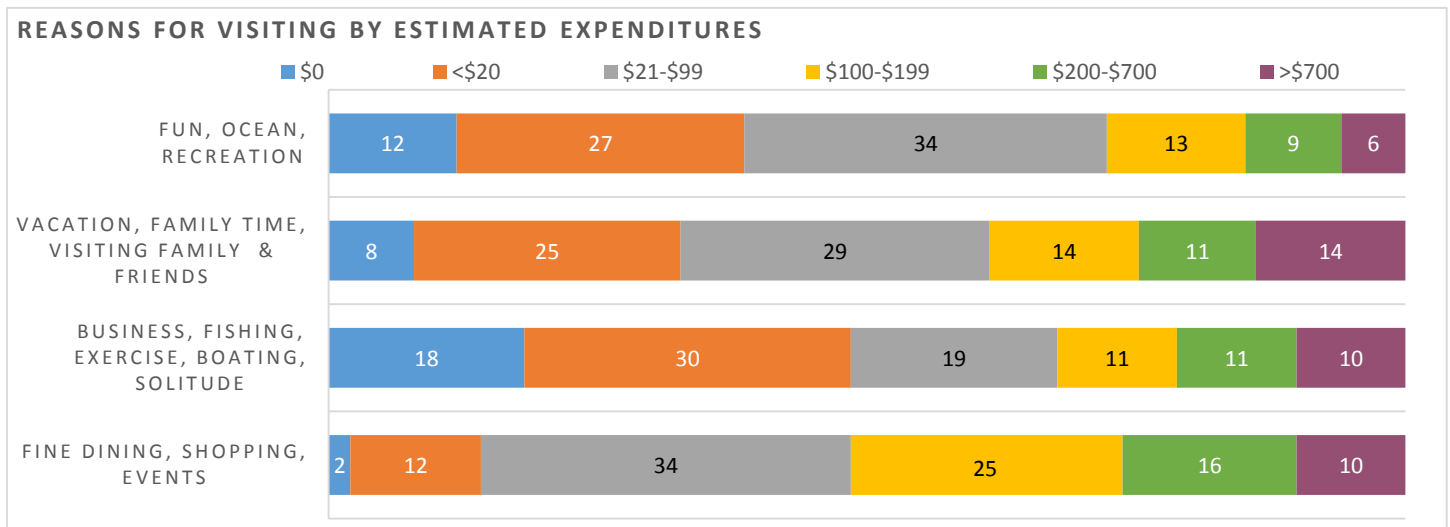


Figure 63 Reasons for “visiting” by Estimated Expenditures

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of this estimated expenditure data that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Time of visit:** Sixty-six percent of the visitors interviewed between 10am to 1pm spent \$100 dollars or less; compared to 37 percent interviewed between 4 to 8pm; and 61% between 1pm to 4pm.
- **Month of Interview.** 26 percent of the visitors interviewed in JAS (i.e., July, August, September) were in the >\$700 category, compared to 20% for both May and June.
- **Frequency of Visiting.** Sixty-six percent of “frequent” visitors estimated that they would spend between \$20 and \$100 dollars. Whereas 60% of all visitors most often spent \$20 or less. Forty-seven percent of visitors, who said they visit once a year or less spent \$200 or more (27% spent of those spent more than \$700.).
- **State of Residence:** Sixty-five percent of the sample of visitor who are from NH Near spent \$20 or less. Compared to the 53 Percent of the visitors from MA who spent between \$20 and \$200. Fifty percent of international visitors spent over \$200 (24% spent more than \$700.). Seventy-one percent of visitors in their 70s spent less than \$100 on the day of their visit.
- **Age Group.** Seventy-one percent of visitors in their 20-30s spent less than \$20. During the visit they were interviewed.
- **Type of Group.** Visitor traveling alone and groups spent the least amount. Person traveling with family and friends and family only spent the most.
- **Type of Day.** Twenty-nine percent of visitors interviewed on Holiday weekends spent more than \$200 dollars (21% of these spent between \$200 and \$700).
- **Weather.** Seventy-three percent of visitors who estimated that they would spend nothing on the day they were interviewer visited on Sunny Days. Compared to 14% for Sun and Clouds and Rain and Clouds.
- **Type of lodging:** Sixty percent of visitors who stayed in a Rented Home spent \$700 dollars and significantly more of that group spent significantly more.
- **Level of Familiarity.** Seventy-four percent of visitors who in the “most familiar” spent \$100 or less. Twenty-three percent of visitor who considered themselves “not familiar” spent over \$700 during the visit interviewed. Fifty-nine percent of visitors who considered themselves “familiar” spent between \$20 and \$100.00 within the corridor on the day they were interviewed.
- **Location of lodging:** Sixty-three percent of person staying overnight in Seabrook spent over \$700, compared to 54 percent in Rye/Rye Beach and 47% in Hampton Beach.

EVALUATION OF SPECIFIC SITE/FACILITY CONDITIONS. The four specific site attributes considered are “Cleanliness and Availability of Restrooms”, “Congestion in reaching the interview site (e.g., traffic, long waits, etc.)”, and Congestion or Overcrowding at the site (e.g., too many people, conflicting or competing uses), and perceived “value for money spent”. An examination of visit and visitor characteristics will follow the reporting of each of the items. In order to allow for the additional analysis the scale for each of the attributes is collapsed from five categories to three. “A” remains “A”, “B” remains “B” and “C” incorporates “C”, “D” and “F” responses.

Restroom Cleanliness and Availability. Figure 64 reports that over 85 percent of the sample gave restrooms an “A-Excellent” (n=1,313) or a “B-Good” (n=921). Thirteen percent of the sample gave on the day the visitors “C-Average” (n= 292), “D-Poor” (n=63), and “F-Unacceptable” (n=40). Overall a vast majority of the sample of visitors positively evaluate the “Restroom Cleanliness and Availability” on the day and at the interview site.

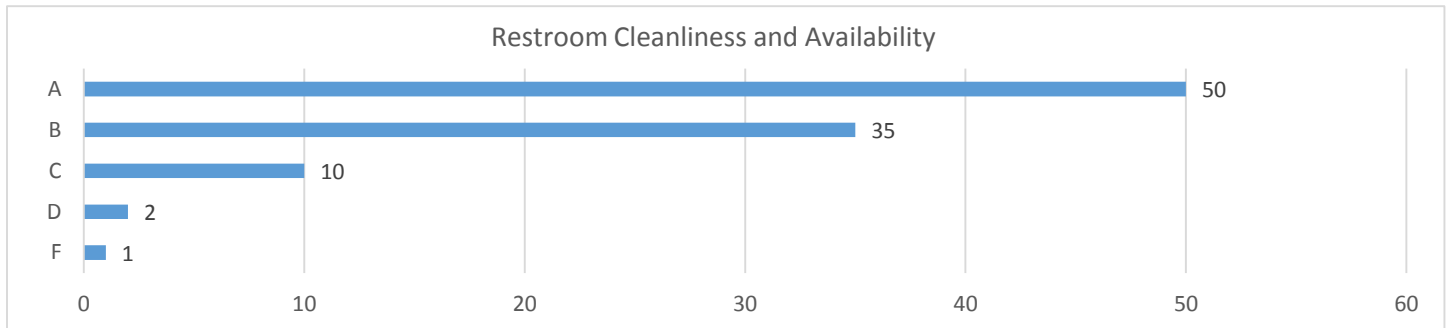


Figure 64 Evaluation of Availability and Cleanliness of Restrooms

Interview Site. Figure 65 reports the relationship between interview site and visitors evaluation of the “Restroom cleanliness and Availability. Fifty-eight percent of visitors interviewed at Hampton Beach rated the bathrooms as excellent, as did a majority of visitors interviewed at New Castle (53%) and the Seacoast Science Center (52%). “North Hampton (43%), Wallis Sands (36%), and the Hampton RV Park (36%) received the greatest percentage of “B-Good” scores on “Availability and Cleanliness of Bathrooms”. Seabrook (78%), Jenness Beach (50%) and Portsmouth (43%) received the lowest ratings for “Availability and Cleanliness of Restroom.”

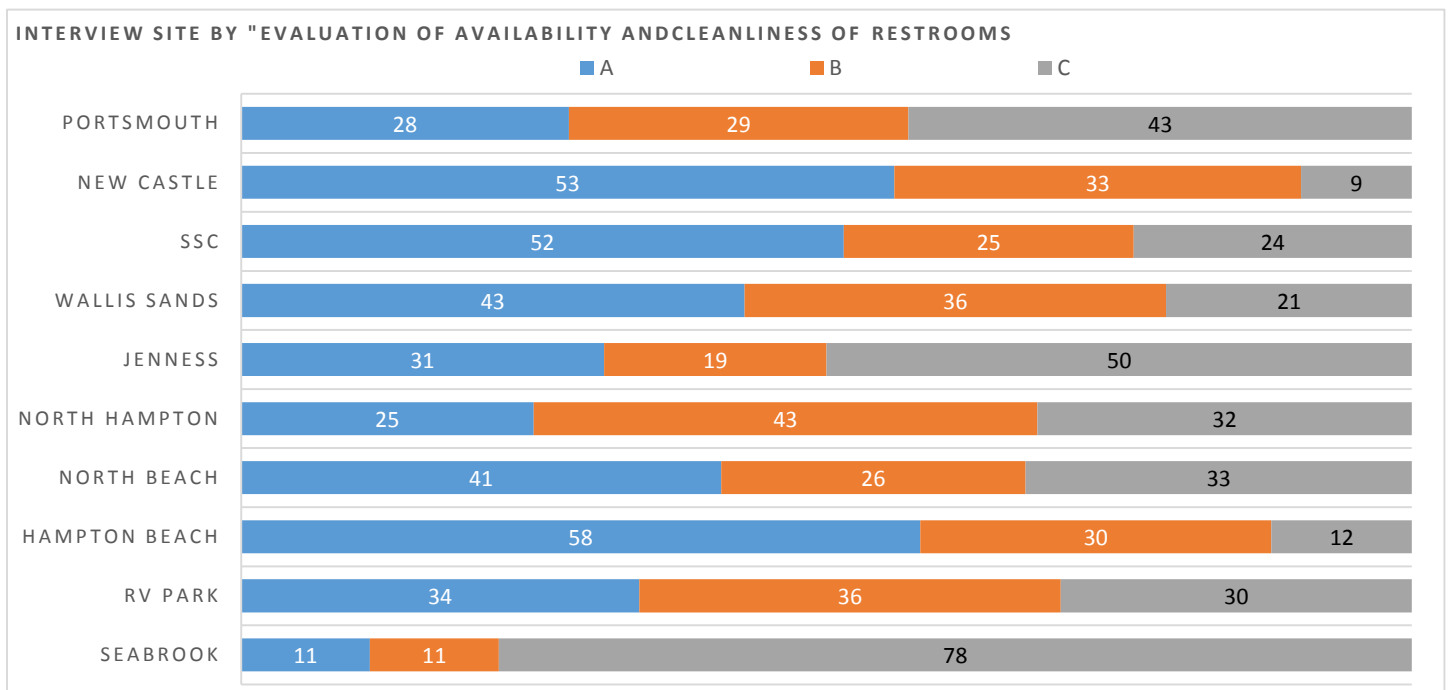


Figure 65 Interview Location and Evaluation of Restrooms

Use and Demographic by Restroom Availability and Cleanliness: Figure 66 reports the relationship between use and visitor characteristics. For example, Males (46% vs. 42%) were significantly but only slightly more likely to rate the restroom as excellent and females (27% vs 23%) were slightly more likely to rate restrooms as “average or below”. Visitors who have traveled the entire length of the corridor were more likely staying to positively rate restrooms than those visitors who have not traveled the entire length of corridor. Overnight visitor were more likely to rate restroom as “excellent” and were more likely to rate restrooms as “average”.

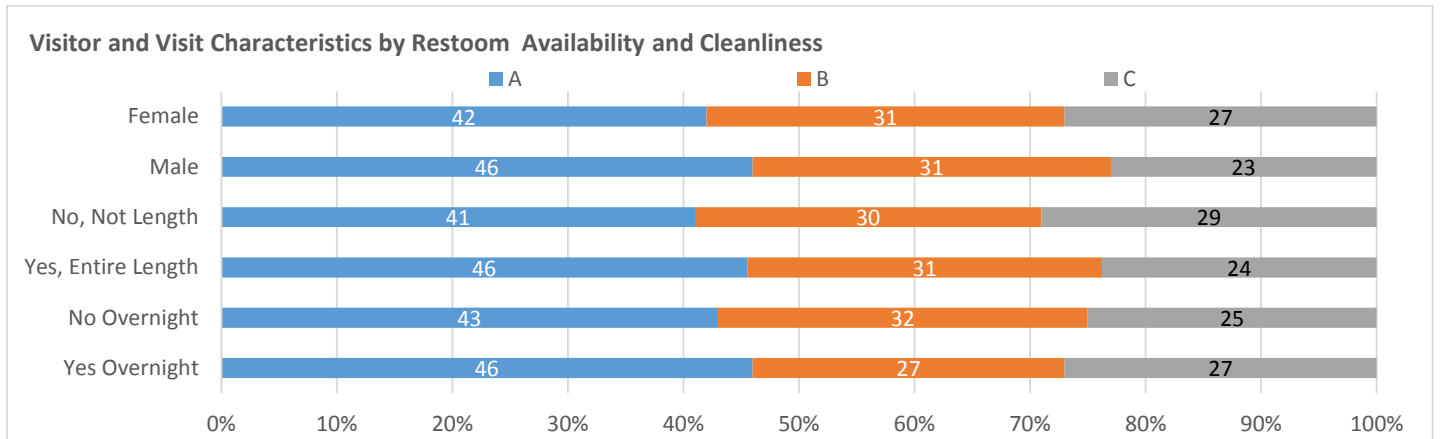


Figure 66 Visitor and Visit Characteristics and Evaluation of Restrooms

Figure 67 reports the results for “Familiarity” and “Reason for Visiting” by their evaluation of the “Availability and Cleanliness of Restrooms”. Considering familiarity, visitors who say they are “Very Familiar” with Corridor are most likely (48%) to consider the “restrooms” excellent. The lowest percent of “A-Excellent” 38% and the largest percent of “B-Good” (38%) were “somewhat familiar” with the Corridor. Visitors who are “Not at All Familiar” had highest percentage (29%) of “Average or below average” rating of Restroom Availability and Cleanliness.

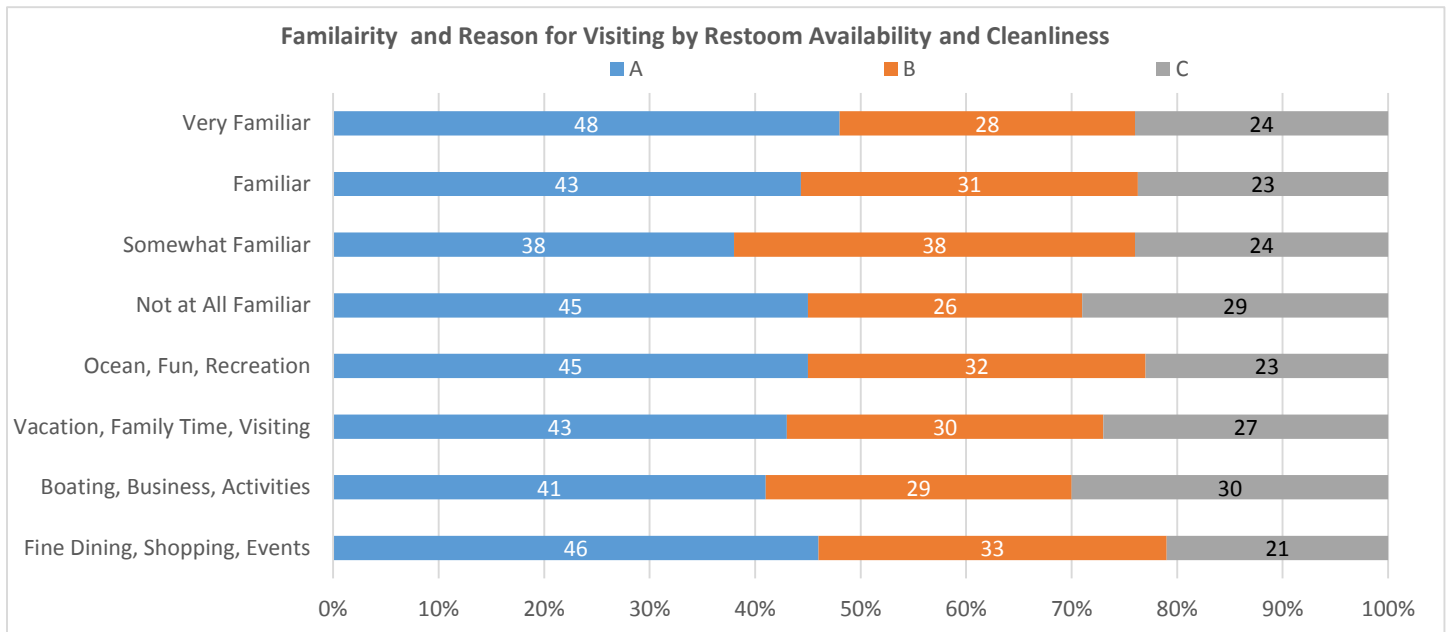


Figure 67 Familiarity and Reasons for Visiting and Evaluation of Bathrooms

Figure 67 also reports the results from considering the relationship between visitor’s open-ended responses and visitors of evaluation of restrooms. “Fine Dining” (46%) and “Ocean, Fun, Recreation” (45%) had the greatest percentage of visitors rating restrooms as “A-Excellent”. “Boating, Business and Activities” had the lowest percentage of “A-excellent” at 41 percent. “Fine Dining” had the lowest percentage of visitors as rating the “cleanliness and average”.

Figure 68 reports the frequency of visits by the visitor’s evaluation of the availability and the cleanliness of restrooms at the interview site. The results show a fairly consistent for the “A-Excellent” rating across the visitation rates, from a high of 46% for frequent visitors to a low of 42% for “once a year visitors or less”. The range is greater for the “B-Good” rating. It ranges from high of 37% for “Often” visitors to a low of 23% for new visitors. Thirty-five percent of “New Visitors” rated the availability or cleanliness of restrooms a “C-Average or Lower”.

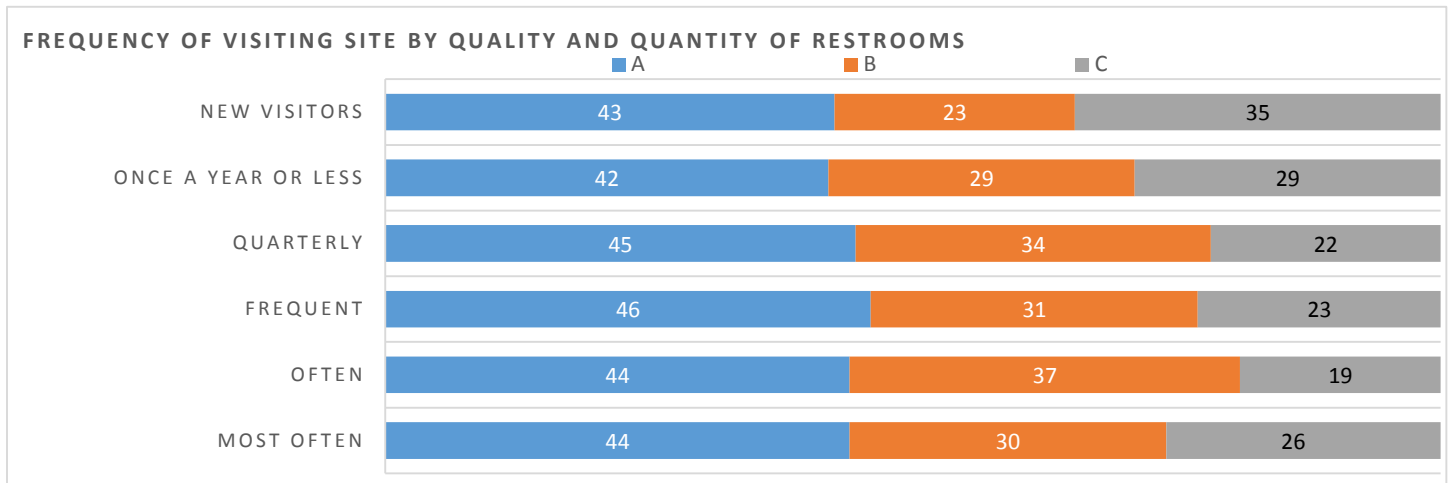


Figure 68 Frequency of Visitation by Evaluation of Restrooms

Figure 69 reports the relationship between “age group” of visitor and their evaluation of the “availability and cleanliness of restrooms” at the site they interviewed. Visitors in the “20s and 30s” had the lowest proportion of “Excellent” and the highest proportion of “Good” and “Average and below”. Visitors in “60s” and “70s” gave the highest evaluation of the “availability and cleanliness of restrooms” as the interview site.

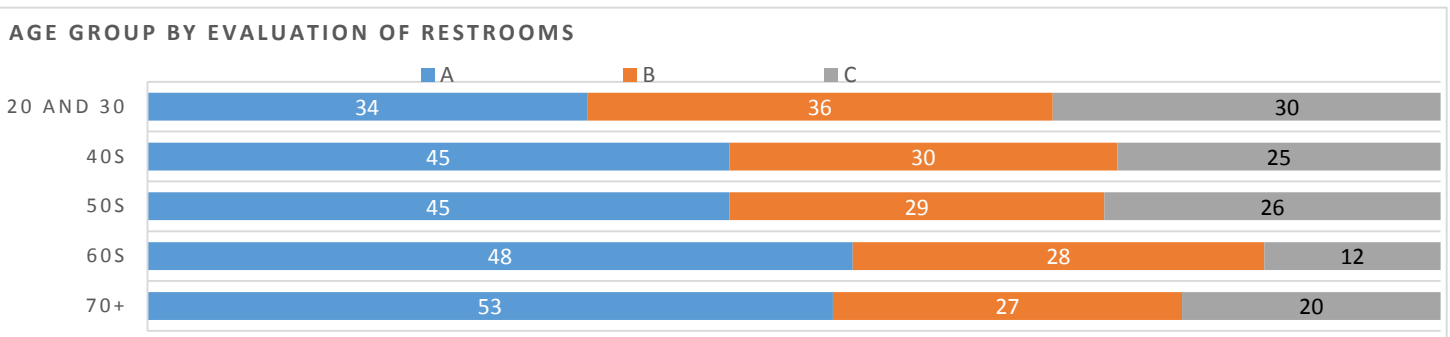


Figure 69 Age Group by Evaluation of Restrooms

Figure 70 reports the results of a comparison between the types of groups and cleanliness of restrooms. The results suggest that persons visiting the site alone evaluated the restrooms as excellent (49%). Thirty-six percent for the visitors in a “friends only” group evaluated restrooms as good. Visitor’s in “friends and family groups” (28%) and visitors traveling as a “group” (35%) were the most likely to consider the restroom as “average or below average”.

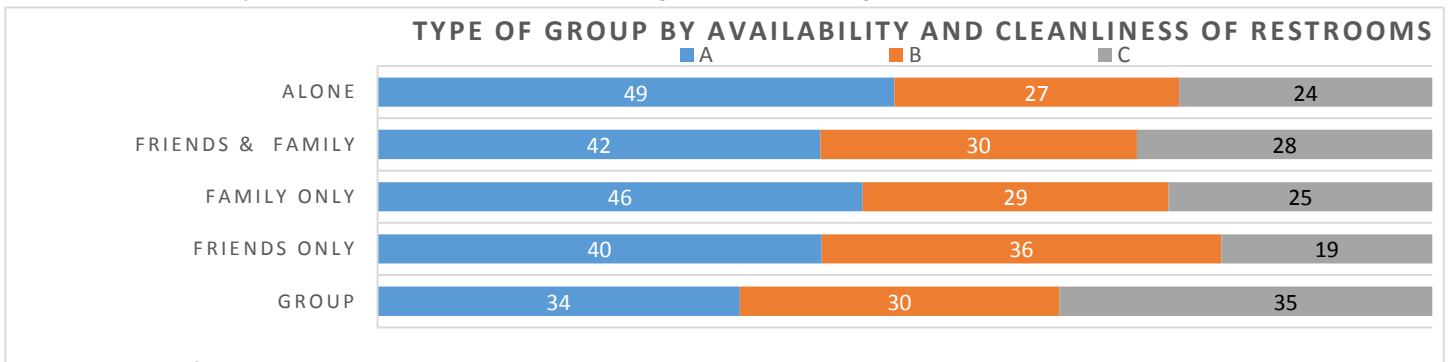


Figure 70 Type of Group by Restrooms

Figure 71 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the “availability and cleanliness of restrooms at the interview site. Visitors spending “\$700+” had the greatest percentage (50%) of “Excellent” rating, the smallest percentage of “Good” rating and the largest percentage (30%) of “average and below average”. Forty-eight percent of those spending “\$100-\$199” and “\$200 - \$700) rated restrooms as excellent. Twenty-seven percent of visitors spending “\$0” and “\$20” rated restrooms as “average or below average”.

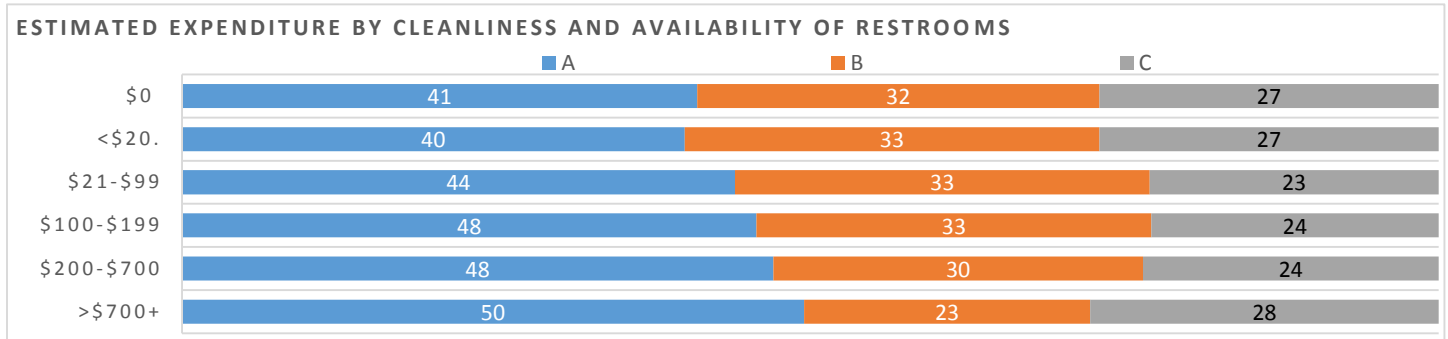


Figure 71 Estimated expenditures and Evaluation of Restrooms

Figure 72 reports the results from an examination of the relationship between the types of accommodation that overnight visitors used during their stay compared to their evaluation of the *cleanliness and availability of restrooms* at the interview site. Visitor staying in “rented homes” had the greatest proportion of ratings in the “average or below average range” (38%). Fifty-nine percent of visitors staying overnight in the Hampton beach RV Park had the greatest proportion in the “excellent” category. Visitors staying in a camp had the greatest proportion in the “Good” rating of *cleanliness and availability of restrooms*.

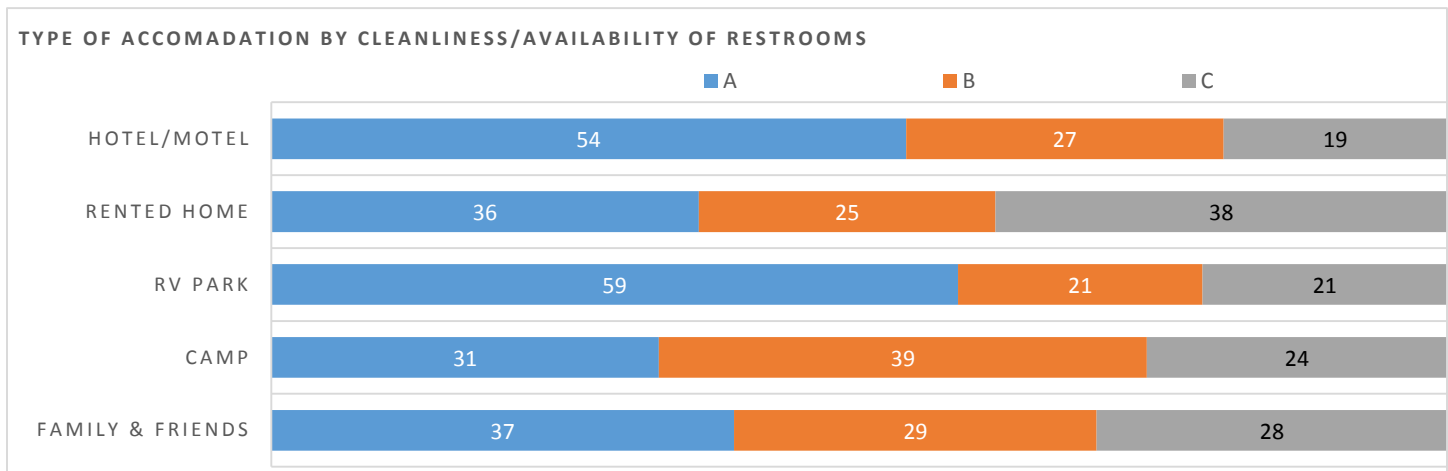


Figure 72 Type of Accommodation Used by Evaluation of Restrooms

Figure 73 reports the results from town of overnight stay and evaluation of restrooms. Fifty-eight percent of the overnight visitors staying in “Hampton Beach” rated the cleanliness and availability of restrooms as excellent. Sixty Three percent of the visitors staying overnight in Seabrook rated restrooms at the interview sites as “average or below. Thirty-six percent of overnight visitors rated restrooms as “good”.

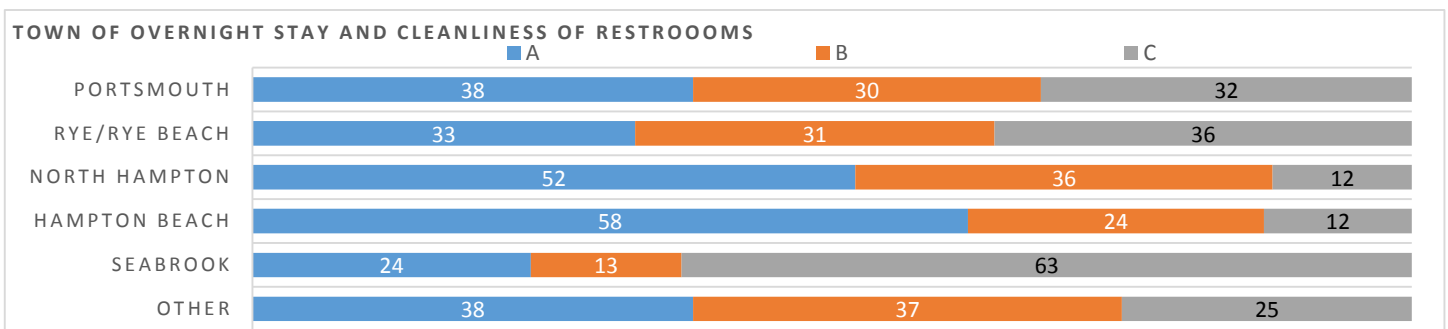


Figure 73 Evaluation of Restrooms of bv Town of Overnight Stav

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “availability and cleanliness of restrooms” at the interview site that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Time of visit:** Only 20% of the visitors interviewed between 10am to 1pm spent evaluated “restrooms” as average or lower”.
- **Month of Interview.** Visitors in May gave restrooms the highest rating (59%). Visitors interviewed in s interviewed in “June” and “JAS” were most likely to evaluate restrooms as “average or below”, 26% and 27% respectively.
- **Type of Day.** Forty-fiver percent of visitors on interviewed on weekdays rated restrooms as excellent and “26%” rated them as “average or below average”. The greatest proportions across all interview day types.
- **Time spent at interview site.** Thirty-seven percent of visitors staying less than an hour rated the restroom as “average of lower”. Fifty-eight percent of visitors staying 8 hours or more in the corridor rated restrooms as “excellent”.
- **State of Residence:** Visitors from MA (48%), Other States (48%) and International Visitors (47%) were more likely to rate the “availability and Cleanliness of Restrooms” as excellent. Visitors from NH Far were most likely to evaluate “availability and cleanliness of restrooms” as average. Visitors from ME & VT (33%) and International Visitors (30%) were significantly more likely to evaluate availability and cleanliness of restrooms” as average.

Congestion in reaching the Interview site. The point of this question was to ask visitors the evaluate the extent that they the impact of traffic congestion (e.g., traffic, long waits at lights, freeway exits, toll booths, parking, etc.). Visitors were told an “A-Excellent” meant that they did not experience any problem with congestion, traffic jams, etc. In order to allow for the additional analysis the scale for each of the attributes is collapsed from five categories to three. “A” remains “A”, “B” remains “B” and “C” incorporates “C”, “D” and “F” responses.

Figure 74 reports that over 85 percent of the sample gave “congestion reaching the site” an “A-Excellent” (n=1,030) or a “B-Good” (n=1,276). Twenty-two percent of sample rated “congestion reaching the site as “average or below”. More specifically, 15 percent rated “congestion reaching the interview site a “C-Average” (n= 434), 6 percent a “D-Poor” (n=170), and 1 percent an “F-Unacceptable” (n=35). Overall a vast majority of the sample of visitor did not experience a problem with congestion in reaching the site.

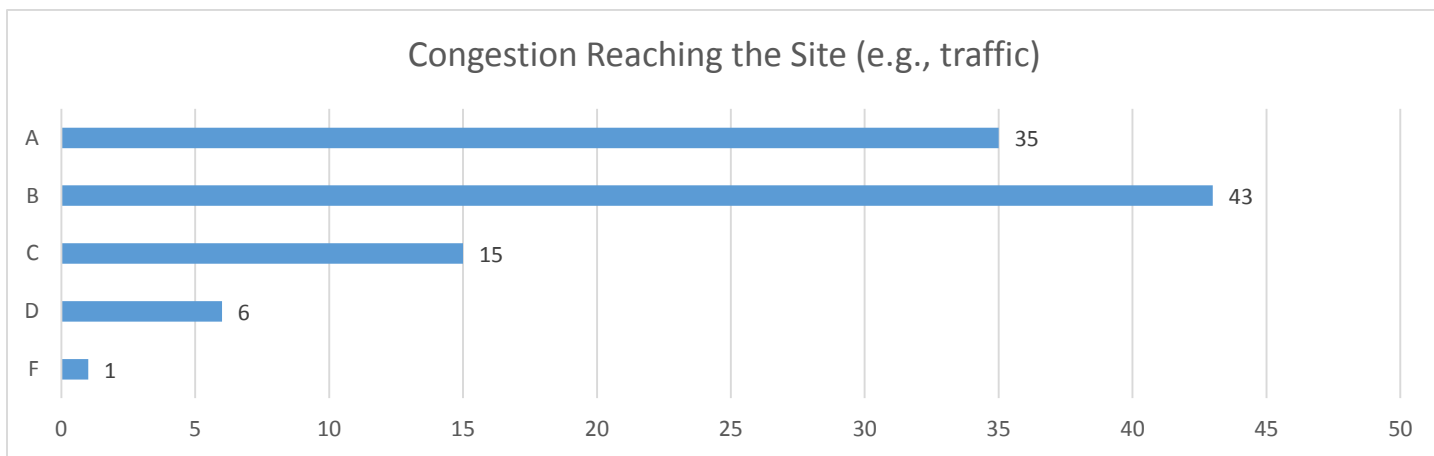


Figure 74 Congestion Reaching Interview Site

Interview Site. Figure 75 reports the relationship between interview site and visitors evaluation of the “Congestion Reaching the Site” that they were interviewed at. Visitors were told an “A-Excellent” meant that they did not experience any problem with congestion, traffic jams, etc. Fifty-one percent of the visitors to Jenness rated congestion reaching the site as excellent (i.e., they did not experience congestion). Jenness was the only interview site that a majority of visitors interviewed rated the site as “Excellent” relative to lack of congestion. Visitors interviewed at New Castle (40%), Portsmouth (33%) and the SSC (30%) experienced the most problems related to congestion reaching the interview site. While the Hampton RV Park (54%) and Hampton Beach (47%) had the greatest proportion of visitors give congestion reaching the site a “B” as a rating.

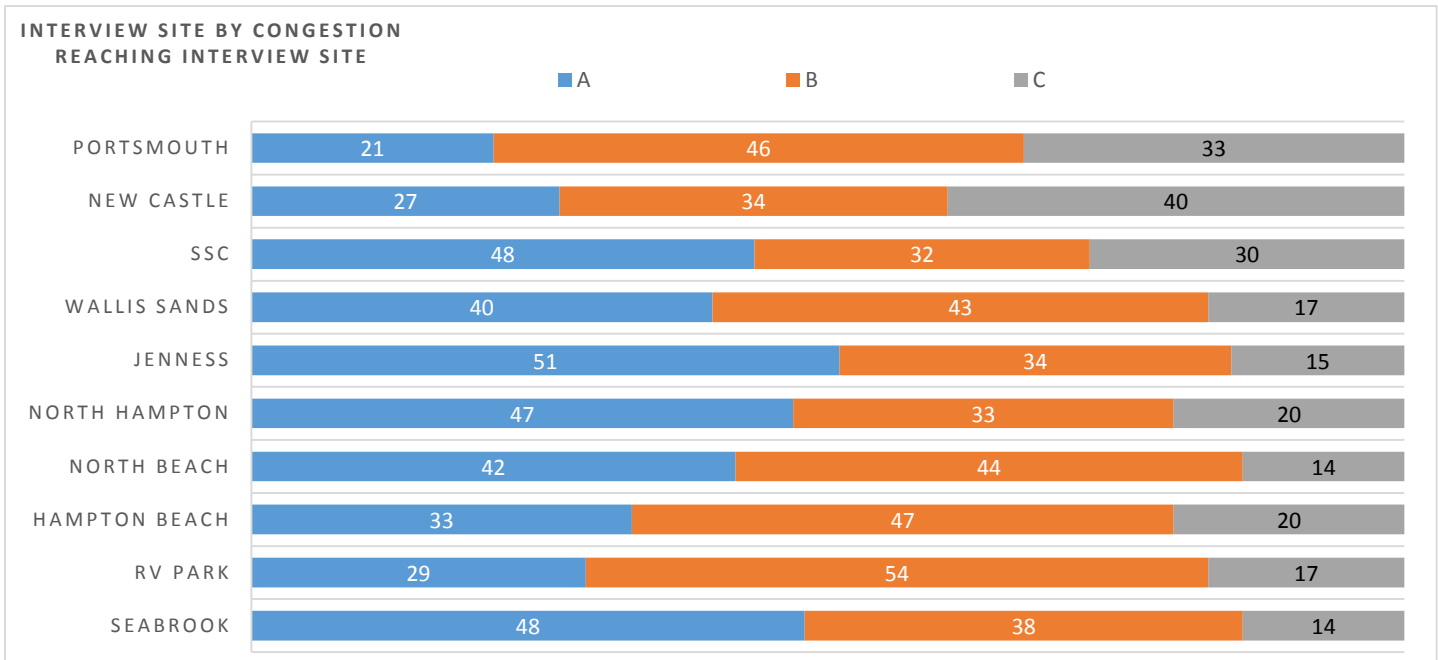


Figure 75 Interview Site by congestion in reaching the site,

Frequency of Visits to the Interview Site by Congestion Reaching the Site: Figure 76 reports that results that visitors rate “A-Excellent” rating across the visitation rates, from a high of 37% for visitors “once a quarter” and “often” to a low of 31 percent for “New Visitors”. The “B-Good” rating ranges from high of 46% for “Frequent Visitors” to a low of 39 percent for those who visit “most often”. Twenty-eight percent of visitors in “Most Often” category and 26 percent of the New Visitors rated the “congestion reaching the site” as a “C-Average or Lower”.

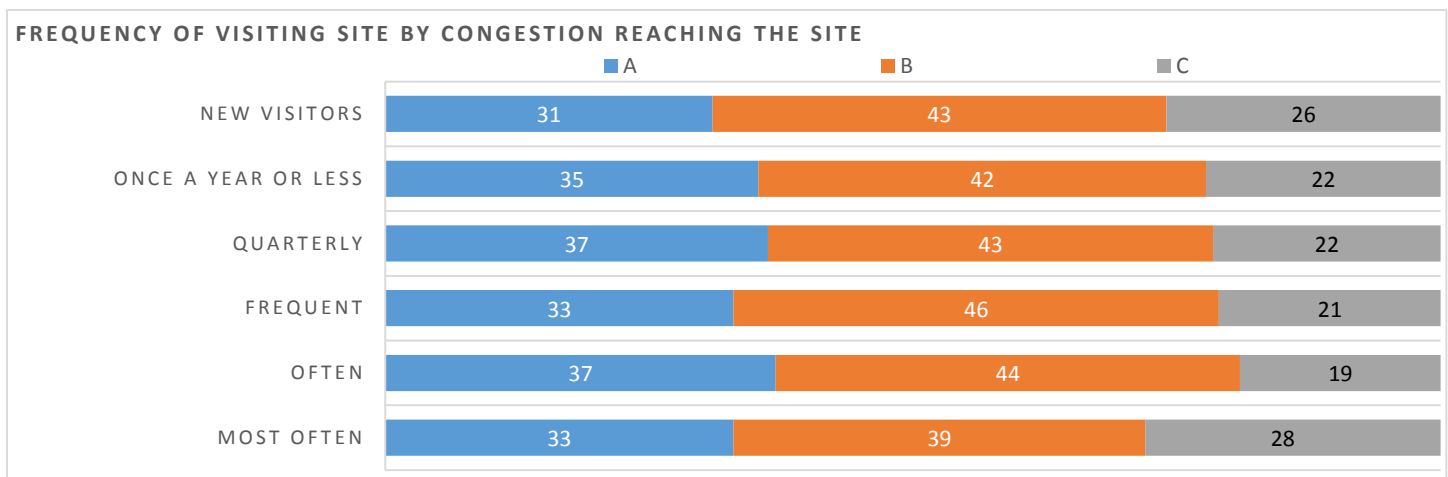


Figure 76 Frequency of Visits and Evaluation of Congestion Reaching the Site

Figure 77 reports the results for Familiarity and Reason for Visiting by visitor’s evaluation of the “Congestion reaching Interview Site” or Overcrowding at the site that they were interviewed at. Considering familiarity, visitors who say they are “Very Familiar” with Corridor are most likely (42%) to consider the “congestion” (A-Excellent).

The lowest percent of “A-Excellent” were the visitors who considered themselves “somewhat familiar with the corridor” (25%). The largest percent of “B-Good” (47%) were “somewhat familiar” and “familiar” (46%). The “somewhat familiar” visitors has the greatest percentage of (C-Average or below average evaluation of congestion reaching the interview site. Those visitor who self-identified themselves as “Not at All Familiar” had the lowest percentage of “average or below average” rating (18%).

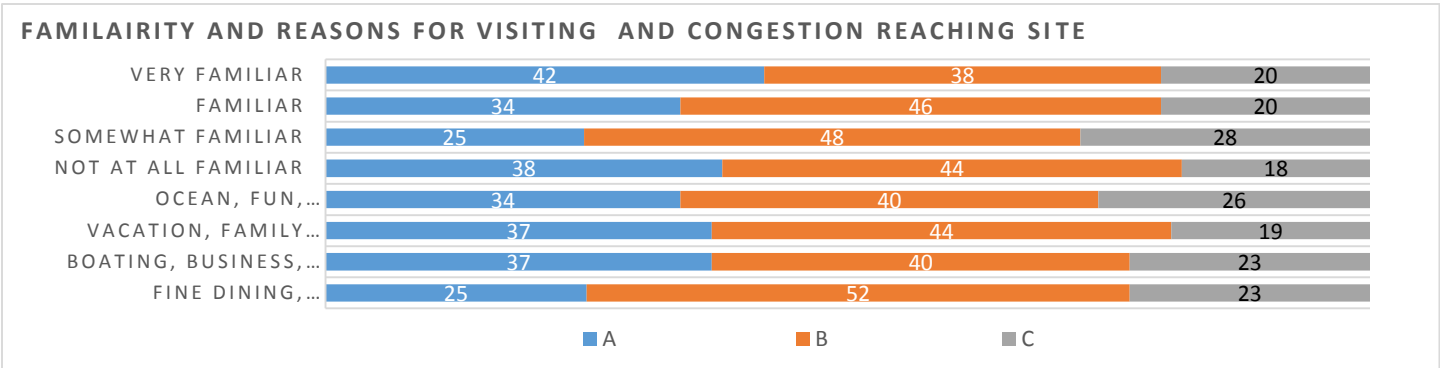


Figure 77 reports the results for Familiarity and Reason for Visiting by visitor’s evaluation of the “Congestion Reaching Site”

Figure 77 also reports the results from considering the relationship between visitor’s open-ended responses and visitors of evaluation of congestion reaching the site. Vacation and Family Time (37%) and Boating and other specific activities (36%) had the greatest percentage of visitors rating “congestion reaching interview site” as “A-Excellent”. Fine Dining had the greatest percentage of visitors evaluating the experience as “B-Good (51%). Ocean, Fun Recreation (26%), Boating and other activities (25%) and Fine Dining (25%) had the greatest percentage in the “C-Average or below category”.

Figure 78 reports the relationship between the “amount of time spent at interview site” and the evaluation of “congestion reaching the site”. Forty percent of visitors staying less than an hour rated congestion as “A-Excellent”. Sixty-three percent of those staying 8 hours of more, 67 percent of those staying 6-8 hours and 3-5 hours, 64 percent identified, the site as a “B-Good “ or “C-average of lower”.

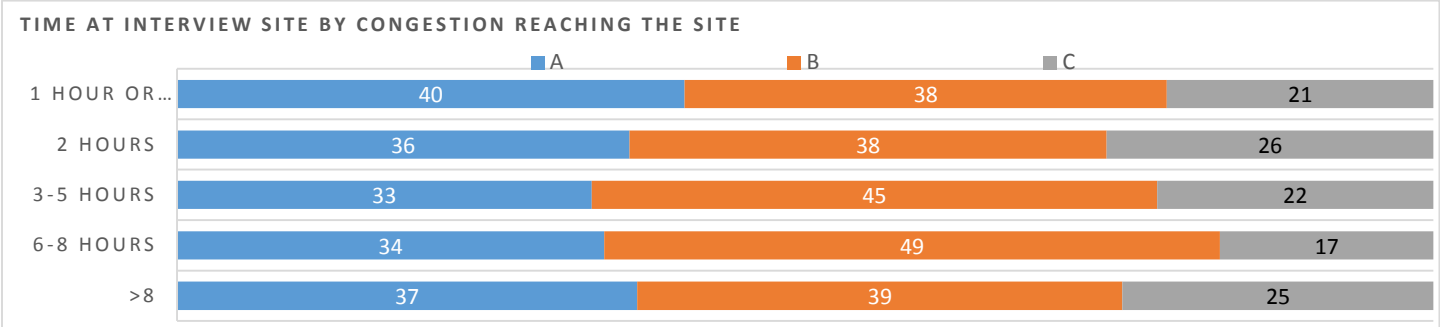


Figure 78 Amount of Time at Interview Site by congestion reaching site

Figure 79 reports the relationship between “age group” of visitor and their evaluation of “congestion reaching the interview site”. Visitors in the “20s and 30s” had the lowest proportion of “Excellent” and the highest proportion of “Good” and “Average and below” (70%). Visitors in “40s” (40%) and “70s” (38%) gave the highest evaluation of the “congestion reaching the interview site”.

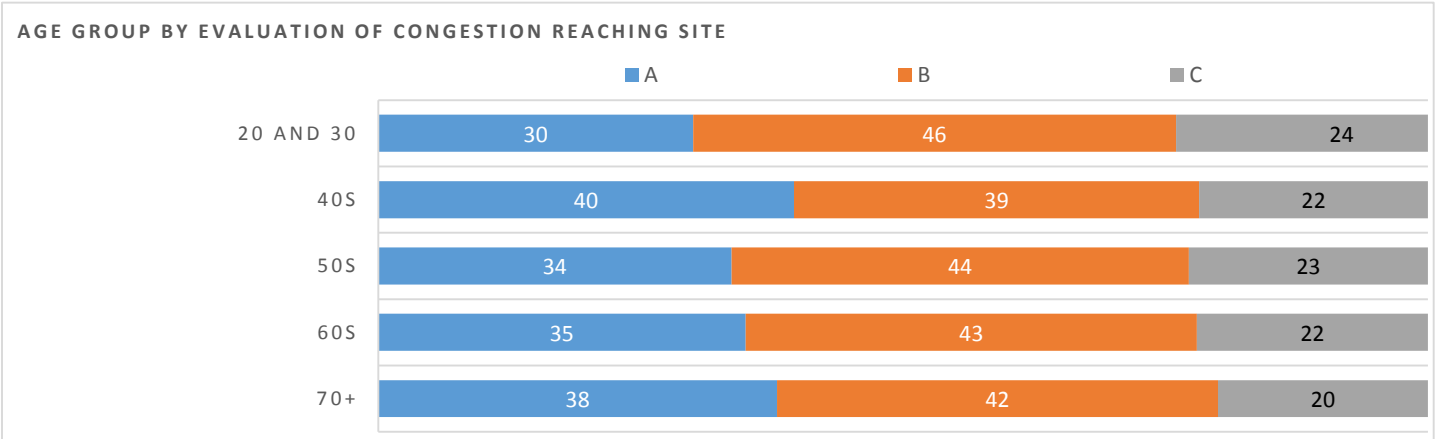


Figure 79 Age Group and Evaluation of Congestion Reaching the Site

Figure 80 reports the results of a comparison between the types of group and congestion reaching the site. The results suggest that persons visiting the site “alone” (39%) and in a “Family only” (37%) group and most favorably evaluated “congestion reaching the site”. “Friends Only” (51%) and “Friends and Family” (47%) had the greatest proportion of visitors who evaluated the level of “congestion reaching the site” as good. Those visiting the corridor as part of a “alone” or “part of a group” had the greatest proportion (28%) were the most likely to consider reaching the site as “average or below average”.

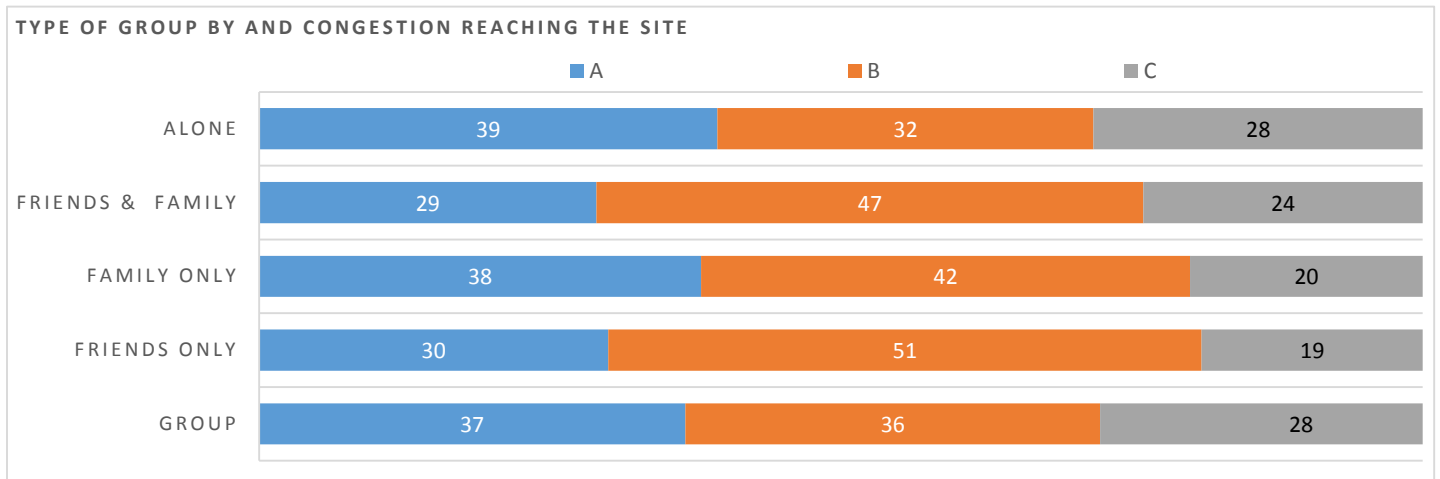


Figure 80 Type of Group by Congestion Reaching the Site

Figure 81 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the congestion reaching at the interview site. Visitors spending “\$0” had the greatest percentage (46%) of “A”; the smallest percentage of “B-Good” and the largest percentage of (24%) of “average and below average”. Thirty-six percent of those spending “>\$700” and 35 percent of those spending “\$100-\$199”. Forty-eight percent “\$200-\$700” and 46 percent of spending “\$21-\$99” rating of congestion reaching the interview site as “B-Good”.

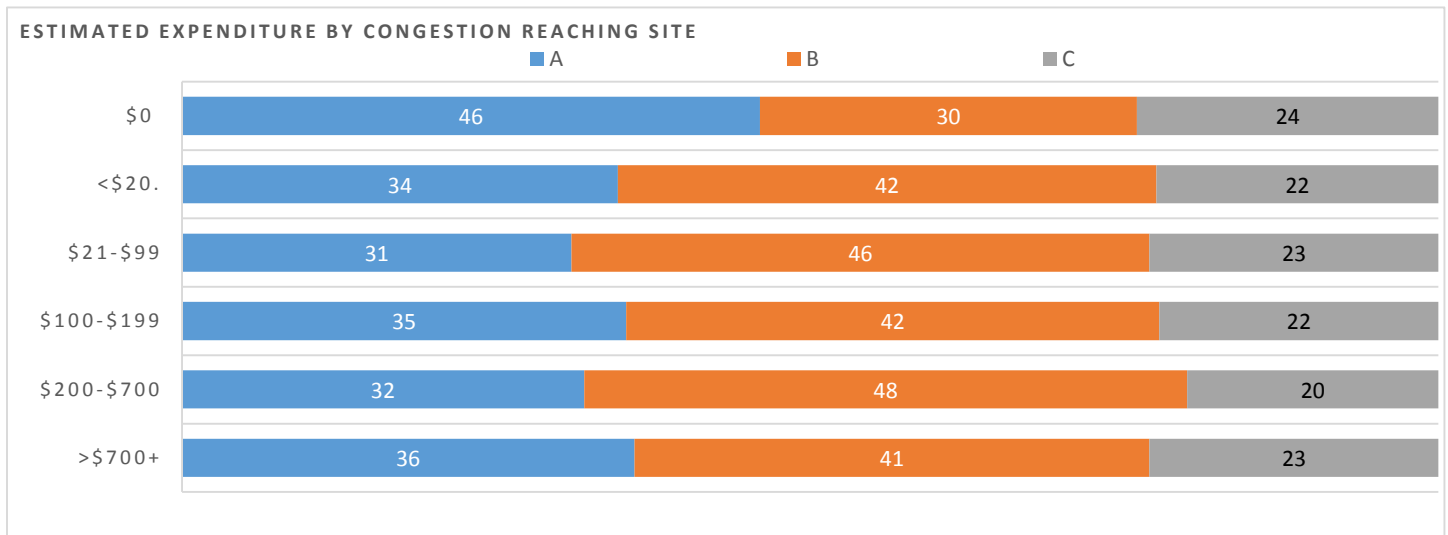


Figure 81 Estimated Expenditures and Congestion Reaching the Site

Figure 82 reports the relationship between the “town of stay” for overnight visitors and congestion reaching the interview site. Forty-nine percent of Seabrook rated congestion as “A-Excellent”. The other places of stay ranged from a low of 30% to a 36%. Fifty percent of visitors staying overnight in Hampton Beach and 43% of Rye/Rye Beach rated the interview site as “B-Average” for “congestion reaching the site”. Thirty-one percent of visitors staying overnight in Portsmouth and 28 percent of those staying overnight in North Hampton rated “congestions reaching the site that they were interviewed at as “C-Average or below”.

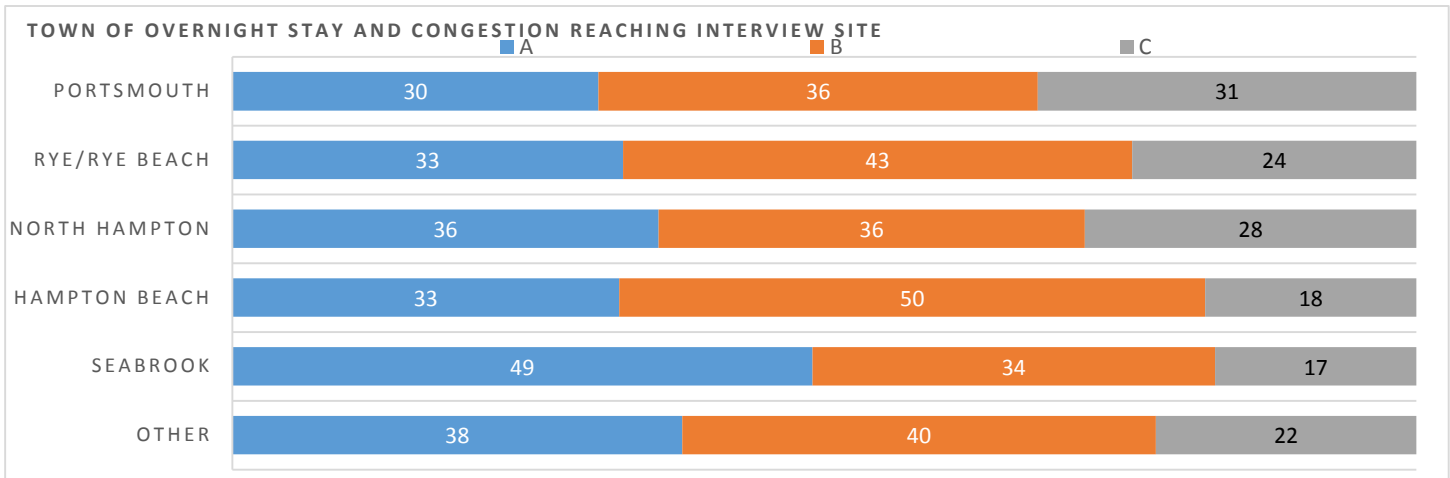


Figure 82 Town of Overnight Stay and Congestion Reaching the site.

Figure 83 reports the relationship the visitor’s “home place of residence” and “congestion reaching the site”. The results show that 51 percent of the visitors from “Other” states gave the lack congestion the highest score. International visitors had the greatest proportion in the in the “B-Good Category. The visitors from NH Far had the greatest proportion in the “C-Average or below category”.

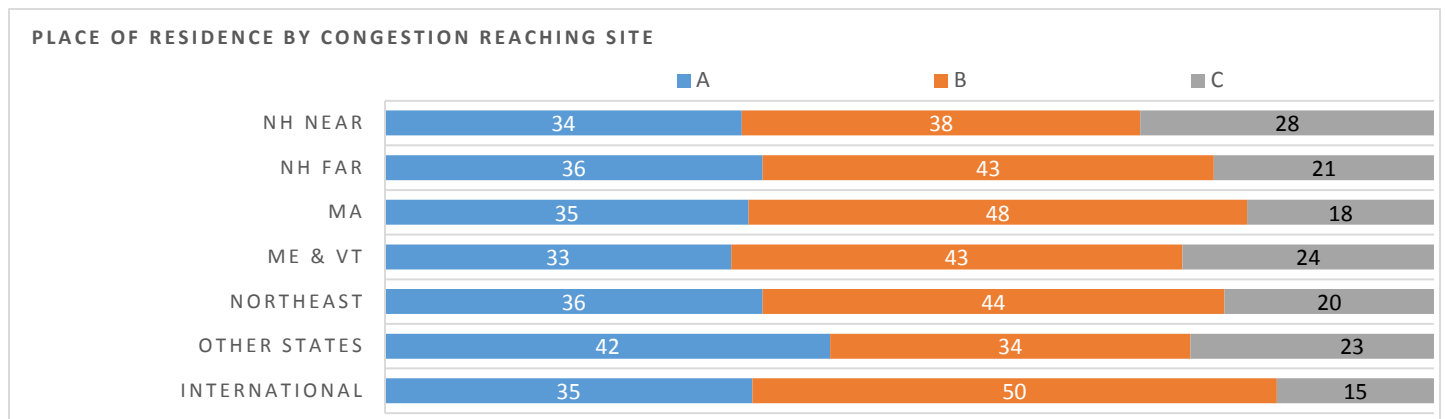


Figure 83 Place of Residence by Congestion Reaching Site

The evaluation of the “congestion reaching the interview site” that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Visitor Characteristics.** There was no significant differences between those visitors who travel the length of the corridor to experience a problem with congestion reaching the site. There were not significant relationships between congestion in reaching the site and “how often they visited the site”; “whether or not their visit included an “overnight stay”; “gender”; “race”; and “type of lodging”.
- **Time of visit:** Only 20% of the visitors interviewed between 10am to 1pm spent evaluated “congestion reaching the site average or lower”.
- **Month of Interview.** Not Significant.
- **Weather.** Not Significant.
- **Type of Day.** Visitors interviewed on Weekdays day experienced less problems with “congestion reaching the interview site”.

Congestion at the interview site. The point of this question was to ask visitors to evaluate the extent that congestion of overcrowding at the specific sites that the visitors were contacted at. The interviews explained that an “A-Excellent” should be given if the visitor did not experience problems at the interview site (e.g., too many people or conflicting or competing uses). In order to allow for the additional analysis the scale for each of the attributes is collapsed from five categories to three. “A”

remains “A”, “B” remains “B” and “C” incorporates “C”, “D” and “F” responses. Figure 84 reports the percentage in each of the “grades”. Forty percent of the visitors (n=1202) rated the conditions “A-Excellent”; 38 percent (n=1148) rated the conditions as a “B-Good”; and the remaining 21% rated the “conditions as a “C-Average or lower” (n=636).

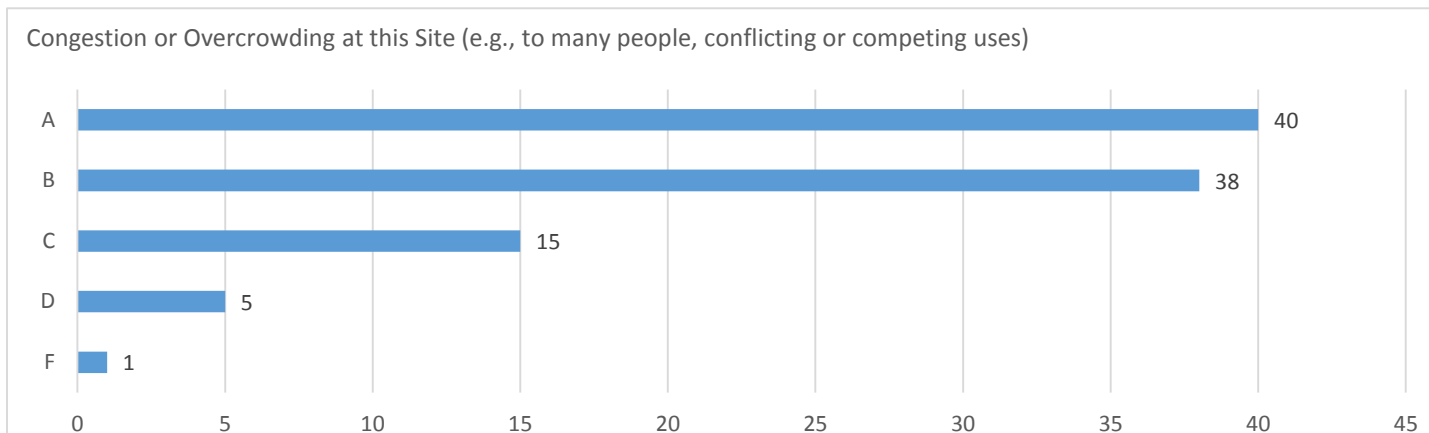


Figure 84 Overcrowding at the Interview Site

Interview Site.

Again, visitors were told an “A-Excellent” meant that they did not experience any problem with congestion or overcrowding/conflicting uses at the interview site. Figure 85 reports that a majority of visitors interviewed at North Beach (69%), the SSC (65%), and Jenness (64%) rated the ride as “Excellent” relative to lack of overcrowding. Portsmouth (45%) rated the level of overcrowding as good or appropriate. Thirty-one percent of the visitors interviewed at the RV Park gave overcrowding at the site as average or lower. Other interview sites with “less favorable” ratings were Wallis Sands (29%), Hampton Beach (24%), and Seabrook (21%). The Seacoast Science Center and Jenness Beach had the lowest proportion (6%) of “C-Average or lower” evaluation of ‘overcrowding at the interview site’.

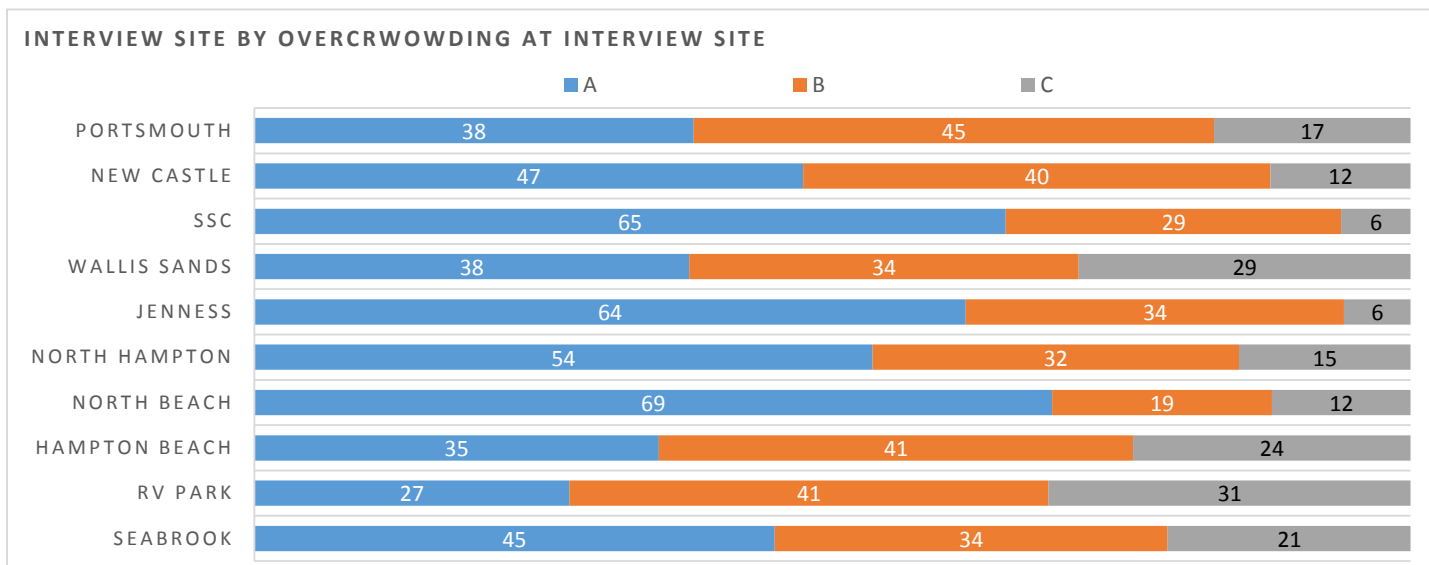


Figure 85 Interview Site by Visitor Evaluation of Overcrowding at Interview Site

Visit and Visitor Characteristics by Congestion Reaching the site: Figure 86 reports the relationship between Visitors who have traveled the entire length of the corridor and those who have not by how they evaluated overcrowding at the site. Visitors who travel the length of the corridor were slightly less likely to experience a problem with congestion. There was not a significant

relationship between congestion at the interview site and “how often they visited the site”; “whether or not their visit included an “overnight stay”; “gender”; “race”; and “type of lodging”.

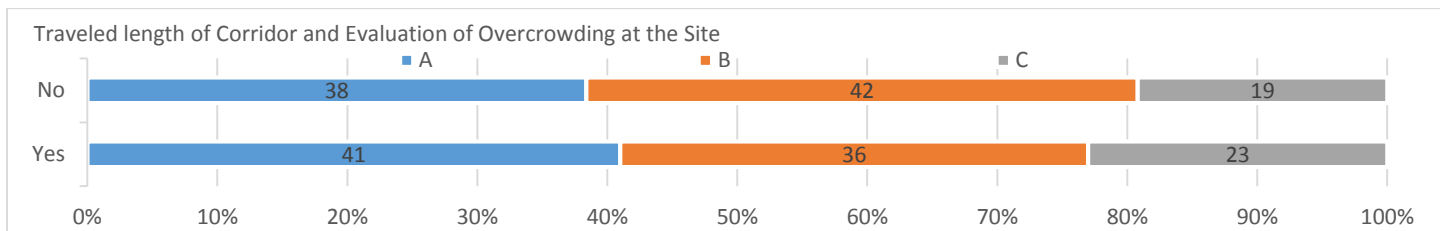


Figure 86 Visitor and Visit Characteristics and Evaluation of Congestion at Interview Site

Figure 87 reports the results for Familiarity and Reason for Visiting by visitor’s evaluation of the “Overcrowding at the Interview site”. Considering familiarity, visitors who say they are “Very Familiar” with Corridor are most likely (46%) to consider the “overcrowding at the site” as not a problem. The lowest percent of “A-Excellent” 38% and the largest percent of “B-Good” (38%) were and the greatest proportion of “C=Average or below” 24%) were “familiar” with the corridor. Visitors who are “Not at All familiar” had highest percentage (41%) of “B-Good” rating of “Overcrowding at the interview the site”.

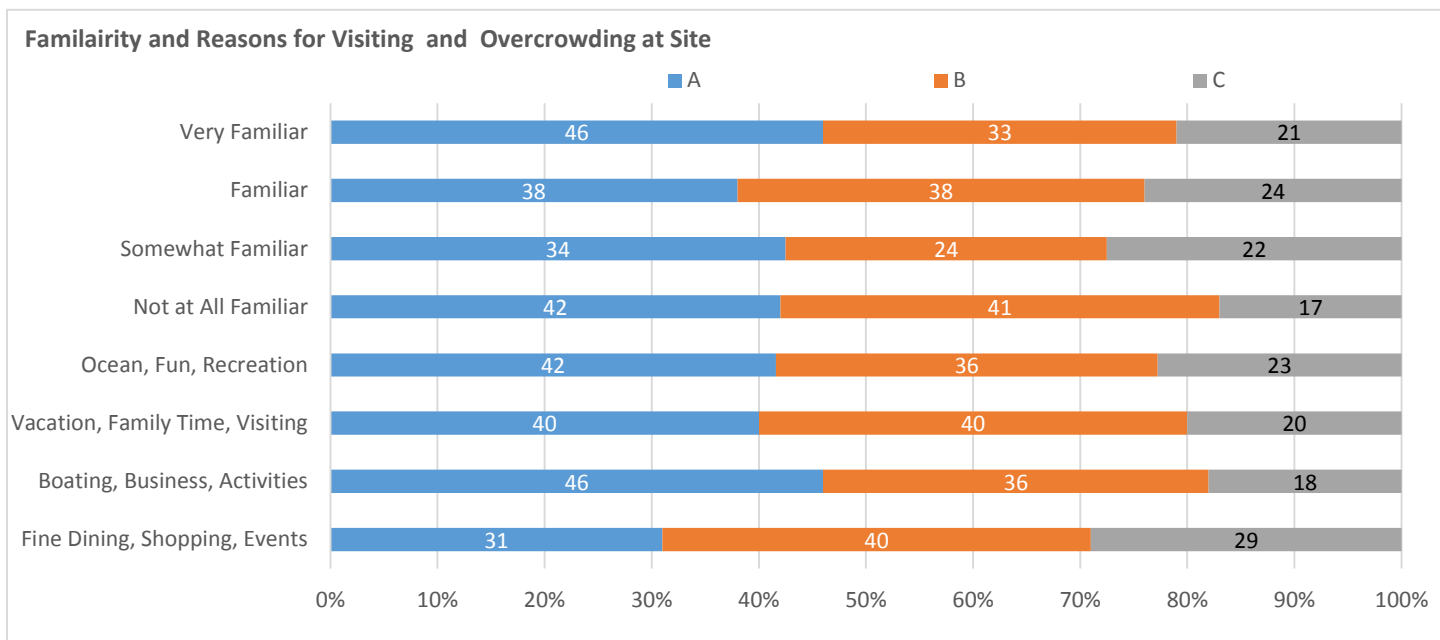


Figure 87 Familiarity and Motivation by Overcrowding at Site

Figure 87 also reports the results from considering the relationship between visitor’s open-ended responses and visitors of evaluation of congestion. Fine Dining (31%) had the lowest percentage of visitors rating “overcrowding” as a problem “A-Excellent” as well as “B-Good” (40%); and “C-Average or below”. Meaning that “fine dining, shopping and events” has the most problem with overcrowding. Boating, Business and Activities had the greatest percentage of “A-excellent” at 46 percent and lowest percentage of “C-Average of below average”.

Figure 88 reports the results from considering the relationship between “amount of time spent” at interview site and evaluation of “overcrowding” at the site. In general, as the amount of time visitors stay at the interview site increases the extent that they experience adverse consequences associated with overcrowding at the site increases. For example, 51 percent of the visitors spending an hour or less at the site rated the lack of overcrowding as excellent (A) while those 64% of the visitors rated the “overcrowding” as good (B) or below.

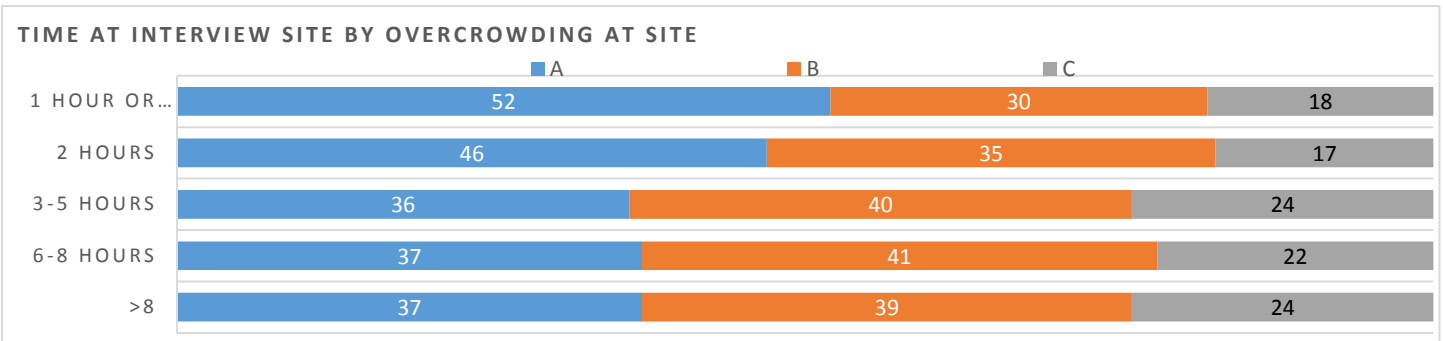


Figure 88 Hours at Interview Site by Overcrowding at the Site

Figure 89 reports the relationship between “age group” of visitor and their evaluation of the “overcrowding at the site” at the site they interviewed. Visitors in the “60s” and the “20s and 30s” age groups had the lowest proportion of “Excellent” and the highest proportion of “Good” and “Average and below”. Visitors in “40s” and “70s” gave the highest evaluation of the “overcrowding” at the interview site.

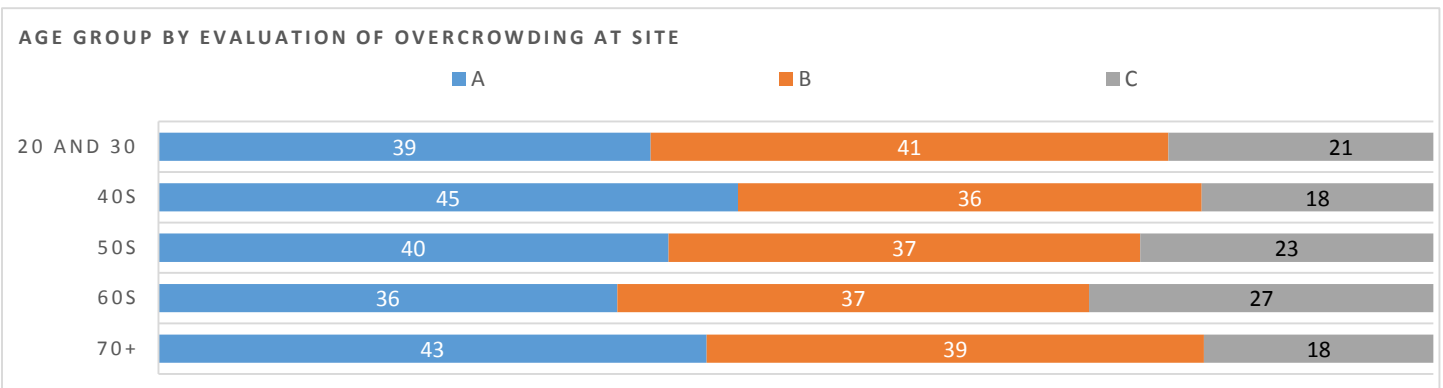


Figure 89 Age Group by Overcrowding at site

Figure 90 reports the results of a comparison between the types of group and overcrowding at the site. The results suggest that persons visiting the site “alone” evaluated lack of “overcrowding” as excellent (47%). Forty-four percent of the “friends only” group evaluated “overcrowding” as good. Visitor’s in “friends and family groups” (25%) and visitors traveling as a “group” (33%) were the most likely to consider the congestion as average or below average”.

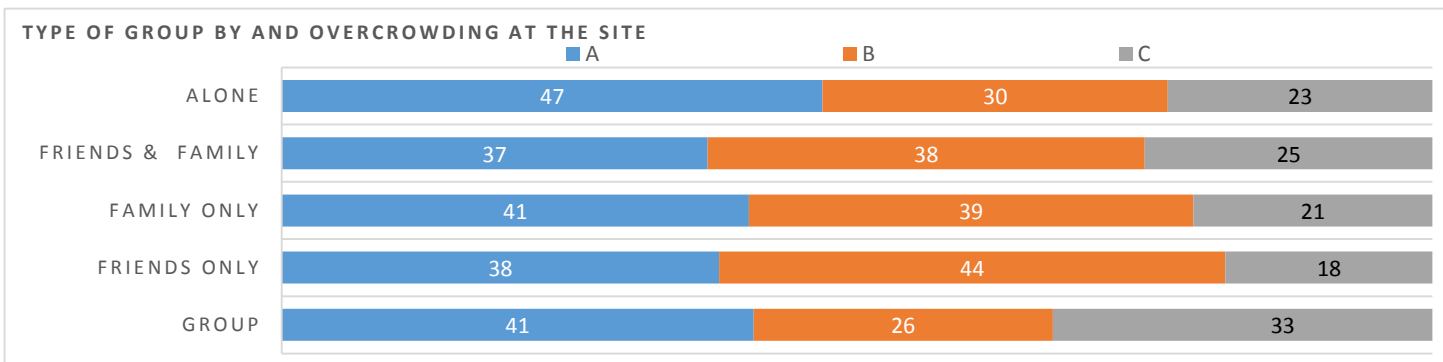


Figure90 Type of Group by Congestion Reaching the Site

Figure 91 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the congestion reaching at the interview site. Visitors spending “0” had the largest percentage of “excellent” evaluations. Visitors spending over “\$700+”, “\$200-\$700” and those spending \$100-\$199 had the combined total of 63%, 65%, and 65% “Good” rating and the “average and below average”.

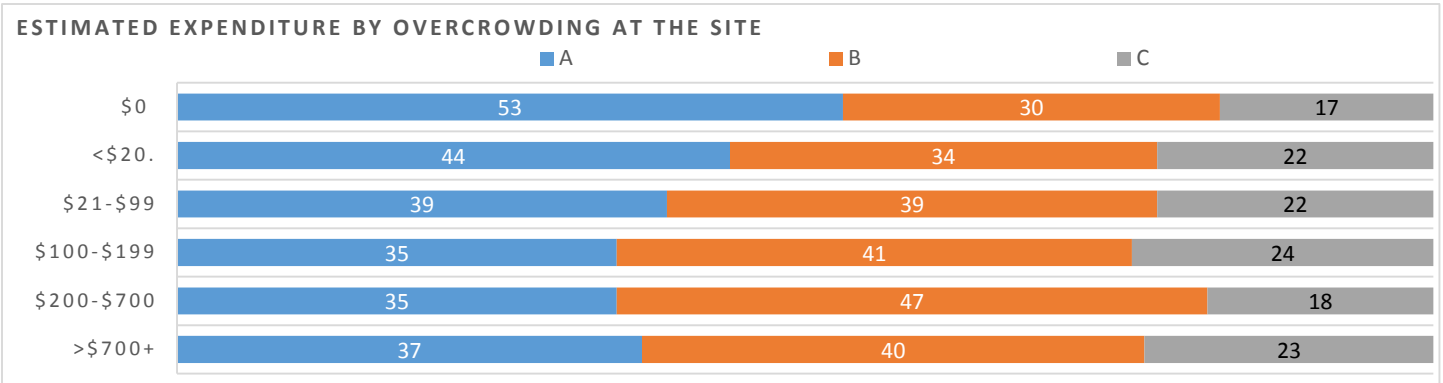


Figure 91 Estimated Expenditures and Overcrowding at Site

Figure 92 reports the results from town of overnight stay and evaluation of overcrowding at the interview site. Forty-nine percent of the overnight visitors staying in the “Other” rated the lack of “overcrowding” as excellent. Fifty-three percent of the visitors staying overnight in Rye/Rye Beach rated lack of “overcrowding” as “good”.

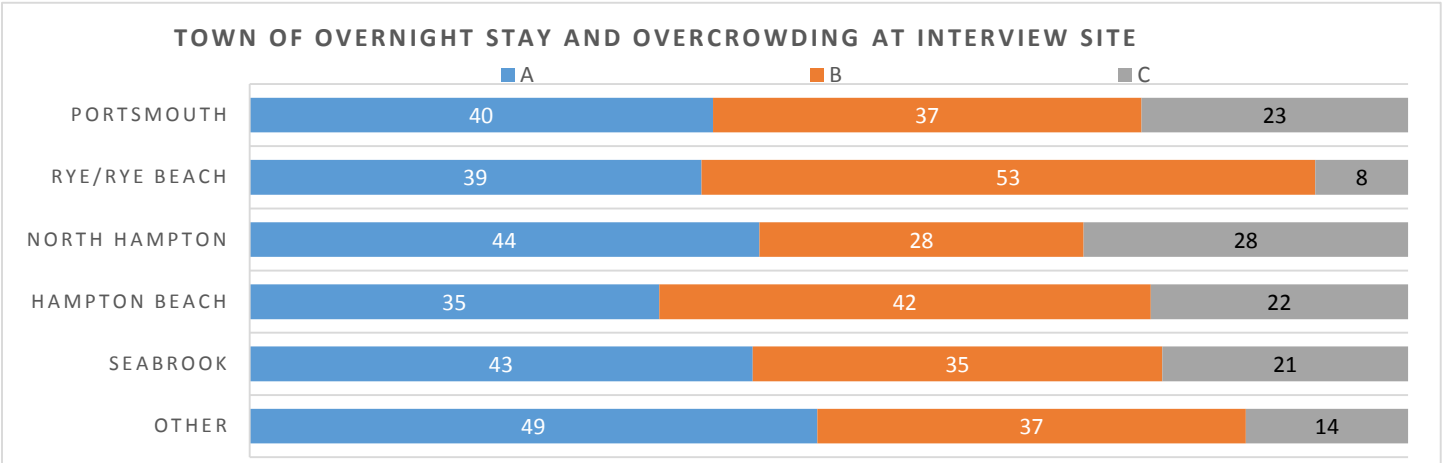


Figure 92 Town of Overnight Stay and Overcrowding at Interview Site

Figure 93 reports the relationship the visitor’s home place of residence and overcrowding at interview site. The results show that 51 percent of the visitors from “Other” states gave the lack congestion the highest score. International visitors had the greatest proportion in the in the “B-Good Category. The visitors from NH Far had by far the greatest proportion (42%) in the “C-Average or below category”.

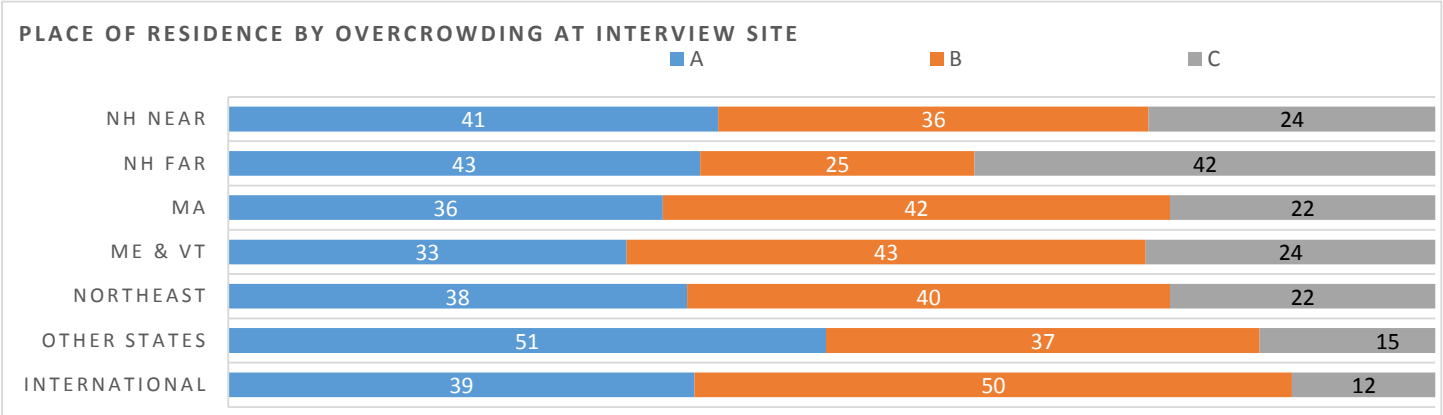


Figure 93 Place of Residence and Overcrowding at Interview Site

The evaluation of the “overcrowding” at the interview site that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- Time of visit: Sixty-four percent of the visitors contacted between 10am and 1pm had less than desirable experience with overcrowding at the site, compared to 59% of the visitors interviewed between 1pm and 4pm, and 49% between 4pm and 8pm.
- Weather. Visitors contacted on Sunny days (60%) and on Rainy/Cloudy (60%) days were more likely to experience a problem with overcrowding at the site than visitors contacted on days with Sun/Clouds (50%).
- Month of Interview. Visitors in May (56% rated A-Excellent; 31%-Good, 12% average or lower). Visitors interviewed in “June” and “JAS” were most likely to evaluate overcrowding at the site as significantly more of a problem, with June visitors giving a slightly better rating than JAS.
- Type of Day. Eighty percent of visitors contacted on Holiday weekend had a less than desirable experience with overcrowding compared with 56% on weekdays, and 66% on Weekends.
- Time spent at interview site. Generally the longer the visitor spent at the interview site, the more of an issues overcrowding during their visit.

Value of Money Spent and Visit and Visitor Site Conditions. This section reports the results from a question that asked visitors what they perceived to be value relative to the amount of money they spent on this visit to the corridor. Essentially visitors were asked to provide a grade “A” to “F” for each attribute. The percentage of visitors awarding a specific grade for this attribute are reported. An examination of visit and visitor characteristics will follow the reporting of each of the items. In order to allow for the additional analysis the scale for each of the attributes is collapsed from five categories to three. “A” remains “A”, “B” remains “B” and “C” incorporates “C”, “D” and “F” responses.

Figure 94 reports that 46 percent (n=1335) visitors rated “Value for Money” spent as an “A-Excellent”. Forty percent (n=1131) rated “value for money spent as a “B-Good”. Twelve percent (n=337) of the visitors rated “value for money spent was a “C-Average”, 2 percent (n=67) rated it “D-Poor” and 1 percent (n=13) rated it as an “F-Failure”.

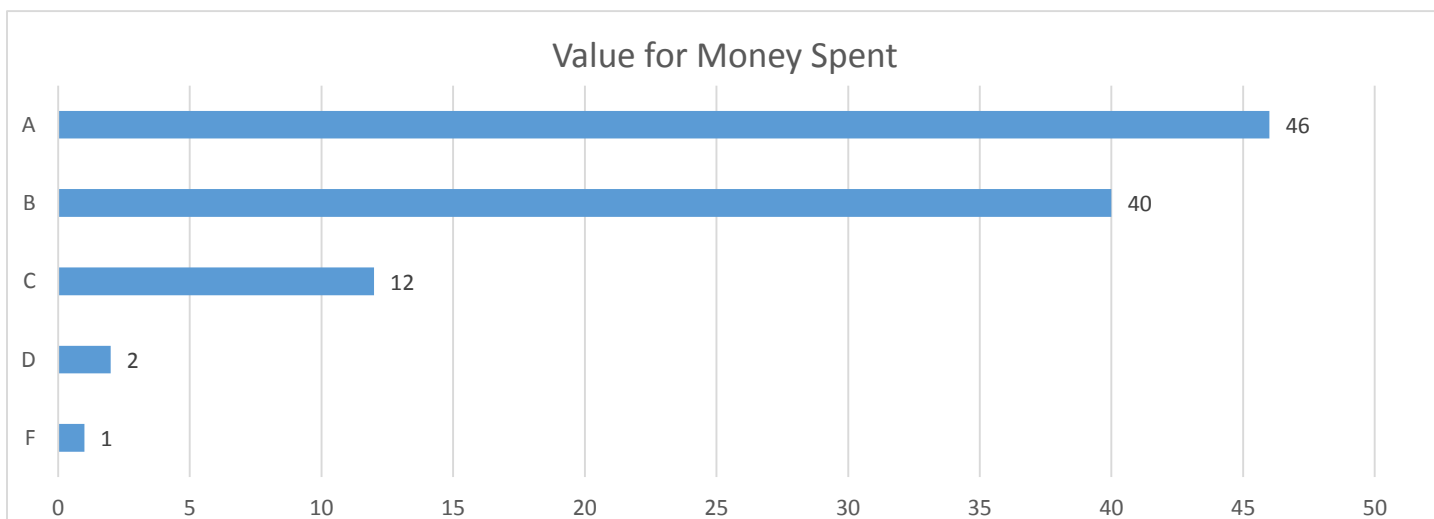


Figure 94 Value for Money Spent in the Corridor.

Interview Site. Figure 95 reports the relationship between interview site and visitors evaluation of the “value for the amount spent”. New Castle (65%) and the Seacoast Science Center/Odiorne State Park (66%) had the greatest proportion of “A” excellent rating for “value for money spent. Hampton Beach (37%), the RV Park (43%) and Seabrook (41%) had the lowest percentage of “A Excellent” rating on value for money spent. Seabrook Beach (22%) and Portsmouth (20%) had the great proportion in “C” average or lower value for money spent during their current visit.

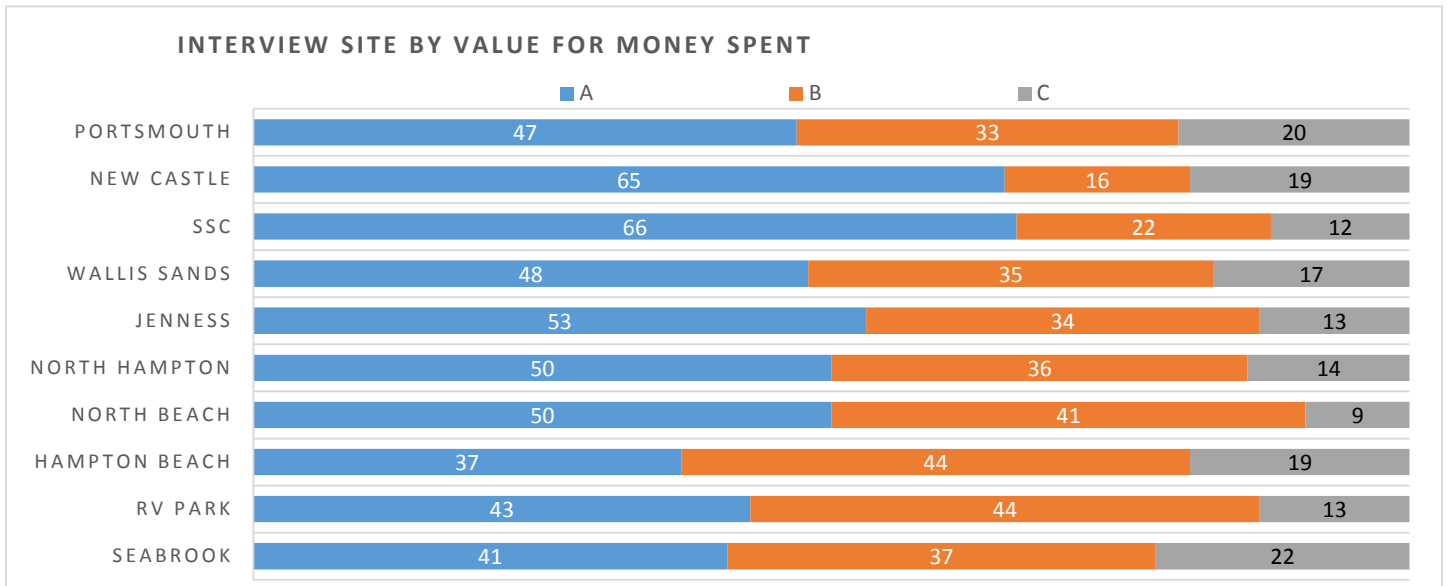


Figure 95 Interview Site by Value for Money Spent

Use and Demographic by Value for Money Spent: Figure 96 reports the relationship between use and visitor characteristics. For example, Males (47%) were significantly but only slightly more likely to rate the male “value for money spent” as excellent as females (43%). Visitors who have “traveled the entire length of the corridor” were more likely experience “value for dollars spent” than those visitors “who have not traveled the entire length of corridor” 47 percent vs 41 percent.

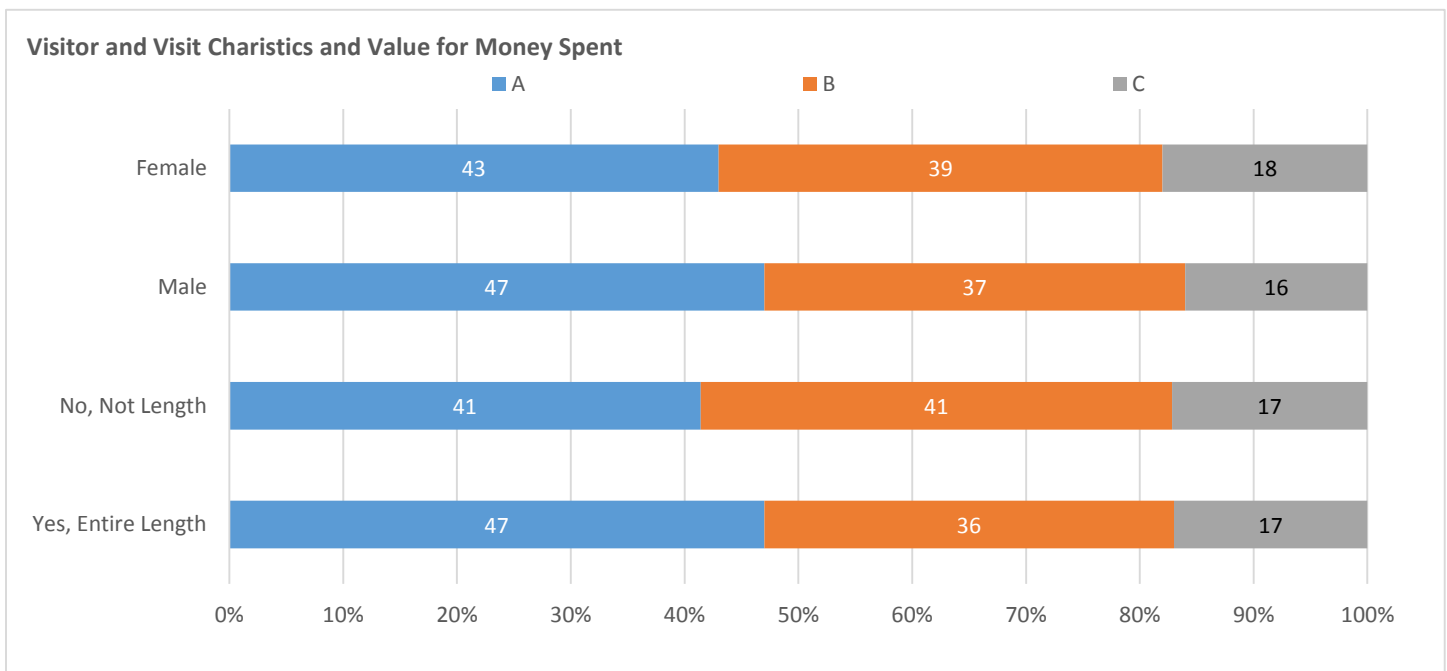


Figure 96 Visitor and Visit Characteristics and Value for Money Spent

Figure 97 reports the results for “Familiarity” and “Reason for Visiting” by the visitor’s evaluation of the “ Value of for Money Spent” of “Value for Money Spent”. Considering familiarity, visitors who say they are “Very familiar” with Corridor are most likely (50%) to rate “value for money spent” as an “A”. “Somewhat Familiar” and “Very Familiar” had the greatest proportion of “C-Average” or Below Average” (18%) ratings “Value for Money Spent”. A majority (51%) of those visiting the corridor to participate “specific activities” rated the “value for money spent as excellent “A”. Sixty-one percent of those visiting the corridor for “fine dining, shopping, special events rated the either as a “B” or “C”.

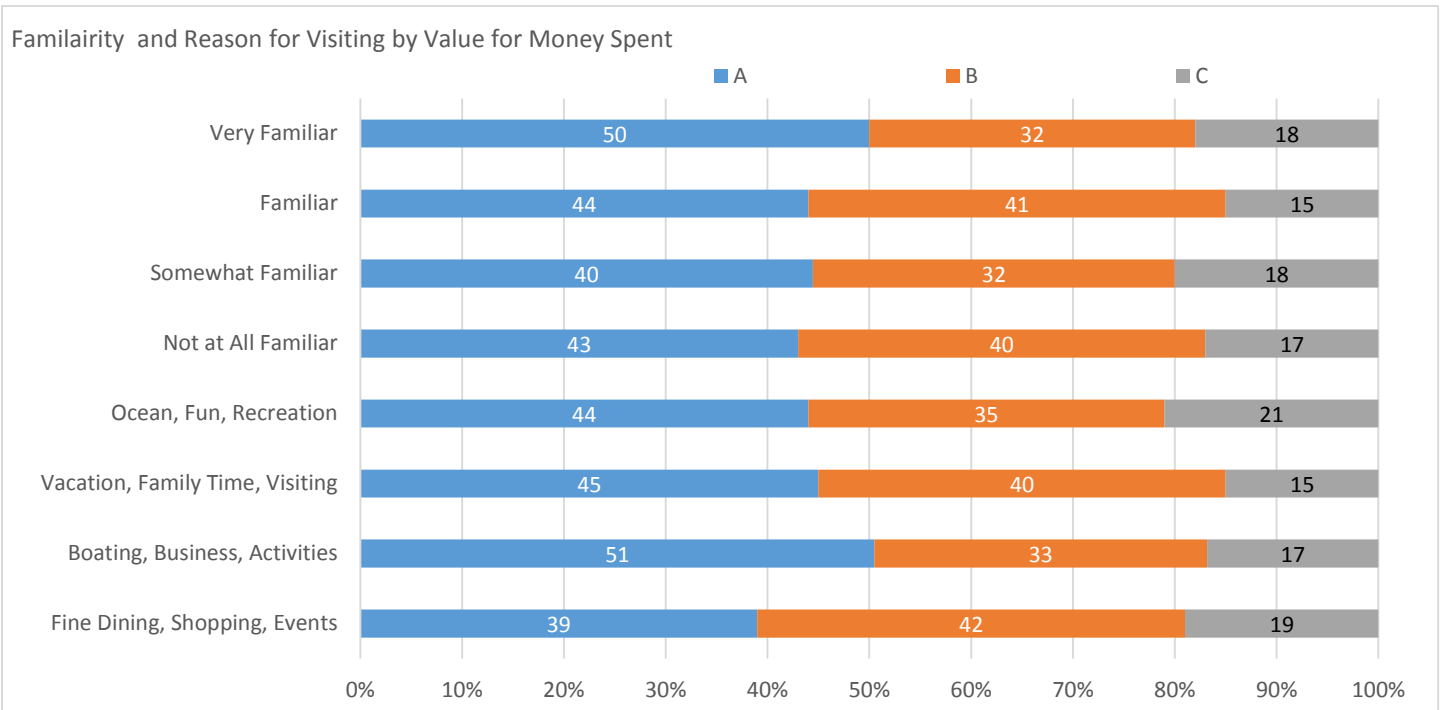


Figure 97 Level of Familiarity and Reason for Visiting and Value for Money Spent

Figure 98 reports the relationship between the “type of group” and the “value of money spent”. Visitors who traveled “alone” (49%) had the greatest percentage in “A-Excellent” group. “Friends” only had the greatest (43%) in “B-Good” group and “Alone” (27%). Visitors traveling in groups (32%) and Alone (24%) had the greatest percent of visitors in “C-Average or below”.

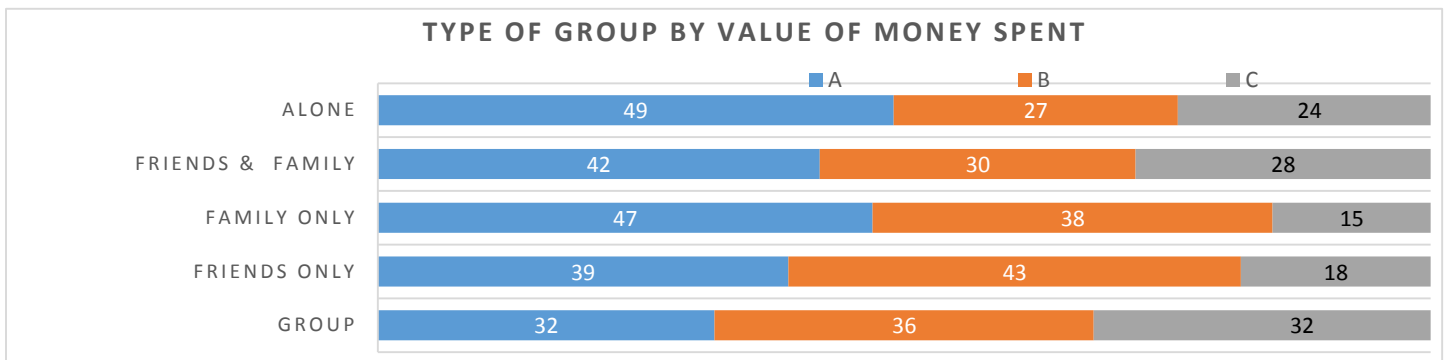


Figure 98 Type of Group and Value for Money Spent

Figure 99 reports the results of a comparison between the types of Age Groups and Value for Money Spent. The results suggest that visitors in their “70s” (53%), and “60s” (48%) had the greatest percentage of “A-Excellent” rating of “value for money spent”. Visitors in their “20 and 30s” had the lowest percentage of “A-Excellent” (34%), they also had largest percentage of visitors in the “B-Average” and “C-Average and lower”.

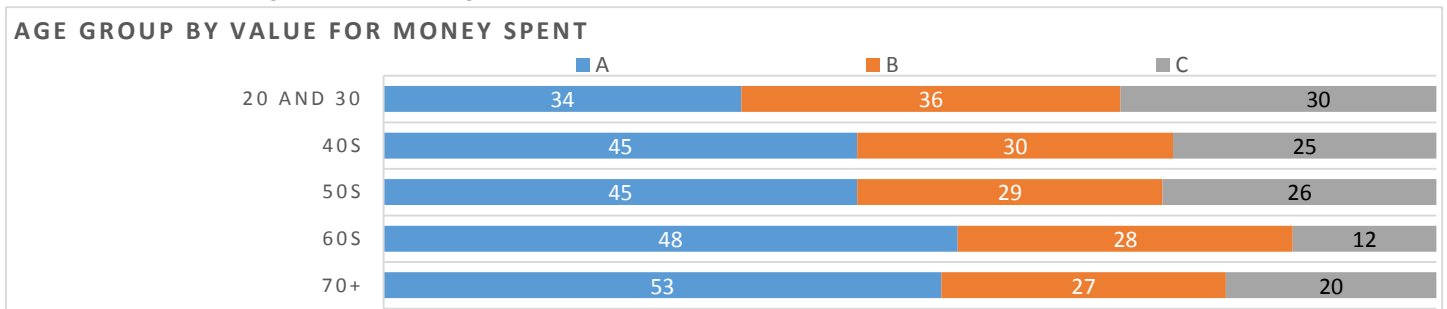


Figure 99 Age Group by Value for Money Spent

Figure 100 reports the results of a comparison between of relationship between value of Place of Residence and the visitors rating of the “value for money spent”. Visitors from the NH Near (49%), the Northeast (48%), and NH Near (47%) had the greatest percentage of “A-Excellence” relative to “value for money spent”. “Other States” “46% and “MA” (44%) had the greatest proportion of visitors in the “B-Good” category. ME & VT (25%) had the greatest percentage of visitors in the “C-Average and below” place of residence group.

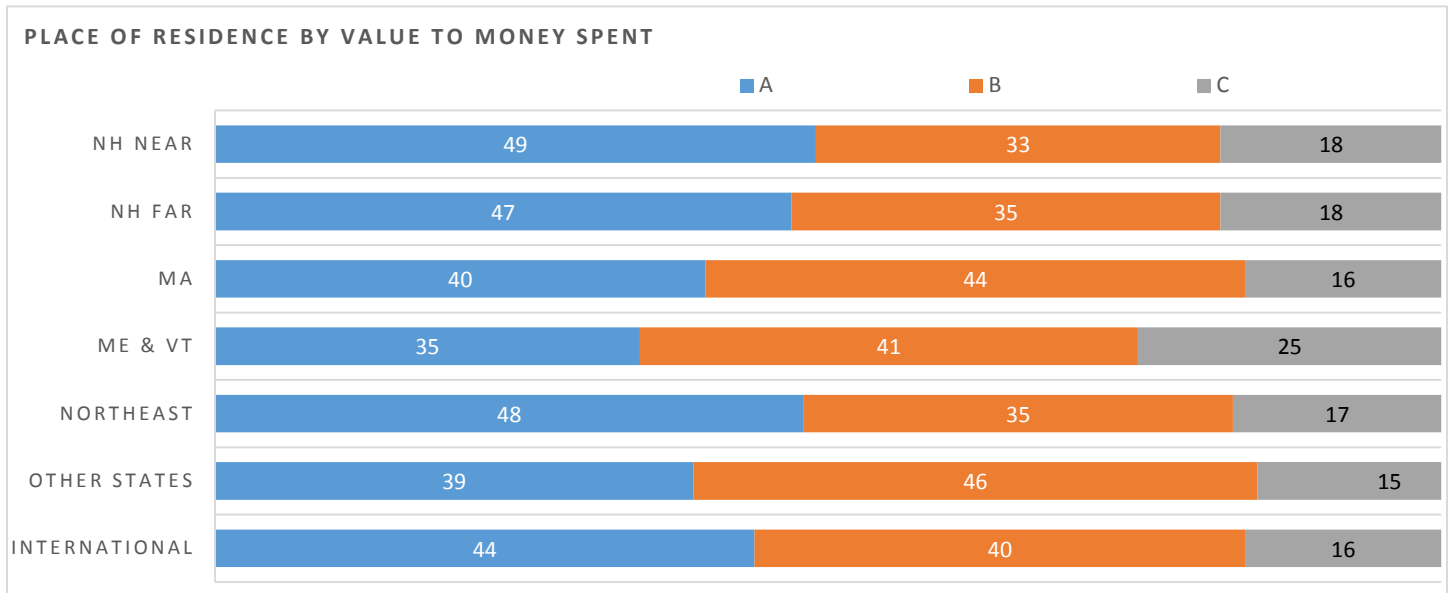


Figure 100 Place of Residence and Value for Money Spent

Figure 101 reports the results from an examination of the relationship between the town that overnight visitors stayed in and sense of “value for money spent”. Visitors staying overnight Rye/Rye Beach (63%) had the greatest proportion of “A-Excellent” rating of “value for money spent”. Visitors staying overnight in “North Hampton” (60%) had the greatest percentage in the “B-Good”. Thirty-two percent of overnight visitors in Portsmouth (32%) had the greatest proportion of overnight visitors rated “C-Average or below” for “value for money spent.”

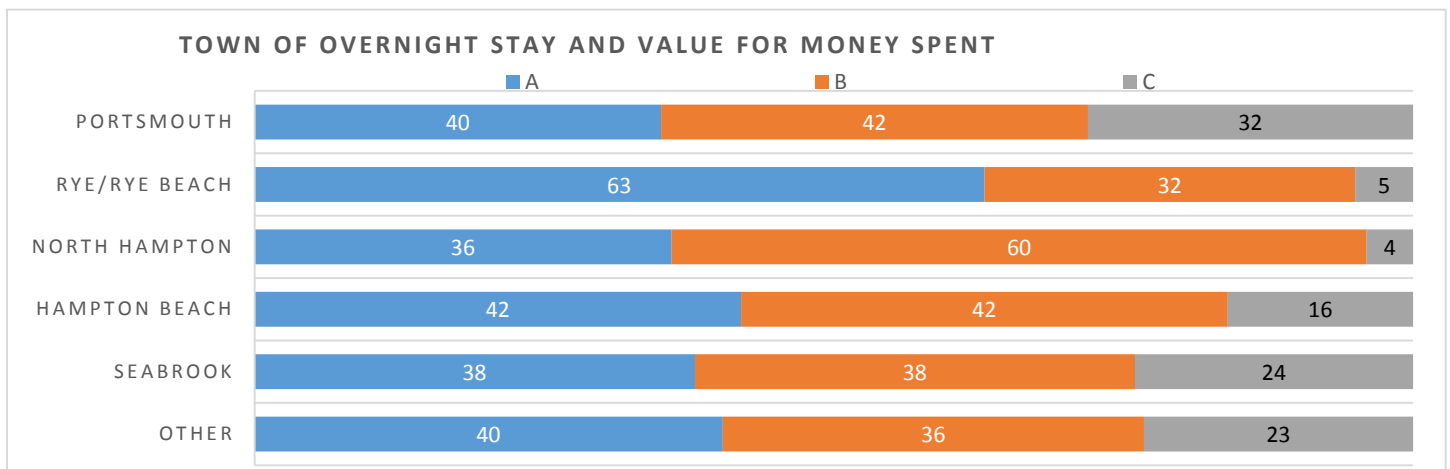


Figure 101 Town of Overnight Stay and Value for Money Spent

Figure 102 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the “value for money spent” during the visit. Visitors spending “0” (52%) and those spending “\$700+” (had the greatest percentage (50%) of “Excellent” rating in the “value for money spent”. The smallest percentage of “Good” rating and the largest percentage (30%) of “average and below average”. Forty-three percent of those spending “\$100-\$199” and “\$200 - \$700” had the greatest proportion in the “B-Average” rating in “value for money spent”. Twenty-four percent of the visitors spending “\$200-\$700” rated the “value for money spent” as a “C~ Average or below average”.

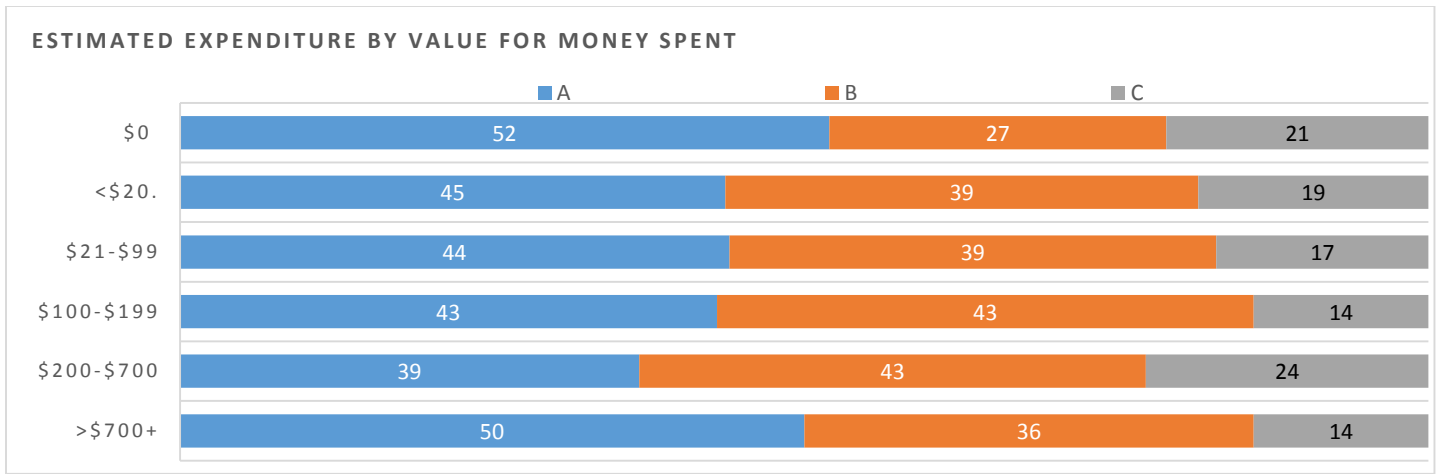


Figure 102 Estimated Expenditure by Value for Money Spent

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “value for money spent” considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Time of visit:** Fifty-three between 4pm and 8pm visitor interviewed had the greatest percentage (53%) “A” ratings in “value for money spent”.
- **Weather.** Visitors contacted on Sunny days (47%) and on “Sun and Clouds” (47%) days were more likely to rate “Value for Money Spent” as “A~ excellent”. Likewise visitor interviewed on “Sunny” (18%) and “Rain and Clouds” (19%) had the greatest proportion visitors in the “C~Average and Below Average” group. “
- **Month of Interview.** Not significant.
- **Type of Day.** Twenty-six percent of “Holiday Weekend” visitors were “C~ Average and Below Average” and were across the board were less satisfied than with “Value for Money Spent” than “Weekday” and “Weekend” Visitors.

Additional Ratings of Interview Site Attributes. Table 4 reports the results from the “other” attributes that participants in the iPad Intercept Interview survey were asked to “rate”. As mentioned in the Methods section multiple versions of the iPad intercept interview Survey were utilized in the development and testing phase of this project. The “statement” and the number of cases (n=number of interviews) and the rating for the specific attribute is listed in Table 4. “Safety and Security of Location”, “Overall Cleanliness”, and “Helpfulness of Area Employees” had the greatest proportion of “A Excellent” ratings, respectively 82 percent, 73 percent and 73 percent. “Availability of Information about things to do in the Corridor”, “Accuracy of information about the site” had the greatest proportion of “B Good” ratings (48% and 45%). “Availability of Support Services (i.e., bike rentals, paddles board, surf boards, beach chairs, umbrellas, etc.)” and “Youth Oriented Activities had the greatest proportion of “C Average”, “D Poor” and “F Unacceptable” ratings (38% and 22%). The vast majority of these data were collected from “beach sites” (Hampton Beach, Wallis Sands and Jenness).

Site Conditions (administered to small sub-sample of participants iPad Intercept Interviews)	A Excellent	B Good	C Average	D Poor	F Unacceptable
Overall Cleanliness and lack of Liter (n=279)	74%	23%	1%	1.5%	1.5%
Helpfulness of Area Employees (n=236)	73%	25%	2%	0%	0%
Water safety (i.e., info., lifeguards (n=181)	53%	41%	6%	0%	1%
Friendliness of other guests & visitor (n=237)	54%	40%	6%	0%	1%
Availability of information about things to do in Corridor (n=201)	31%	48%	17%	1%	3%
Accuracy of information about site (n=152)	43%	45%	8%	0%	4%
Youth Orientated Activities (n=141)	49%	30%	18%	1%	3%
Availability of food and beverage services (n=213)	59%	26%	12%	1%	3%
Availability of Support Services (i.e., bike rentals, paddleboard, surf, chairs, umbrellas, etc.) (n=143)	32%	31%	22%	6%	10%
Safety and Security of Location (n=240)	82%	17%	1%	.5%	.5%

Table 4 Ratings of Site Attributes with small sub-sample of iPad Intercept Interviews

Due to the relatively small number of cases it is difficult to meaningfully and/or appropriately compare these attributes across the “Visit” and “Visitor” Characteristics. There were only a few significant differences: Males were more likely to evaluate “support services” poorly than females; new visitors were more likely to positively evaluate “water safety”, the “availability of information”, and “youth oriented activities”. People visiting from NH Far, ME & VT, and NE were less likely to positively evaluate support services. Non-whites were less likely to positively evaluate the “Safety and Security” of interview site”. Hampton Beach was the interview sites that had the greatest proportion of less than excellent rating on “water safety”. People who were “not familiar” with the corridor were the most likely to rate “helpfulness of area employees” as excellent. Visitors “somewhat familiar” with the corridor were the least likely to rate “friendliness of other visitors” as excellent.

Satisfaction with Availability of Parking at Interview Site

The point of this question set is to ask visitors to evaluate the extent that they were “very satisfied” (n=1064), “satisfied” (n=1108), “somewhat satisfied” (n=284) and “neutral” (n=208), “somewhat dissatisfied” (n=146), “dissatisfied” (n=112) and “very dissatisfied” (n=49) with the availability parking (Figure 103). In order to allow for the additional analysis the scale for each of the attributes is collapsed into three groups. “Very Satisfied” remains “very satisfied” (36%), “satisfied and somewhat satisfied” is combined into “satisfied” (47%) and “neutral, somewhat dissatisfied, dissatisfied and very dissatisfied” was collapsed into “less than satisfied” (17%). Figure 104 reports that over 73 percent (n=2133) of the visitors were satisfied with the availability of parking. Leaving 27 percent (n=804) as less than satisfied. Overall a vast majority of the sample of visitors were satisfied with the availability of parking at the interview site.

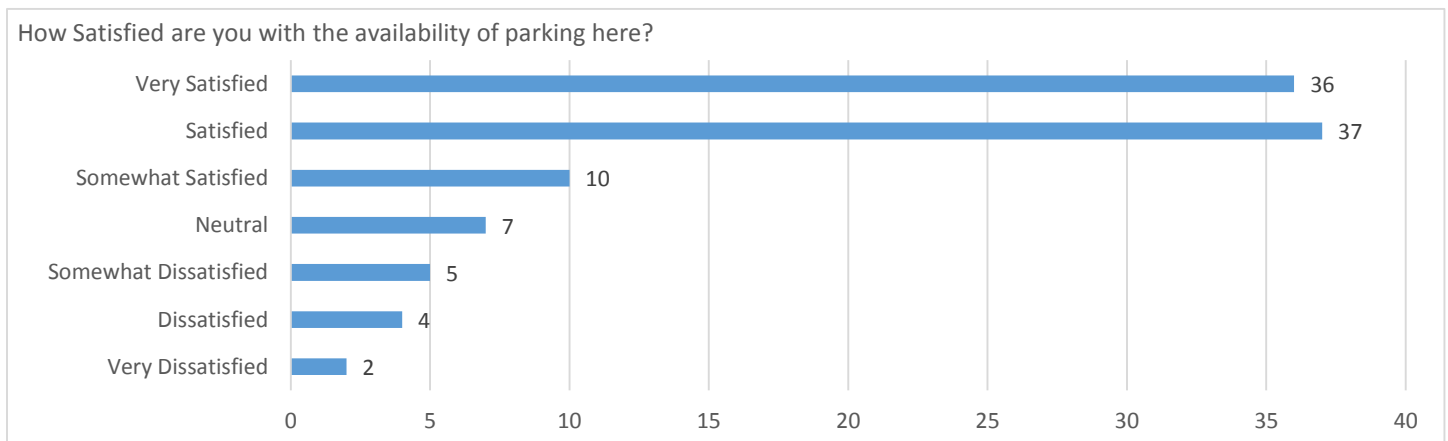


Figure 103 Satisfaction with availability of parking

Interview Site. Figure 104 reports the relationship between interview site and availability of parking. Visitors interviewed in Seabrook (64%), Wallis Sands (57%), and SSC (52%) were “very satisfied” with availability of parking. Visitors interviewed in North Beach (60%), Portsmouth (55%), North Hampton (55%), New Castle (50%), and Hampton Beach (50%) were “satisfied” with the availability of parking. Visitors interviewed at Portsmouth (28%), North Hampton (25%) and Hampton Beach (24%) were less than satisfied with the “availability of parking”.

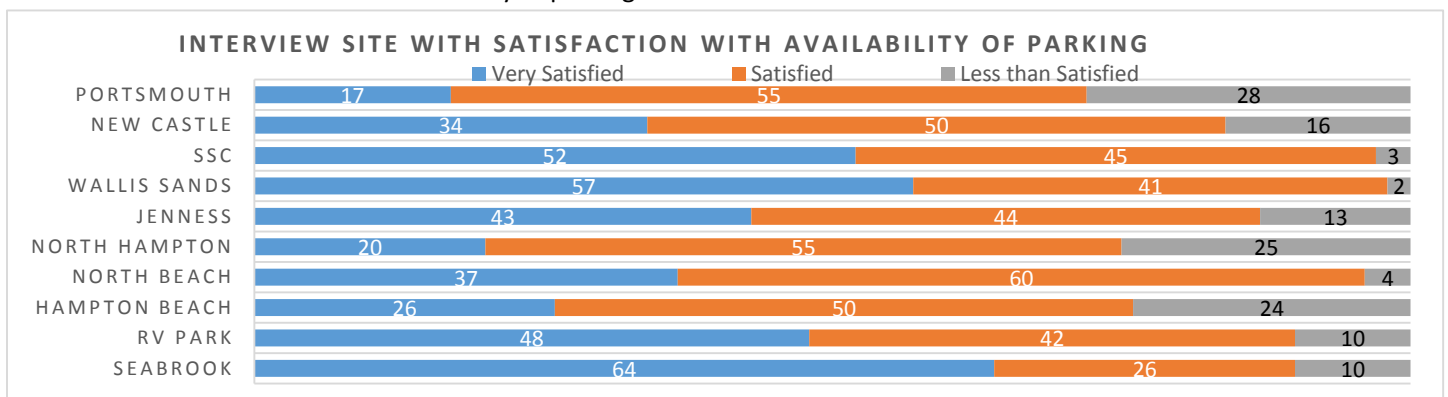


Figure 104 Satisfaction with availability of parking by interview site.

Figure 105 reports level of satisfaction with the availability of parking across a variety of demographic and use characteristics. More whites were “very satisfied” with availability of parking. Person who traveled the entire length of the corridor were more likely to be “very satisfied”, and “non-whites” were more likely to be “satisfied”. Visitors whose visit included an “overnight” stay were generally less satisfied with the availability of parking in the corridor.

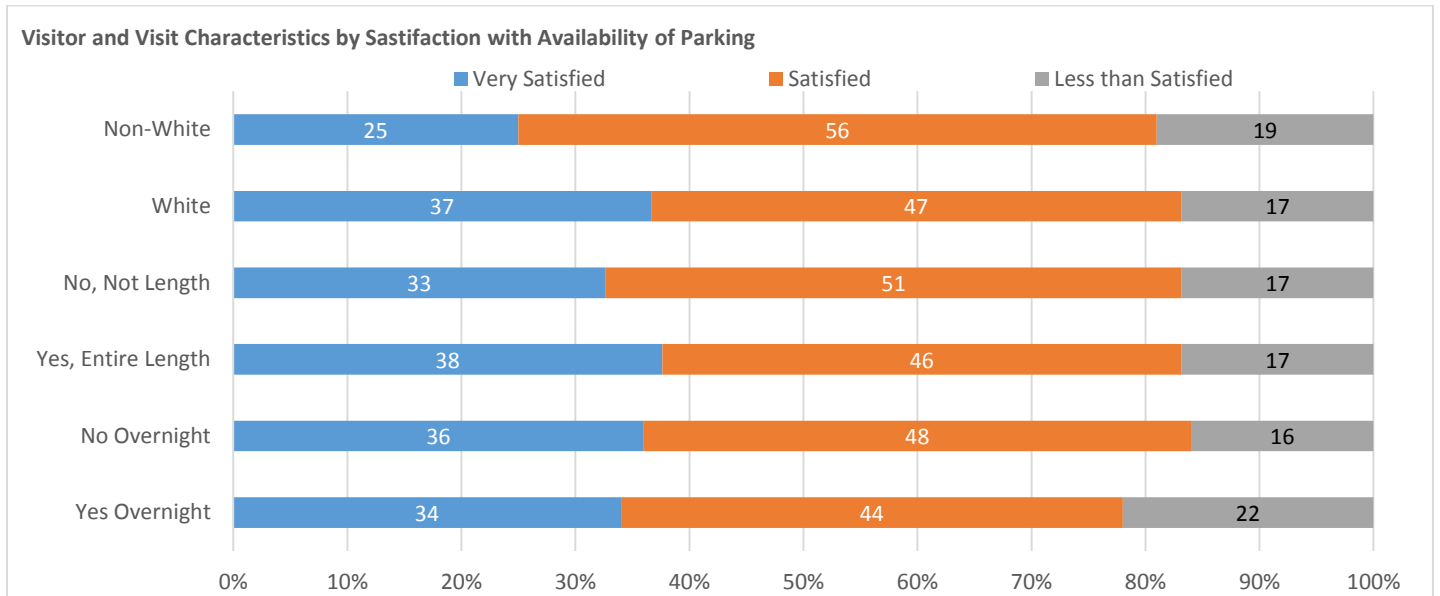


Figure 105 Demographic and Use Characteristics and Satisfaction with Parking

Figure 106 reports the results from the relationship between the visitor’s level of familiarity with the corridor and their level satisfaction with parking at interview site. Forty-three percent of the Visitors in the “Very Familiar” group were Very Satisfied with the availability of parking (the largest proportion in that group). The “Very Familiar” group also had the largest proportion in the “less than satisfied’ (22%) group. Those visitors in “Somewhat Familiar” (31%) “Satisfied” with availability of parking. Figure 106 also reports the relationship between visitor’s open-ended responses and visitor’s level of satisfaction with the parking available at the site. Motivation of Vacation and Family Time (39%) and Ocean, Fun and Recreation (39%) had the greatest proportion of visitors “Very Satisfied”. Boating and other specific activities (48%) and “Vacation and Family Time” (48%) had the greatest percentage of visitors being “Satisfied” with availability of parking. Fine Dining had the greatest percentage of visitors evaluating the experience as “Less than Satisfied” (32%) with the “availability of parking”.

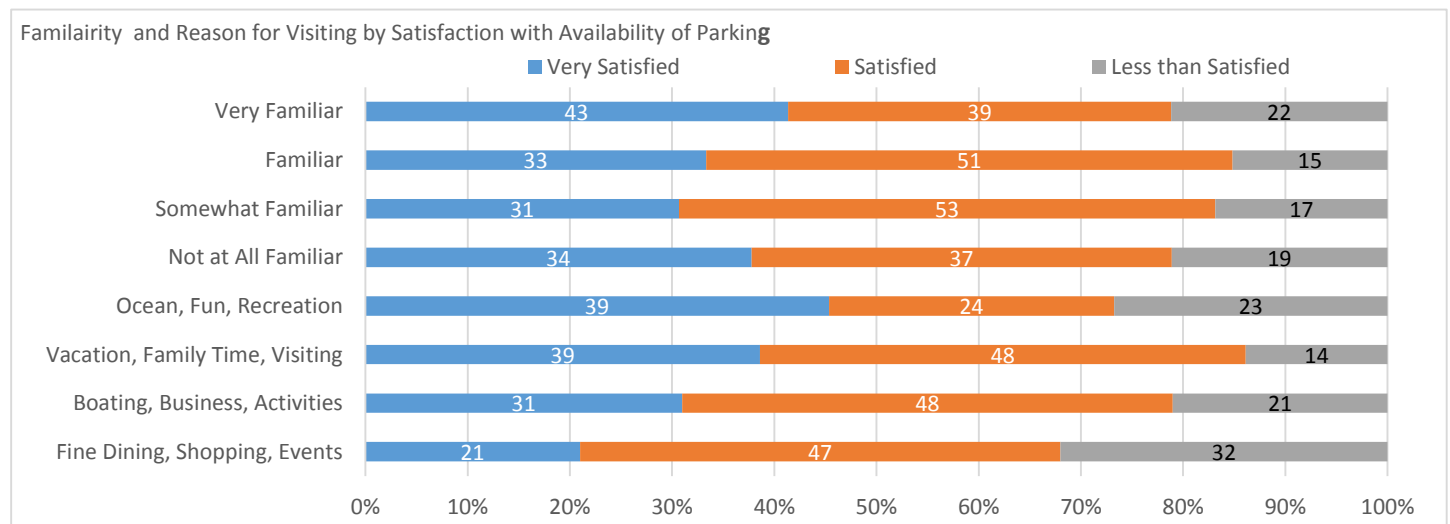


Figure 106 Familiarity and Reasons for Visiting by Level of Satisfaction with Availability of Parking

Figure 107 reports the relationship between “age group” and level of satisfaction with the availability of parking. Visitors in the “40s” (40%), “50’s” (40%), and 70s+ (40%) had the highest proportion of visitors who are “Very Satisfied” with the availability of parking at the interview site. Visitors in their “20s and 30s” (50%) and “40’s” (50%) had the greatest percentage of visitors “satisfied” with the availability of parking at the interview site. Visitors in their “20s and 30s” (20%) and “70s”(20%) had the greatest proportion of visitors in the “less than satisfied” with the availability of parking at the interview site.

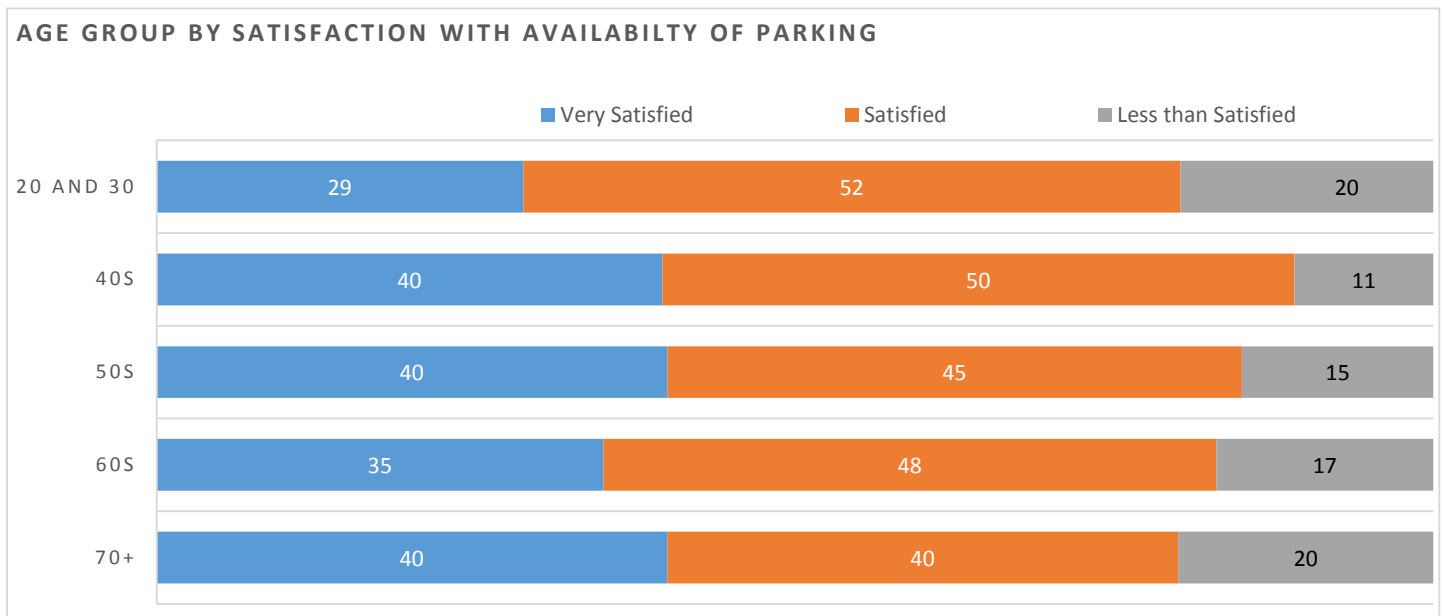


Figure 107 Age Group of Visitors and Satisfaction with Availability of Parking

Figure 108 reports the relationship between “type of group” and satisfaction with the availability of parking at the interview site. The results show that “friends and family” (40%) and “family” (39%) were “very satisfied” with the availability of parking at the interview site. Visitors in “friends” only groups had the greatest proportion of visitor with in the “satisfied” category. Visitors in “groups” (26%) and “friends only” (23%) had the greatest percentage of visitors in the “less that satisfied” category.

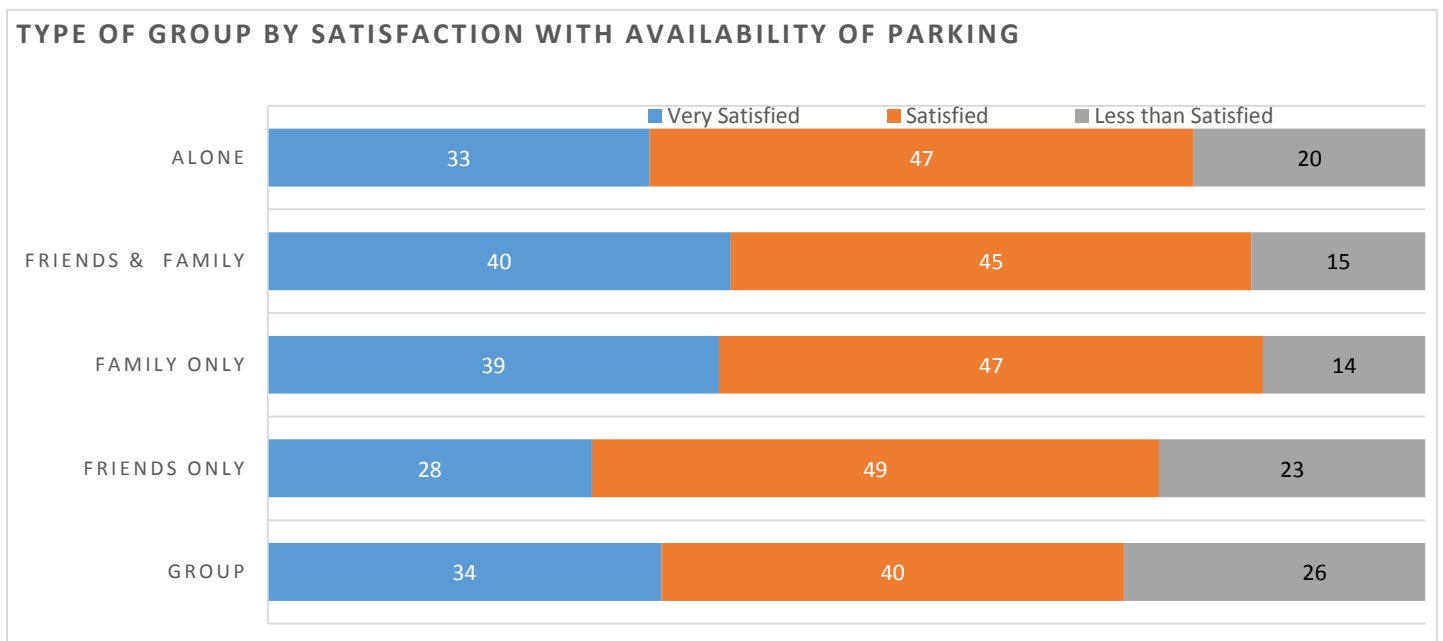


Figure 108 Type of Group and Satisfaction with Availability of Parking

Figure 109 reports the relationship between frequency of visitation and level of satisfaction with parking. Persons visiting “once a year or less” had the highest percentage (42%) of visitors who were very satisfied with the availability of parking. Visitors in the “Most Often” category had the lowest percentage (30%) of visitors in the “very satisfied” category. Visitors in the “frequent” (51%) and the “quarterly” (50%) category had the greatest percentage of visitors that were in the “satisfied” category. Visitors with in the “Most Often” (26%) and “New Visitors” (19%) had the greatest percentage of “less than satisfied” with the availability of parking at the interview site.

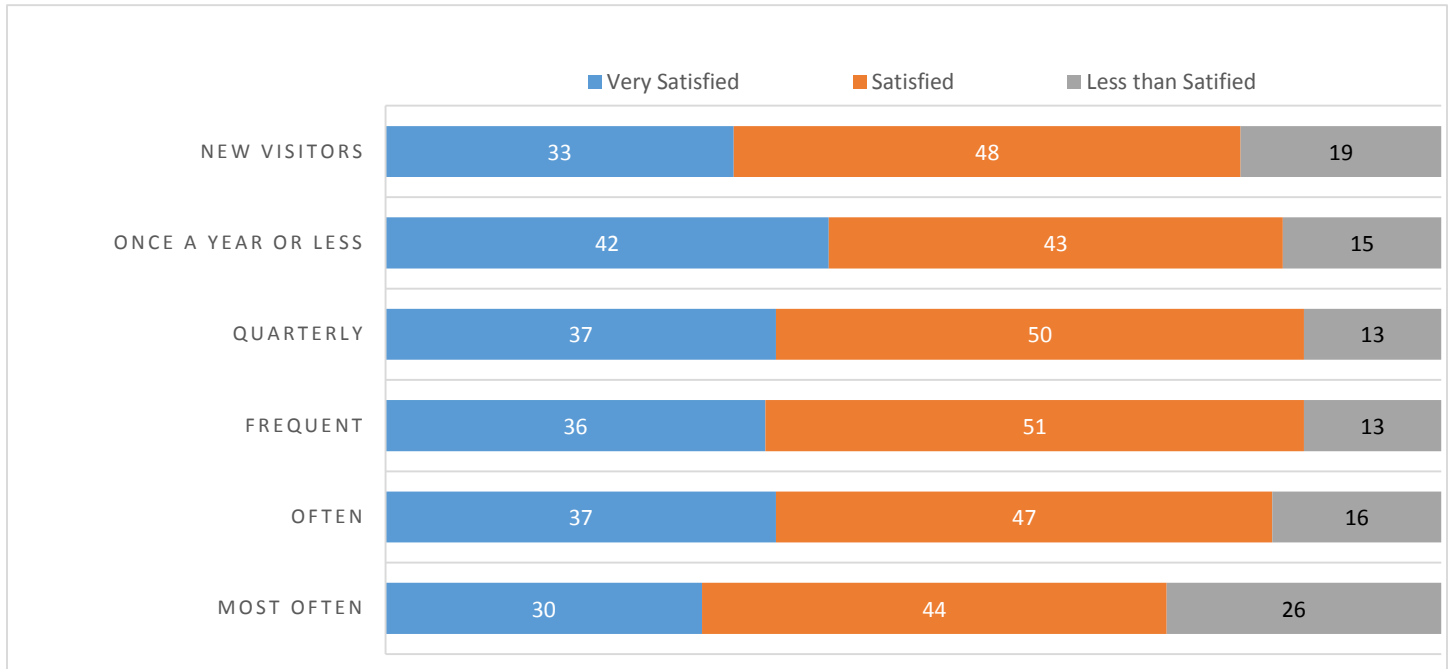


Figure 109 Frequency of Visits and Evaluation of Parking at Interview Site

Figure 110 reports the relationship between the amount of “time” visitors spent at the interview site and their level of satisfaction with the availability of parking at the interview site. Those visitors who stayed “6-8 hours” (44%) had the greatest percentage of visitors who were “very satisfied” with the availability of parking at the interview site. Visitors staying “2 hours” at the interview site had the largest percentage of visitors who were “satisfied” with the availability of parking. Visitors who stayed “2 hours” (27%) and “>8 hours”(27%) were the most likely to be “less than satisfied” with the availability of parking at the interview site.

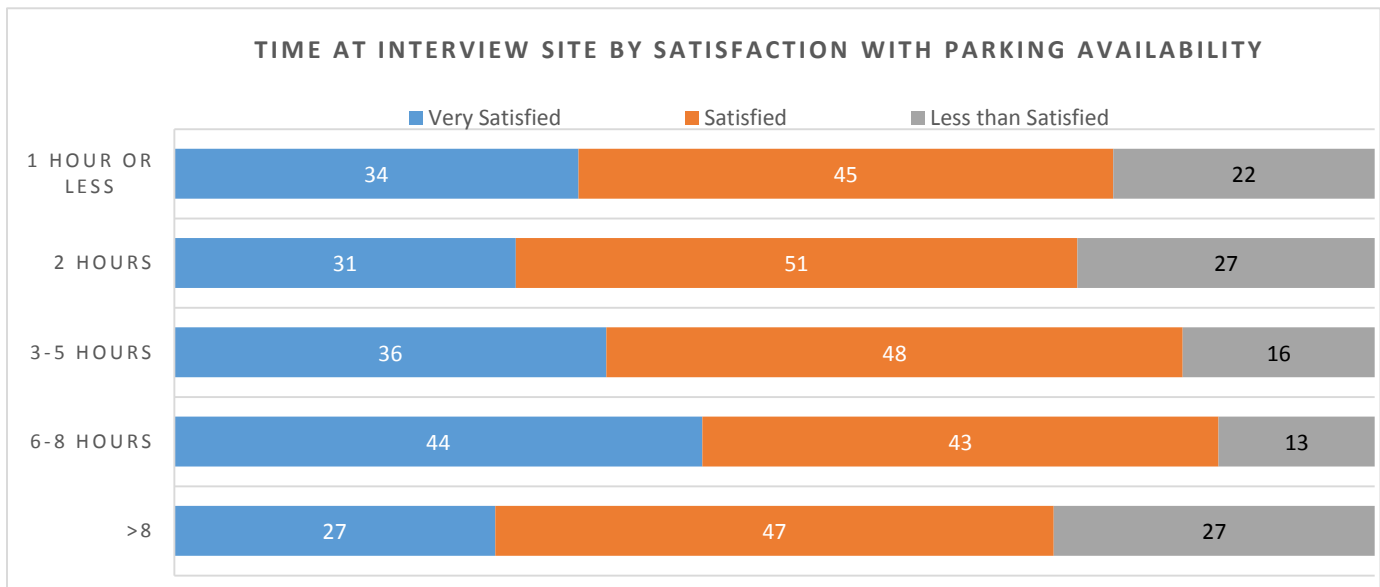


Figure 110 Amount of Time Spent at Interview Site by Satisfaction with Availability of Parking at Interview Site.

Figure 111 reports the results of a comparison between the “place of home residence” and satisfaction with the availability of parking at the at the interview site. The results suggest that visitors from “other states” (41%), “NH Far” (39%), and those from “MA” (38%) were the most likely to be “Very Satisfied” with the availability of parking at the interview site. Visitors from “ME & VT” (63%) had the greatest proportion of visitors in the “satisfied” with the availability of parking at the interview site. Visitors for “NH Near” (28%) and “International” (28%) had the greatest percentage of visitors in “less than satisfied” with the availability of parking at the interview site.

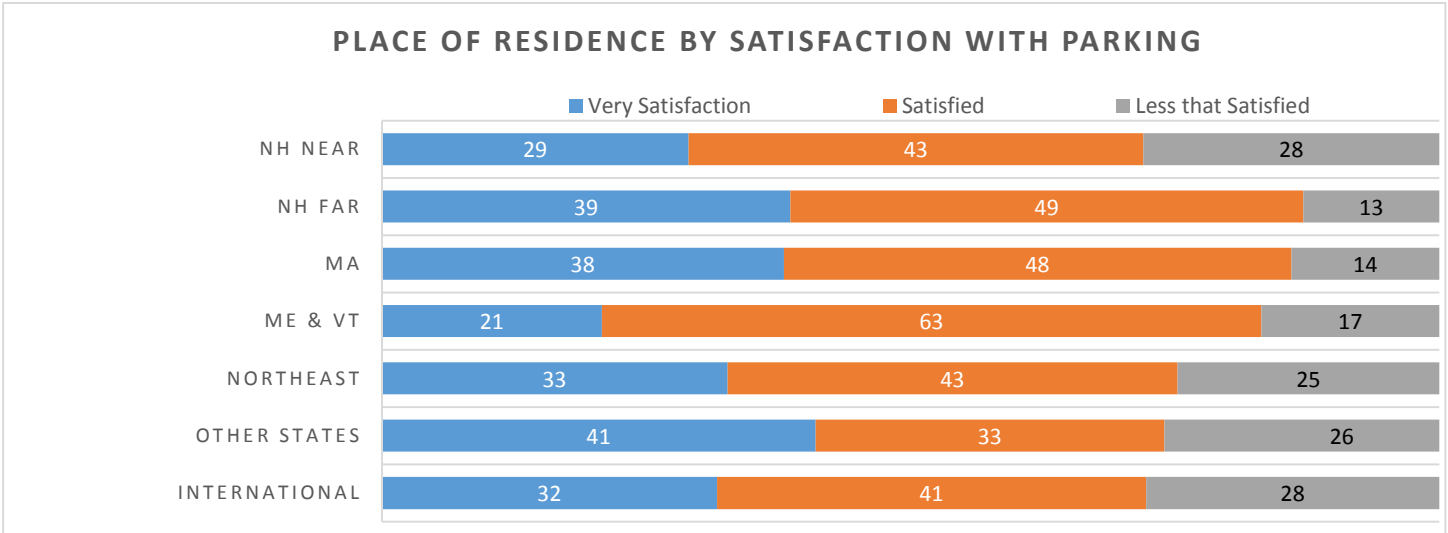


Figure 111 Place of Residence and Satisfaction with availability of parking at the interview site.

Figure 112 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the availability of parking at the interview site. Visitors spending “>\$700+” (41%) and visitors spending “\$0” (39%) had the greatest percentage of “Very Satisfied” with the availability of parking at the interview site. Visitors spending “\$21-\$99” (51%) and “\$200-\$700” (50%) had the greatest percentage who were “satisfied” with the availability of parking at the interview site. Visitors spending “\$0” had the greatest percentage of visitors who were “less than satisfied” with the “availability of parking”.

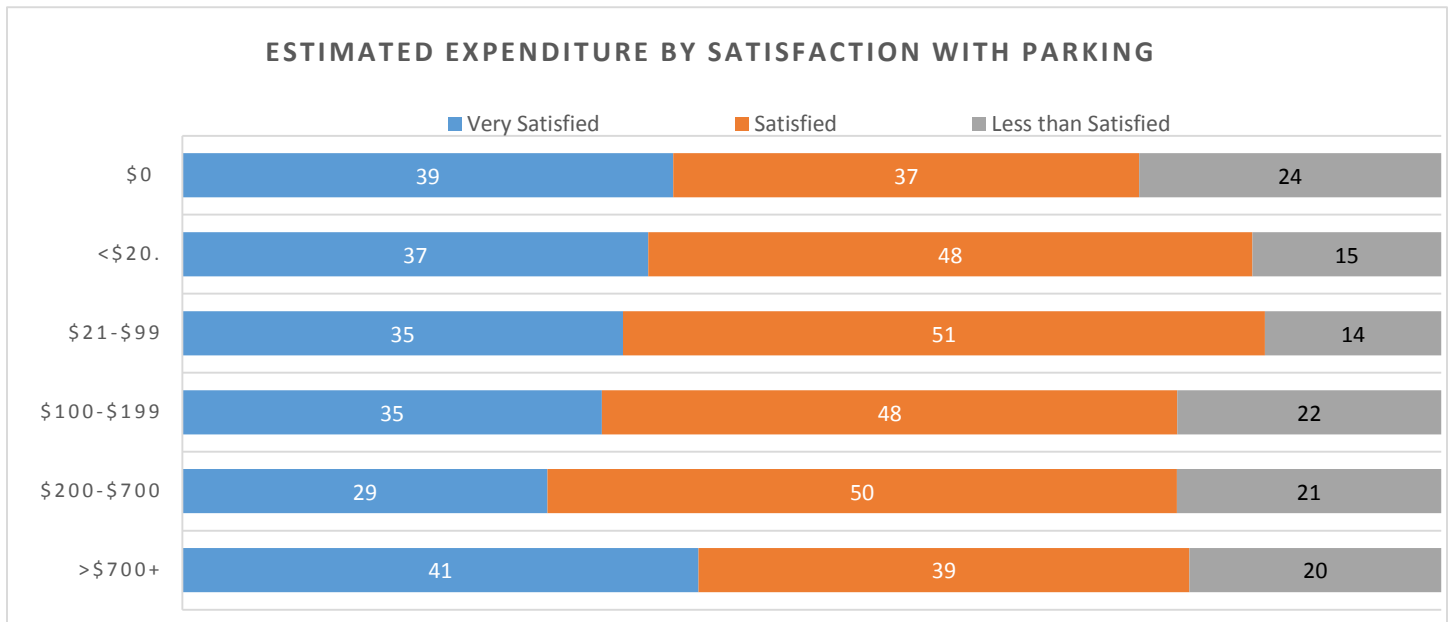


Figure 112 Expected Expenditure by Satisfaction with the Availability of Parking at the Interview Site

Figure 113 reports the relationship between the type of “accommodation” overnight visitors stayed during the visit to the corridor and satisfaction with the availability of parking within the corridor. Visitor staying at the “RV Park” (48%) had the greatest percentage of visitors in the “Very Satisfied” with availability of parking at the interview site. Visitor staying at “Camps” (22%) had the lowest percent in the “Very Satisfied” category. Those visitors staying with “family and friends” (53%) and those staying at “camps” (52%) had the largest percentage in the “satisfied” with availability of parking at the interview site. Visitors staying at “Hotel/Motels” (26%) and “camps” had the largest percentage in the “less than satisfied” category.

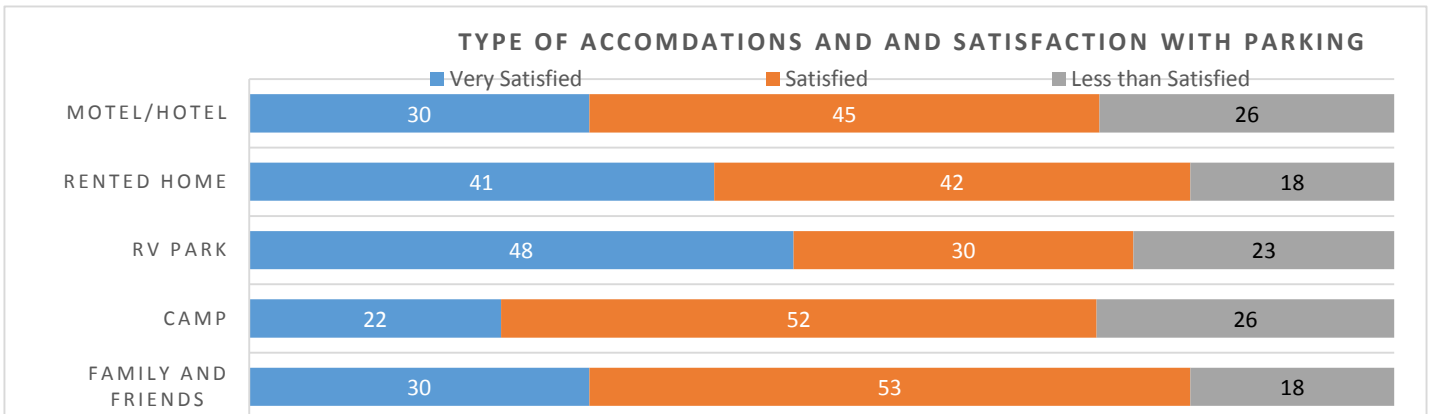


Figure 113 Type of Group by Satisfaction with Parking Availability

Figure 114 reports the relationship between the “town of stay” for overnight visitors and satisfaction with the level of satisfaction with the availability of parking at the interview site. Fifty-nine percent of overnight visitors in Seabrook were “very satisfied” with the availability of parking at the interview site (the largest) and 26 percent of Overnight visitors in “Portsmouth” (the lowest). Those overnight visitors in “North Hampton” (64%) had the largest percentage of visitors “satisfied” with availability of parking. Overnight visitors in “Hampton Beach” (28%), Portsmouth (27%) and “Other” (26%) had the largest percentage of visitors in the “less than satisfied” with the availability of parking at the interview site.

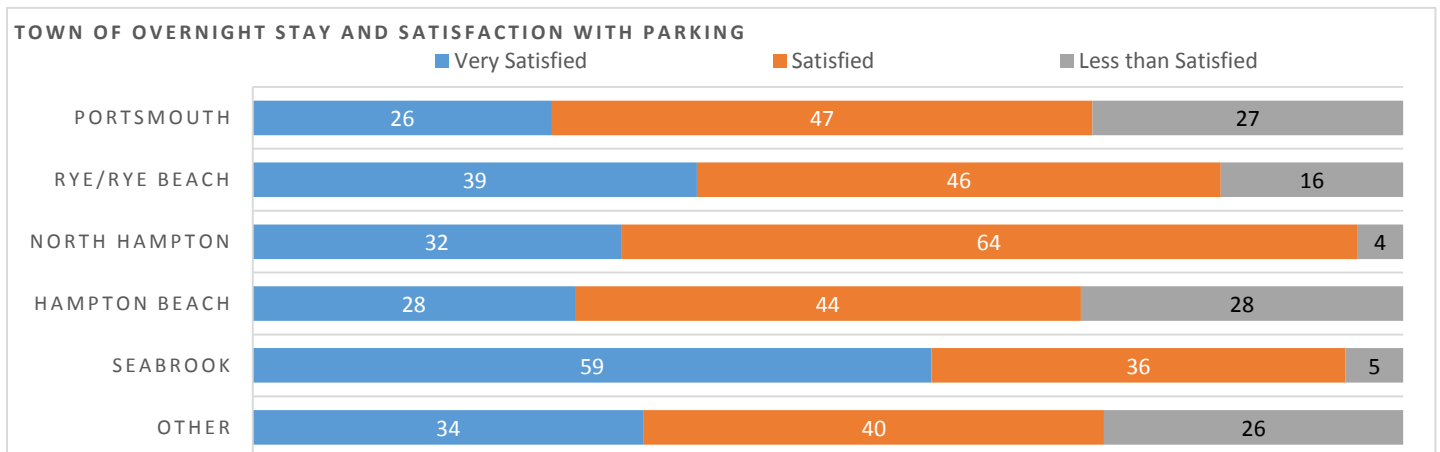


Figure 114 Town of Overnight Stay and Satisfaction with Availability of Parking

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “congestion and overcrowding at the interview site that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- Weather Conditions. Visitors on “sunny” days (39%) were the most likely to be “very satisfied” with availability of parking”. “Sun and Clouds” (54%) had the greatest percentage in the “satisfied” with parking at the interview site. Visitors interviewed on “rain and cloud” (22%) days had the greatest percentage of “less than satisfied” with availability of parking.
- Interview Time. Not significant.
- Month of Interview. Interviews completed in May were more likely to be satisfied with the availability of parking.

- **Type of Day.** Visitors interviewed on “weekdays” were more satisfied with the availability of parking than both “weekends” and “holiday weekends”. Visitors interviewed on “holiday weekends” were less satisfied than those visiting on “weekends”.

Satisfaction with Cost of Parking

The point of this question was to ask visitors to evaluate the extent that they were “very satisfied”, “satisfied”, “somewhat satisfied and “neutral”, “somewhat dissatisfied”, “dissatisfied” and “very dissatisfied” with the cost of parking at the interview site. In order to allow for the additional analysis the scale for each of the attributes is collapsed into three. “Very Satisfied” remains “very satisfied”, “satisfied and somewhat satisfied” is combined into “satisfied” and “neutral, somewhat dissatisfied, dissatisfied and very dissatisfied” was collapsed into “less than satisfied”. Figure 115 reports that over 26 percent (n=767) were “very satisfied”, 47 percent (n=1366) were “satisfied or” somewhat satisfied” with the cost of parking. Leaving 27 percent (n=804) as less than satisfied (to include the neutral category). Overall a vast majority of the sample of visitors were satisfied with the cost of parking at the interview site.

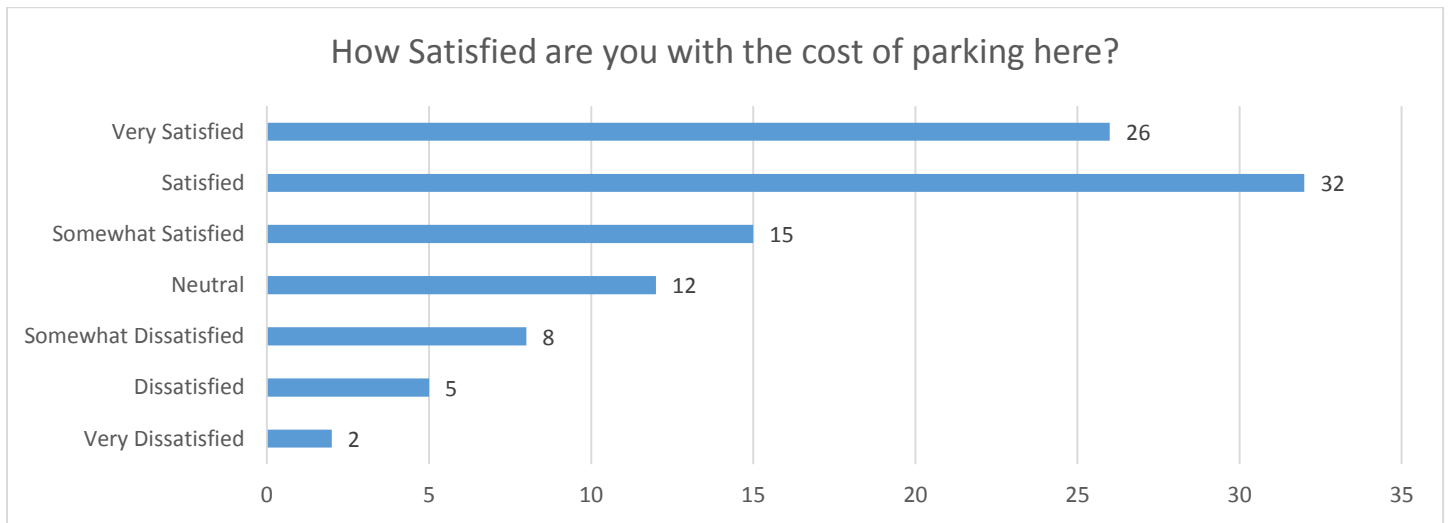


Figure 115 Satisfaction with Cost of Parking at interview Site

Interview Site. Figure 116 reports the relationship between interview site and satisfaction with the cost of parking. Visitors interviewed in Seabrook (58%), Odiorne State Park and SSC (56%) were “very satisfied” with cost of parking. Visitors interviewed in North Beach (60%) and New Castle (56%) were “satisfied” with the cost of parking. Visitors interviewed at North Hampton (36%) and Hampton Beach (34%) were “less than satisfied” with the cost of parking at the interview site.

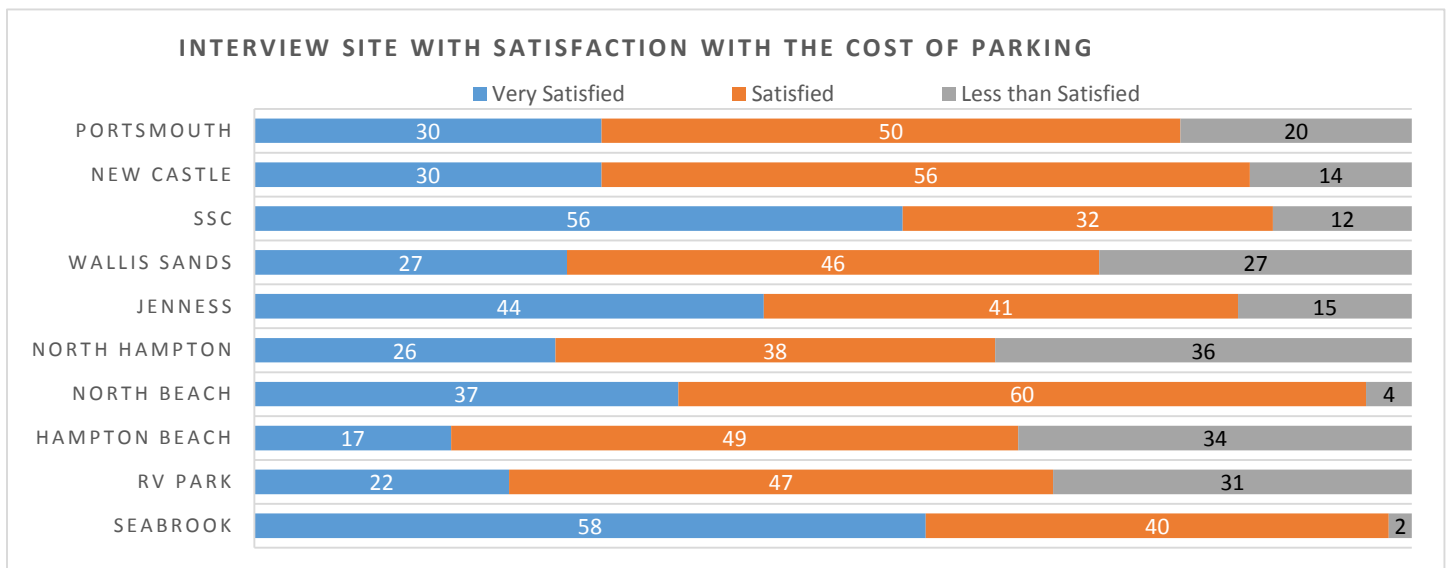


Figure 116 Interview site and Satisfaction with Cost of Parking

Figure 117 reports level of satisfaction with the cost of parking across a variety of demographic and use characteristics. More whites were “very satisfied” (27%) with cost of parking and more likely to be “less than satisfied” (28%) with cost of parking. More non-whites are “satisfied” (58%) with the cost parking on the day they were interviewed. Males (76%) were more likely to be satisfied with the cost of parking then females (70%). Visitors who traveled the entire length of the corridor were more likely to be “very satisfied” (27%), and “less than satisfied” (28%) and visitors who have “not traveled the length of the corridor” were more likely (50%) to be satisfied with the cost of parking at the interview site.

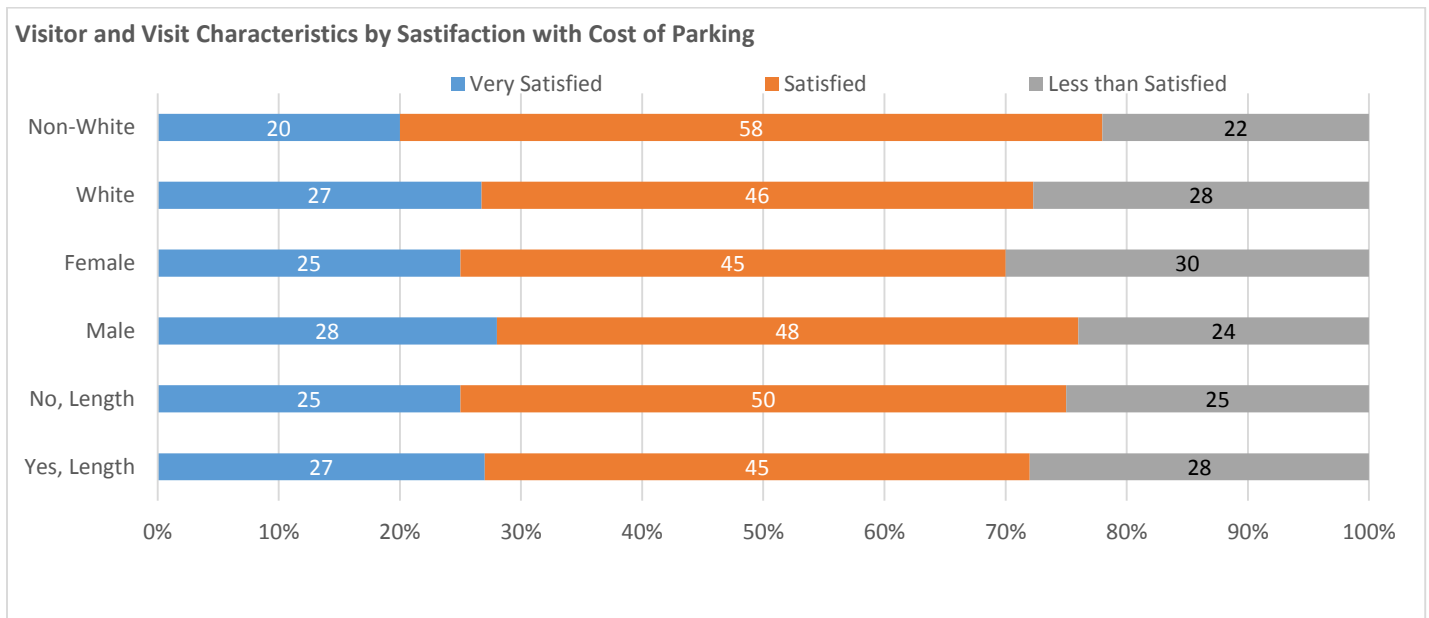


Figure 117 Demographic and Use Characteristics and Cost of Parking

Figure 118 reports the relationship between frequency of visitation and level of satisfaction with the cost of parking. Persons visiting “once a year or less” had the highest percentage (34%) of visitors who were very satisfied with the cost of parking. Visitors in the “Quarterly” (49%), Frequent” (48%), and “Often” (49%) had the highest percentage visitors in the “satisfied” with the cost of parking category. Most Often” category had the lowest percentage (24%) of visitors in the “very satisfied” and the “largest” percentage in the “less than satisfied” (32%) with the cost of parking at the interview site.

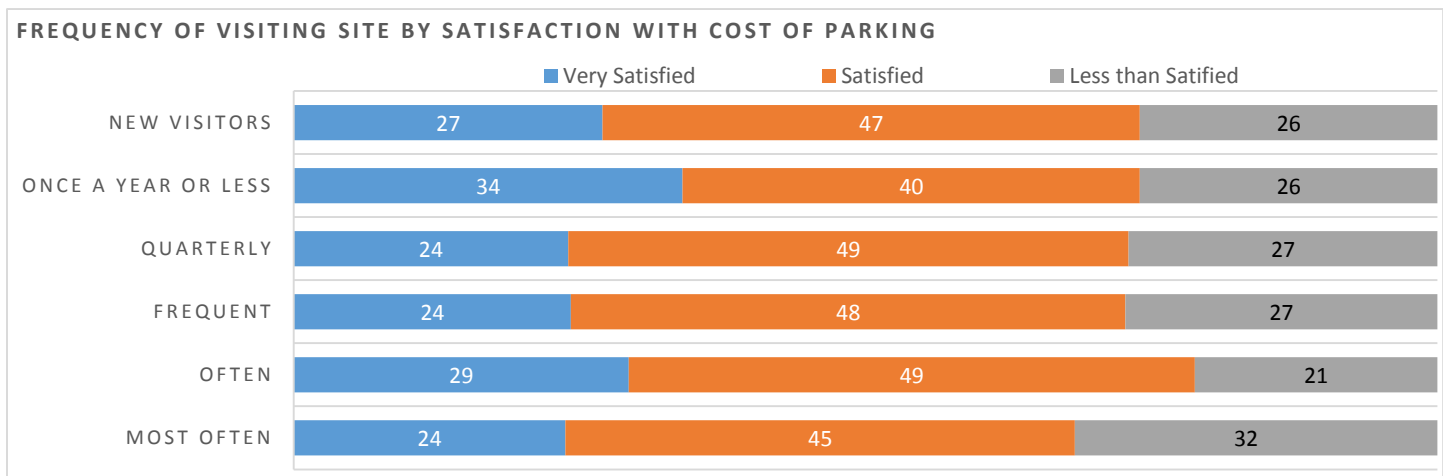


Figure 118 Frequency of Site Visits and Satisfaction with the Cost of Parking.

Figure 119 reports the results from the relationship between the visitor’s level of familiarity with the corridor and their level satisfaction with the cost of parking at interview site. Thirty percent of the Visitors in the “Very Familiar” group were “Very Satisfied” with the cost of parking (the largest proportion in that group). The “Very Familiar” group also had the largest proportion in the “less than satisfied’ (28%) and with “familiar” (28%) group. Those visitors in “Somewhat Familiar” and “not familiar” were similar relative the “less than satisfied” category”.

Figure 119 also reports the relationship between visitor’s open-ended responses and visitor’s level of satisfaction with the cost of parking interview site. Motivation of Vacation and Family Time (39%) had the greatest proportion of visitors “Very Satisfied”. Fine Dining (16%) had the lowest percentage in “very satisfied” category and the highest percentage (37%) “Less than Satisfied” group.

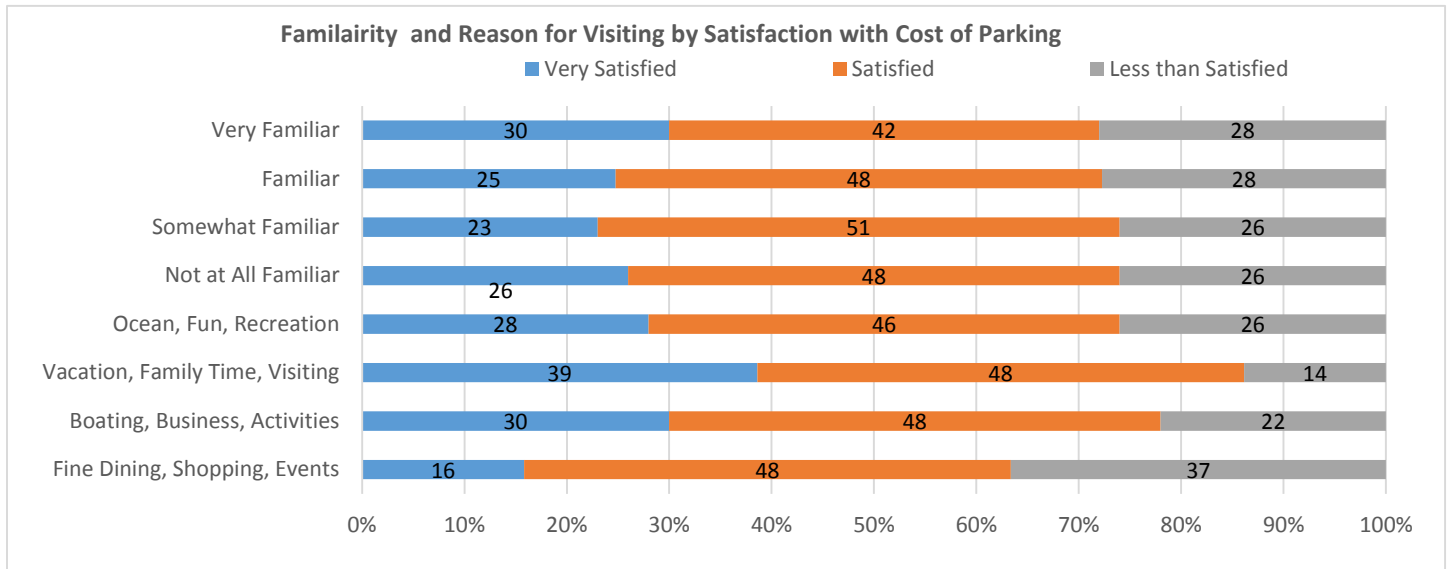


Figure 119 Familiarity and Reasons for Visiting by Cost of Parking at the Interview site.

Figure 120 reports the relationship between “age group” and level of satisfaction with the cost of parking. Visitor in their “70+” (39%) were “Very Satisfied” with the cost of parking at the interview site (most of very satisfied). Fifty-two percent of the visitors in their “20s and 30s” (most of satisfied) were “satisfied” with the cost of parking at the interview site. Thirty-one percent of the visitors in their “60s” were “less than satisfied” with the availability of parking at the interview site (most of “less than satisfied”).

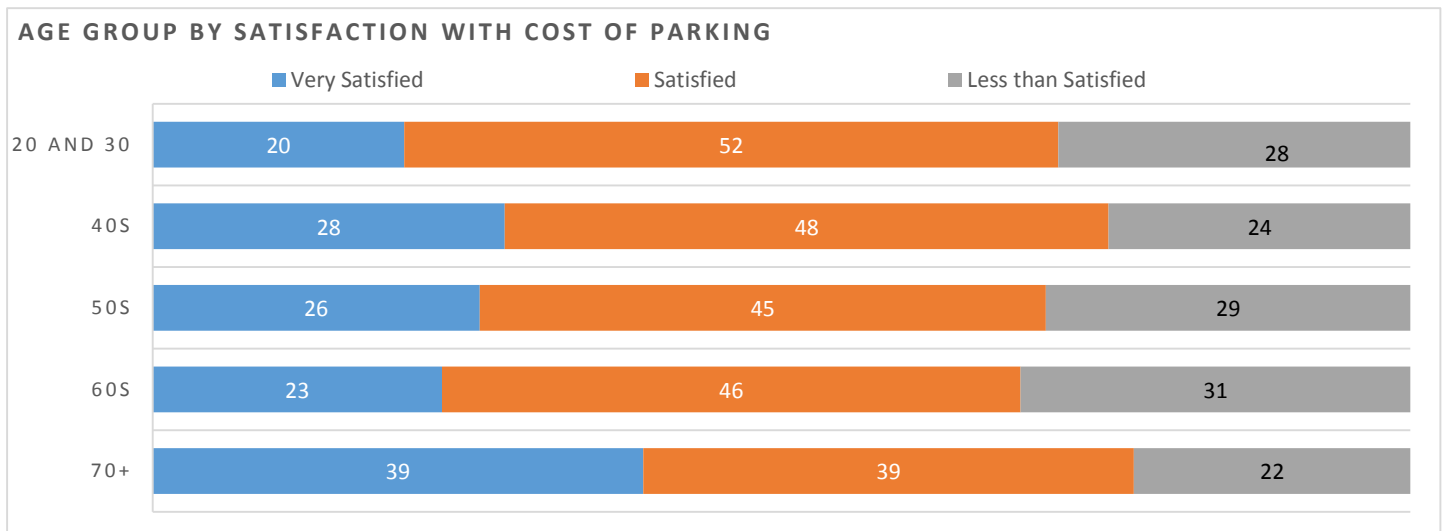


Figure 120 Age Group of Visitors and Satisfaction with Availability of Parking

Figure 121 reports the relationship between “type of group” and satisfaction with the cost of parking at the interview site. “Alone” (27%), “Family” (28%), and “Group” (28%) have the greatest percentage of visitors in the “Very Satisfied” with the cost of parking at the interview site. “Friends and Family” (50%) and “Friends only” (49%) had the greatest percentage of visitors in the “satisfied” with the cost of parking at the interview site. Thirty-two percent of those visiting “Alone” and 40 percent of those visiting with a “group” represent the greatest percentage of the “less than satisfied” with the cost of parking at the interview site.

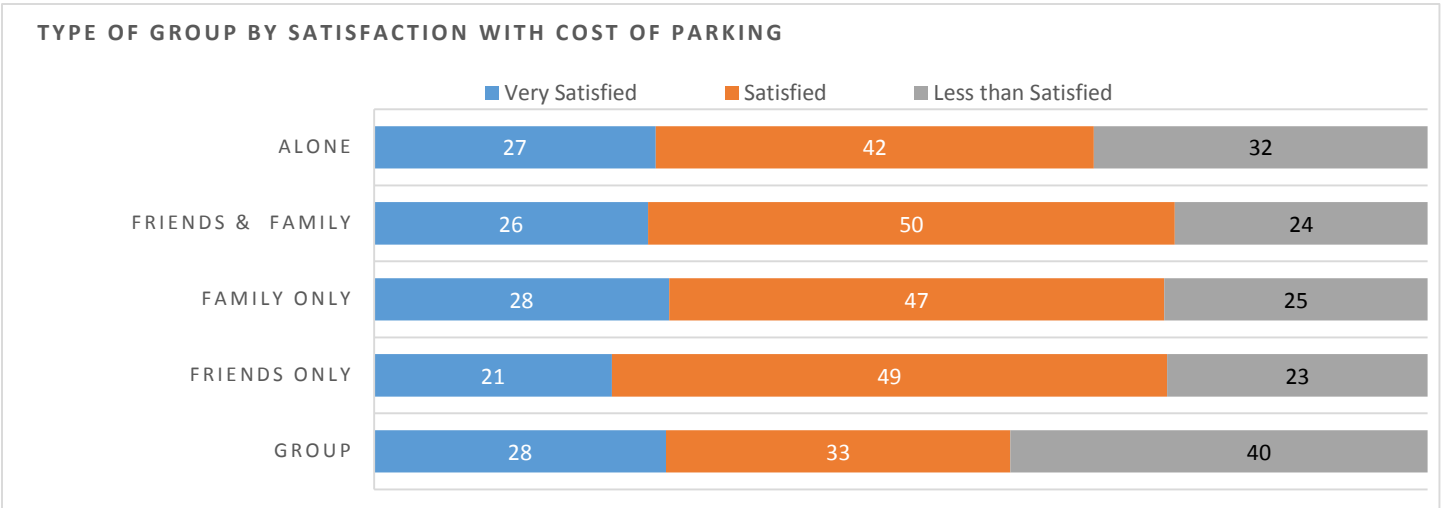


Figure 121 Type of Group and Satisfaction with Availability of Parking

Figure 122 reports the relationship between the amount of “time” visitors spent at the interview site and their level of satisfaction with the cost of parking at the interview site. Those visitors who stayed “1 hour or less” (31%) and “2 hours” (29%) had the greatest percentage of visitors who were “very satisfied” with the cost of parking at the interview site. Visitors staying “3-5 hours” (48%) and “>8 hours” (47%) had the largest percentage of visitors who were “satisfied” with the cost of parking. Visitors who stayed “1 hour or less” (28%), “3-5 hours” (28%) and “6 to 8 and >8 hours” (27%) were the most likely to be “less than satisfied” with the availability of parking at the interview site.

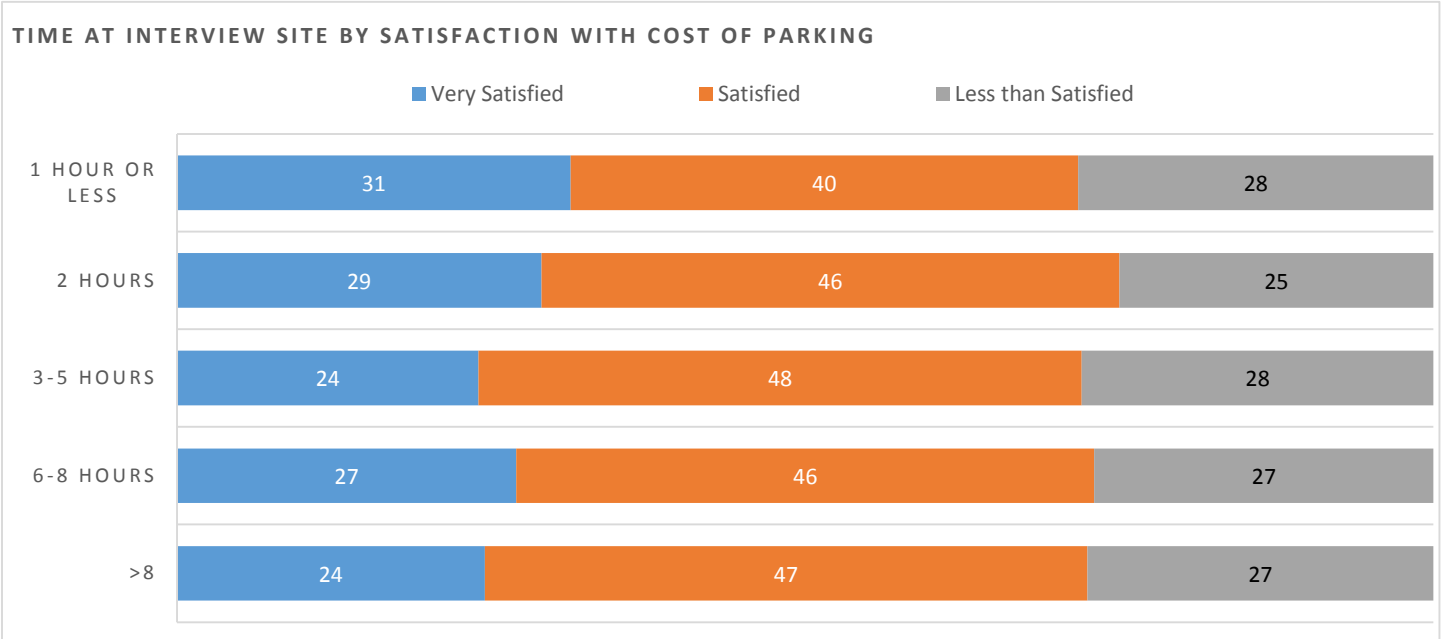


Figure 122 Amount of Time Spent at Interview Site by Satisfaction with Availability of Parking at Interview Site.

Figure 123 reports the results of a comparison between the “place of home residence” and satisfaction with the cost of parking at the at the interview site. The results suggest that visitors from “other states” (31%), “NH Far” (29%), and those from “International” (28%) were the most likely to be “Very Satisfied” with the cost of parking at the interview site. Visitors from “ME & VT” (58%) had the greatest proportion of visitors in the “satisfied” with the cost of parking at the interview site. Visitors for “NH Near” (31%) and “Northeast” (30%) had the greatest percentage of visitors in “less than satisfied” with the cost of parking at the interview site.

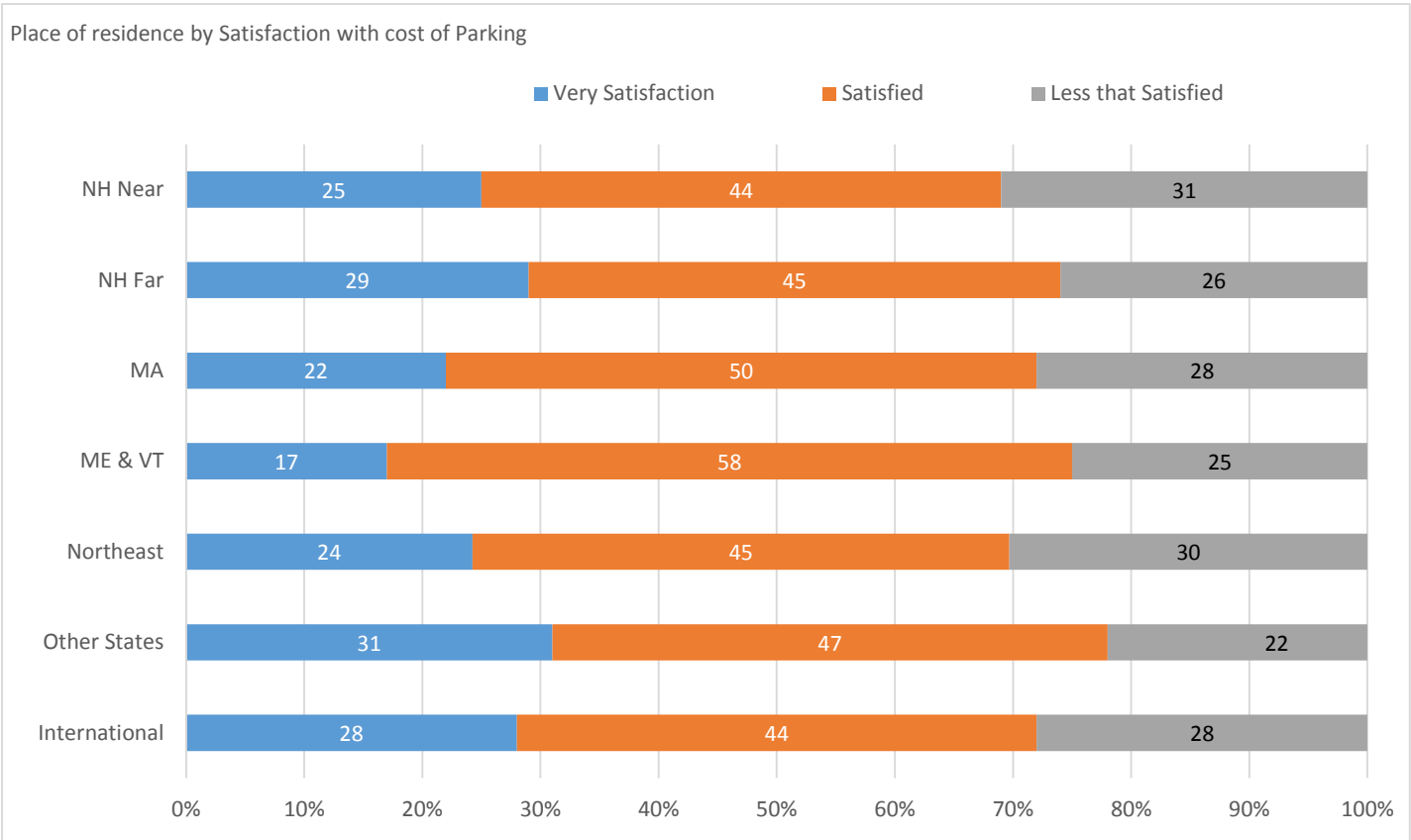


Figure 123 Place of Residence and Satisfaction with Cost of parking at the interview site.

Figure 124 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors rating of the availability of parking at the interview site. Visitors spending “>\$700+” (33%) and visitors spending “\$0” (36%) had the greatest percentage of “Very Satisfied” with the cost of parking at the interview site. Visitors spending “\$21-\$99” (51%) and “\$100-\$199” (51%) had the greatest percentage who were “satisfied” with the cost of parking at the interview site. Visitors spending “\$0” (30%), “<\$20” (29%), and “\$200-\$700” (29%) had the greatest percentage of visitors who were “less than satisfied” with the cost of parking.

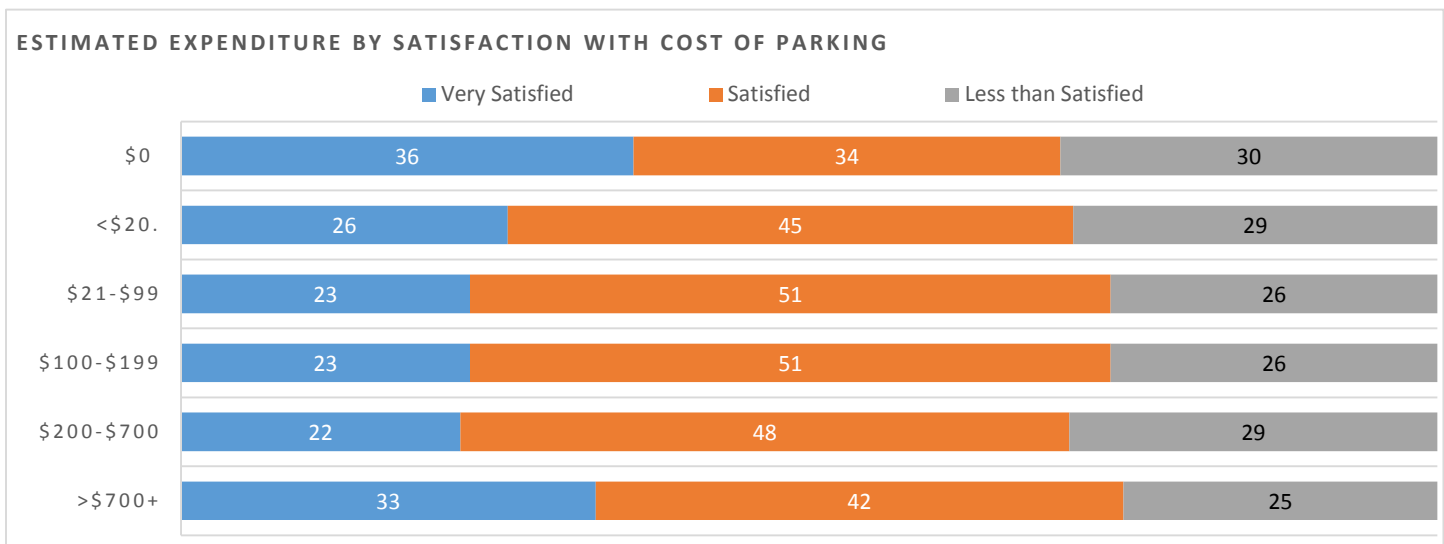


Figure 124 Estimated expenditures and satisfaction with cost of parking at the interview site

Figure 125 reports the relationship between the type of “accommodation” overnight visitors stayed during the visit to the corridor and satisfaction with the availability of parking within the corridor. Visitor staying in “rented homes” (35%) and the “RV Park” had the greatest percentage of visitors in the “Very Satisfied” with cost of parking at the interview site. Visitor staying at “Camps” (22%) had the lowest percent in the “Very Satisfied” category. Those visitors staying with “family and friends” (47%) and those staying at “motel/hotels” (45%), and camps” (45%) had the largest percentage in the “satisfied” with the cost of parking at the interview site. Visitors staying at “camps” (44%) had the largest percentage in the “less than satisfied” category with the cost of parking at the interview site.

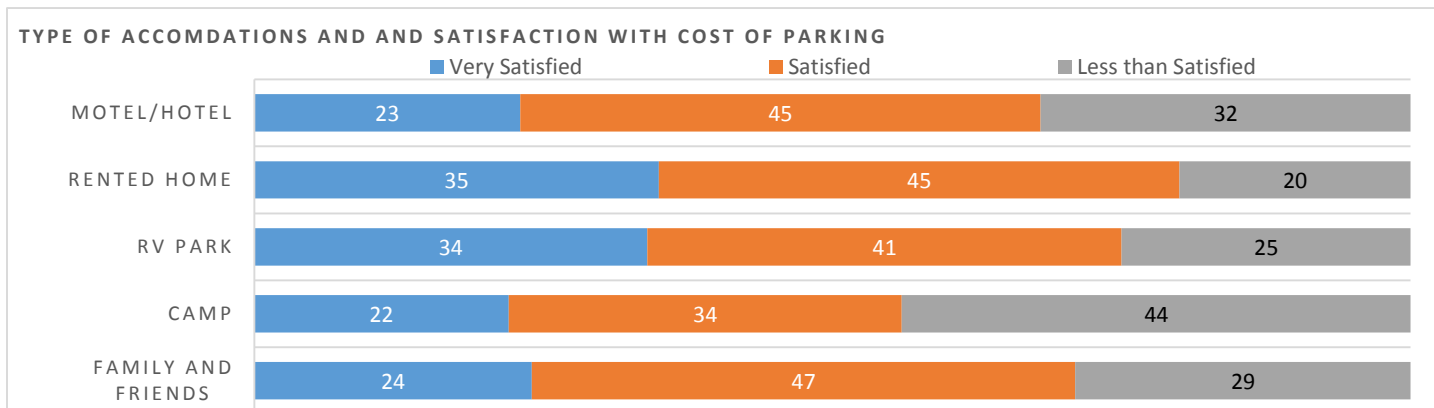


Figure 125 Type of Accommodation and Satisfaction with Cost In parking at Interview Site

Figure 126 reports the relationship between the “town of stay” for overnight visitors and satisfaction with the level of satisfaction with the availability of parking at the interview site. Forty-seven percent of overnight visitors in Seabrook were “very satisfied” with the cost of parking at the interview site (the largest) and 20 percent of Overnight visitors in “other towns” (the lowest). Those overnight visitors in “North Hampton” (52%) and “Portsmouth” (52%) had the largest percentage of visitors “satisfied” with cost of parking. Overnight visitors in “Hampton Beach” (34%) and “Other” (41%) had the largest percentage of visitors in the “less than satisfied” with the “cost of parking” at the interview site.

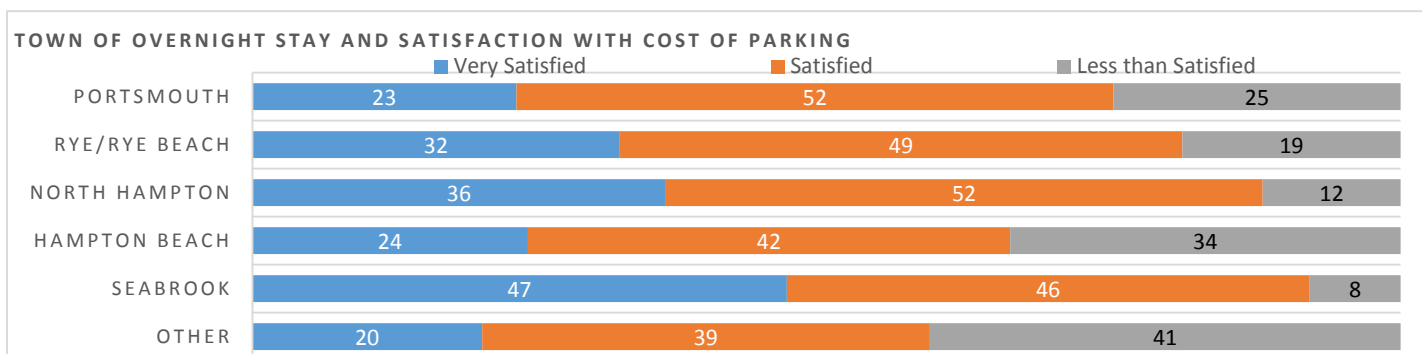


Figure 126 Town of Overnight Stay and Satisfaction with Cost of Parking at Interview Site

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “congestion and overcrowding at the interview site that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important.

- **Weather Conditions.** Visitors on “sunny” days (28%) were the most likely to be “very satisfied” with cost of parking”. “Sun and Clouds” (51%) and “rain and clouds” (51%) had the greatest percentage in the “satisfied” with the cost of parking at the interview site. Visitors interviewed on “rain and cloud” (31%) days had the greatest percentage of “less than satisfied” with cost of parking.
- **Interview Time.** Those visitors interviewed between “10am-1pm” were the least satisfied with cost of parking.
- **Month of Interview.** Interviews completed in May were the most satisfied cost of parking.
- **Type of Day.** Visitors interviewed on “weekdays” were more satisfied with the cost of parking than both “weekends” and “holiday weekends”.

Likelihood of Taking Public Transportation to Interview Site if Available

The point of this question was to ask visitors to evaluate the extent that they were “very likely”, “likely”, “somewhat likely” and “undecided”, “somewhat unlikely”, “unlikely” and “very unlikely” to use public transportation to reach the interview site. In order to allow for the additional analysis this item this item the seven item scale was collapse into two. “Very likely”, “likely”, “somewhat likely” is named “likely”. “Undecided”, “Somewhat unlikely”, “Unlikely”, and “Very Unlikely” is collapsed into “Less than likely”.

Figure 127 reports that 35 percent (n=1042) of the visitors were “Very Likely”, “Likely” and “Somewhat Likely” to use public transportation to reach the interview site. Sixty-five percent (n=1939) of were “undecided”, “somewhat unlikely”, ‘unlikely”, and “very unlikely” to use public transportation to reach the interview site. A significant majority of the sample of visitors to corridors are “less than likely” to use public transportation”.

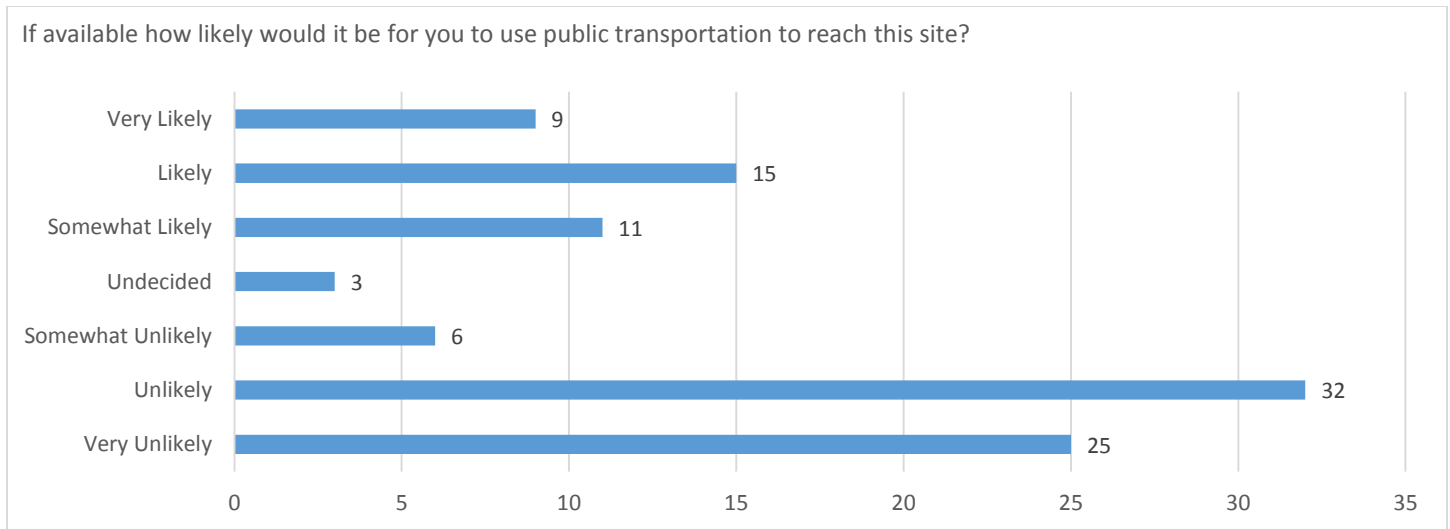


Figure 127 Likelihood of Using Public transportation to reach Interview Site

Interview Site. Figure 128 reports the relationship between interview sites and whether people are likely or less than likely to use public transportation to the interview site (if it was available). Fifty-one percent of visitors interviewed in Seabrook and 47 percent of visitors interviewed in Portsmouth had the greatest proportion of visitor who indicated that they are likely to use public transportation to reach the interview site. Visitors contacted in New Castle (93%), North Beach (81%), Odiorne/Sea Coast Science Center (76%) were the “the least likely” to use Public Transportation to reach the interview site. Thirty-eight percent of the visitors to “Hampton Beach” indicated that they would be “likely” to use public transportation to reach the interview site. Hampton Beach represents a significant portion of the total number of visitors in the corridor.

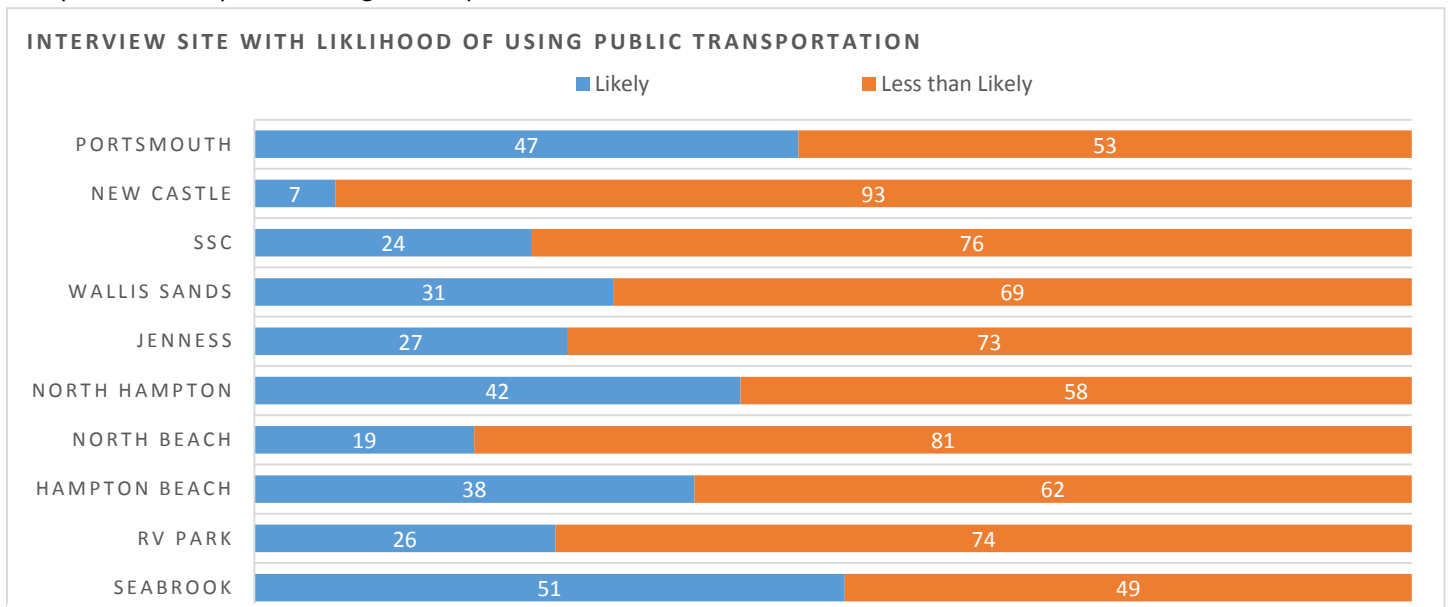


Figure 128 Interview site and Likelihood of Using Public Transportation to Reach Interview Site if Available

Figure 129 reports the results from the relationship between the visitor’s “level of familiarity” with the corridor and their likelihood that the visitors would “use public transportation” to reach the interview site, if available. Forty percent of the Visitors in the “Very Familiar” and 36 percent of the “familiar” group had the greatest likelihood to use public transportation to reach the interview site.

Figure 129 also reports the relationship between visitor’s open-ended responses and the likelihood that visitor would use public transportation to the reach the interview site. Motivation of “Vacation and Family Time” (44%) and Ocean, Fun and Recreation (39%) had the greatest proportion of visitors “Very Satisfied”. Boating, Business and Specific activities (45%) had the greatest percentage of visitors with the greatest likelihood of “using public transportation” to reach interview site.

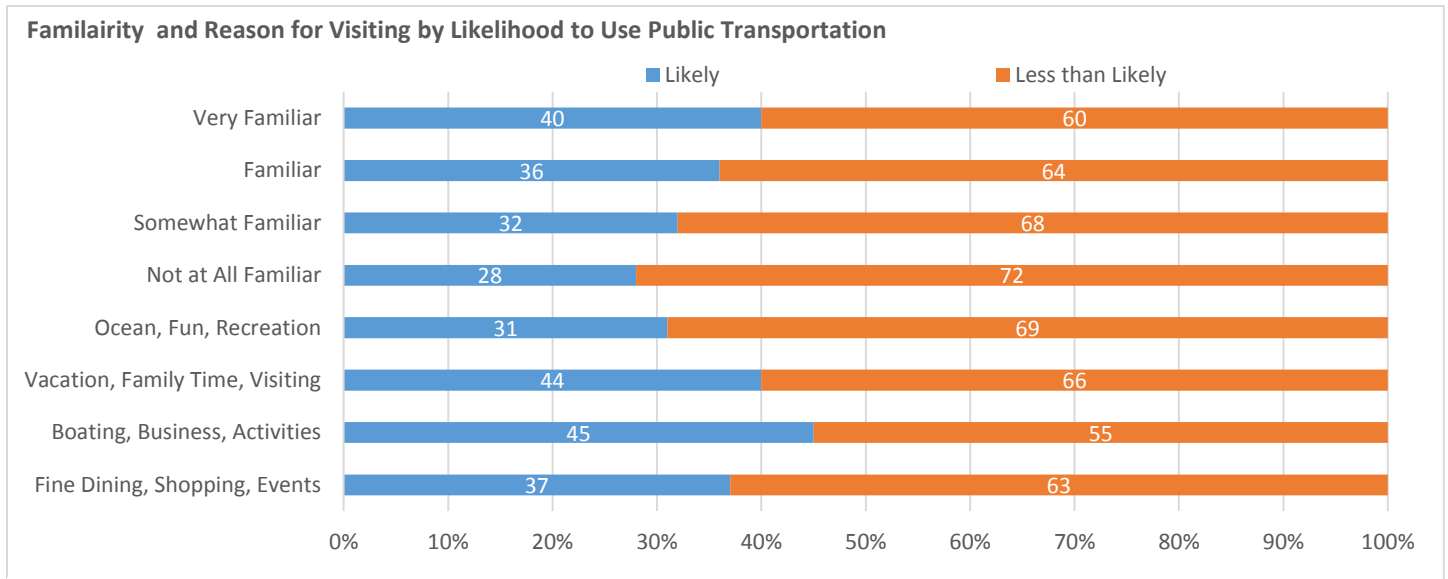


Figure 129 Familiarity and Reasons for Visiting by Likelihood of Using Public Transportation

Figure 130 reports the relationship between “age group” and likelihood of the using public transportation to reach the interview site. Visitor in the “20s-30s” (45%) had the greatest proportion of visitors who indicated that they would use “public transportation to reach the interview site. Visitors in their “70+” were the least likely to use public transportation to reach interview site.

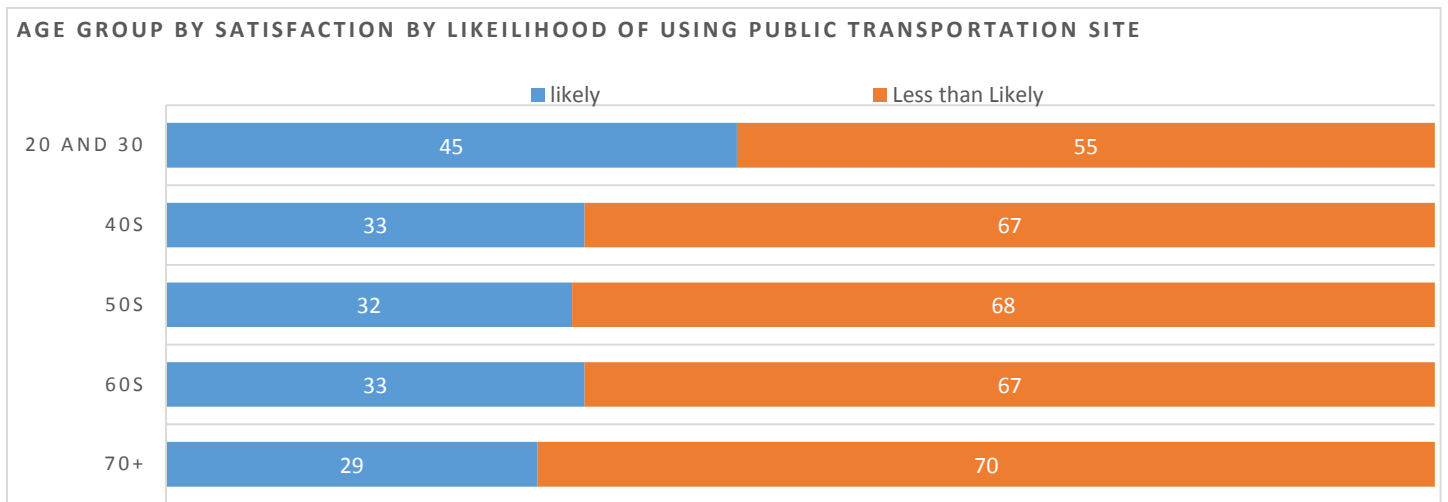


Figure 130 Age Group of Visitors and Likelihood of Using Public Transportation to Reach the Site

Figure 131 reports the relationship between “type of group” and the likelihood that visitors would use “public transportation” to reach the interview site. Visitors traveling “alone”(46%) were the most likely to use publics transportation to reach the interview site. “Family Only” (29%) were the least likely to use public transportation to reach the interview site.

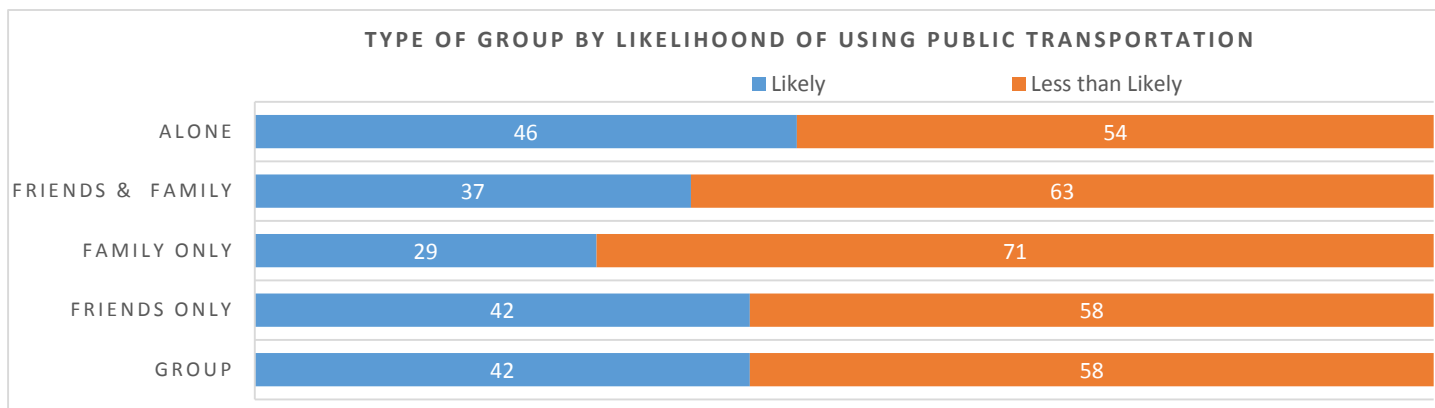


Figure 131 Type of Group and Likelihood of Using Public Transportation to Reach Interview Site

Figure 132 reports the relationship between frequency of visitation and the likelihood that visitors would use public transportation to reach the interview site. Visitors who visit the interview site “most often” (45%) and “often” (42%) are the most likely to use public transportation to reach the interview site. Persons visiting “once a year or less” are the least likely to use public transportation to reach interview site.

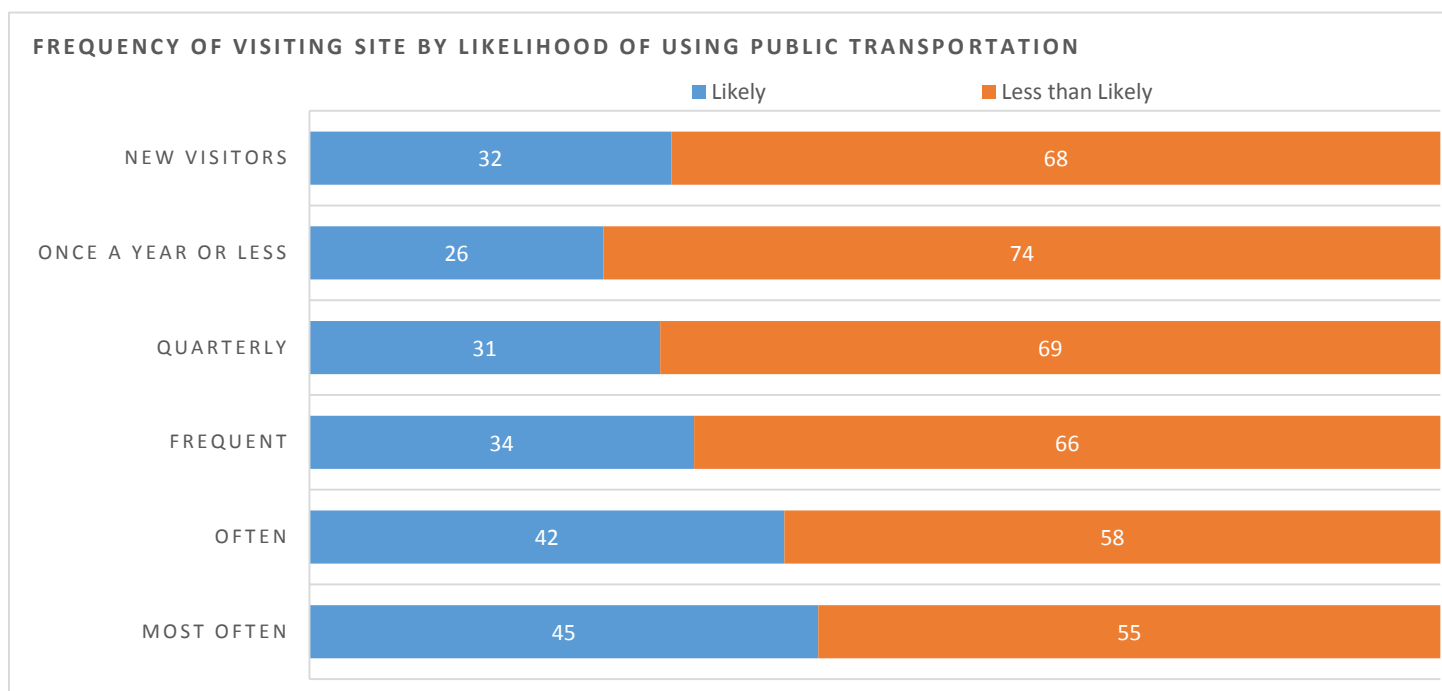


Figure 132 Frequency of Visits and Likelihood of Using Public Transportation to Reach Interview Site

Figure 133 reports the relationship between the amount of “time” visitors spent at the interview site and the likelihood that they would use public transportation to the interview site. Those visitors who stayed “2 hours” (41%) had the greatest percentage of visitors who indicated that they would be “likely” to use public transportation to reach the interview site. Thirty-six percent of those visiting the site for “over 8 hours” indicated a likelihood of using public transportation. The rest of the times the visitor spend on site were “less than likely” (67%) to use public transportation to reach the site.

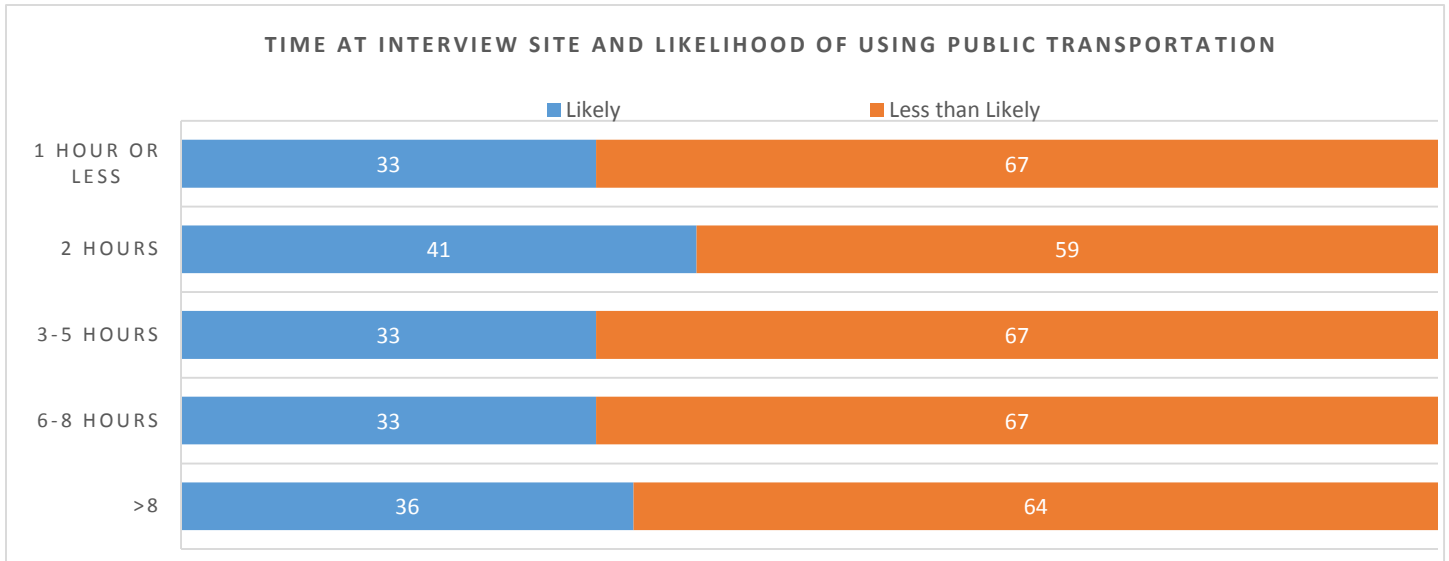


Figure 133 Amount of Time Spent at Interview Site by Likelihood to Use Public Transportation to Reach Interview

Figure 134 reports the results of a comparison between the “place of home residence” and likelihood that the visitors would take public transportation to the interview site. The results suggest that visitors from “NH Near” (49%) are the most likely to use public transportation to the interview site. “International” (76%) and the Northeast” (74%) had the great proportion of visitors in the “less than likely” to use public transportation to reach the interview site.

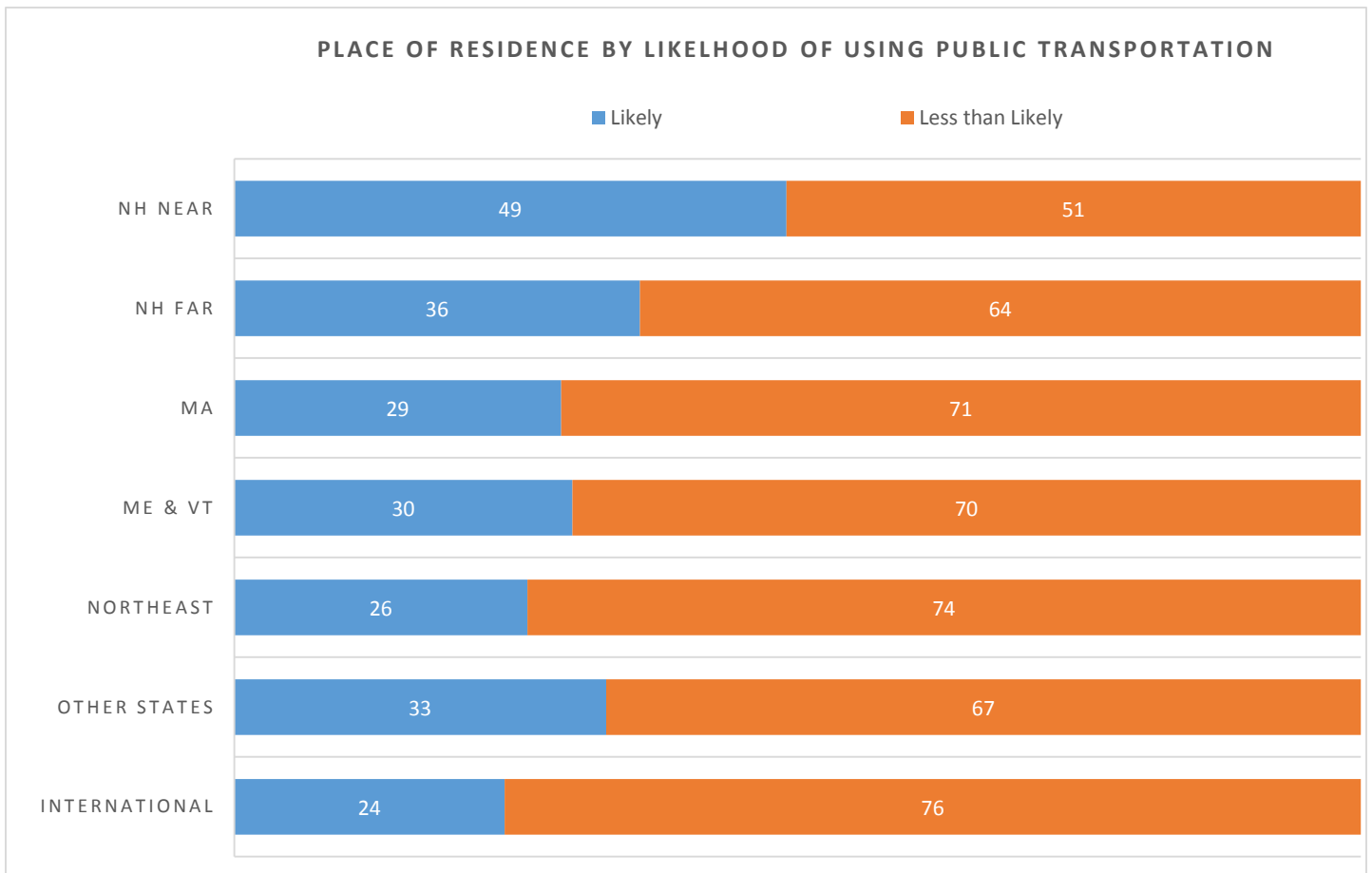


Figure 134 Place of Residence and Likelihood to Use Public Transportation to Reach the Interview Site.

Figure 135 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the likelihood that would use public transportation to reach the interview site. Forty-six percent of the visitors spending “\$0” reported that they would be likely to use public transportation to reach the interview site. Visitors spending “>\$700” had the greatest percentage of visitors who were “less than likely” to use public transportation to reach the interview site.

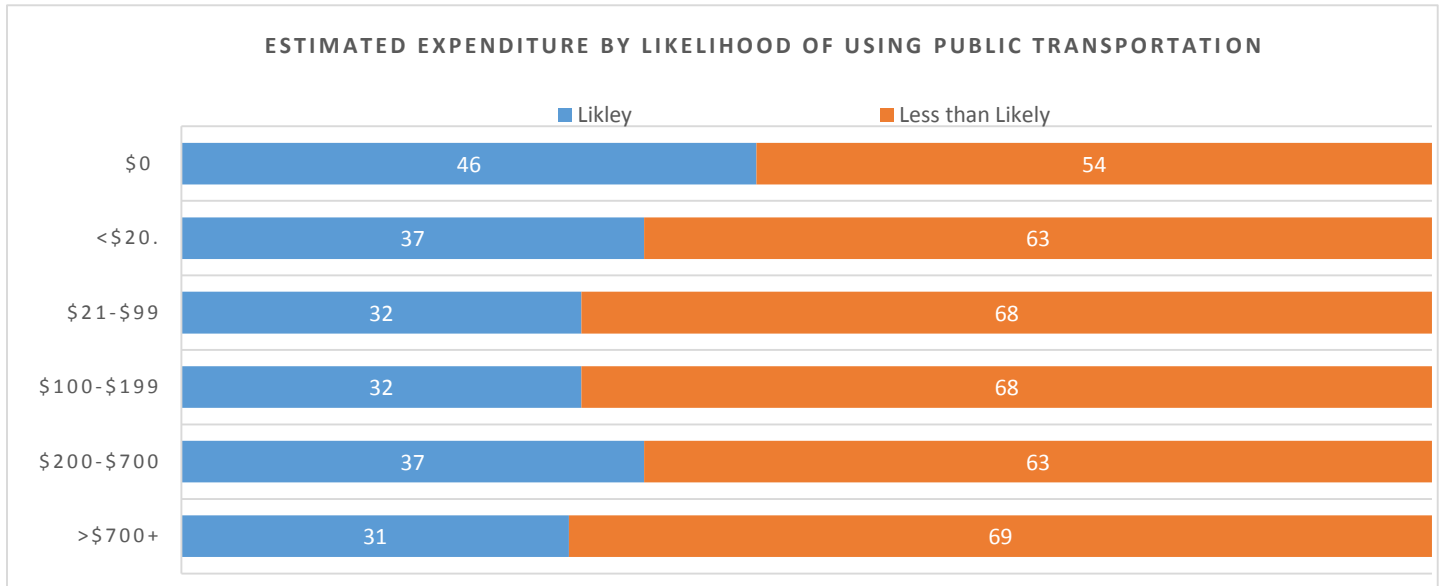


Figure 135 Expected Expenditure and Likelihood of Using the Public Transportation to Reach the Interview Site

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “Likelihood Public Transportation to interview site that considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and meaningful:

- **Non-Significant Findings:** A somewhat surprising finding was the number of visit and visitor characteristics that were not significant. For example, “level of familiarity with corridor”, “reason for visiting the corridor”, “gender” “race”, “weather”, “type of accommodation used by overnight visitors”, “town or location of overnight stay”, “whether or not they traveled the length of the corridor”, and “whether it was their first visit to the corridor”.
- **Interview Time.** Visitors interviewed during the “4pm-8pm” interview period were the least likely to take “public transportation” to the interview site.
- **Month of Interview.** Interviews completed in June were more likely to use public transportation.
- **Type of Day.** Visitors interviewed on “weekdays” were more likely to use public transportation to reach the interview site.

Likelihood to Use a Shuttle of Trolley to reach other destinations within or Outside the Corridor.

The point of this question was to ask visitors to evaluate the extent that they were “very likely”, “likely”, “somewhat likely” and “undecided”, “somewhat unlikely”, “unlikely” and “very unlikely” to use shuttle or trolley to reach other destinations within and outside the corridor. . In order to allow for the additional analysis this item the seven item scale was collapse into two. “Very likely”, “likely”, “somewhat likely” is named “likely”. “Undecided”, “Somewhat unlikely”, “unlikely”, and “Very Unlikely” is collapsed into “Less than likely”.

Figure 136 reports that 63 percent (n=1886) of the visitors were “Very Likely”, “Likely” and “Somewhat Likely” to use a shuttle to reach other destinations within and outside the corridor. This group will be referred to as “Likely” in the figures. Thirty-seven percent (n=1089) of the visitors were “undecided”, “somewhat unlikely”, ‘unlikely”, and “very unlikely” to use a shuttle to reach other destinations within and outside the corridor. This group will be referred to as “less than likely”. A significant majority of the sample of visitors to corridors are “likely to use a “shuttle to reach other destinations within the corridor.

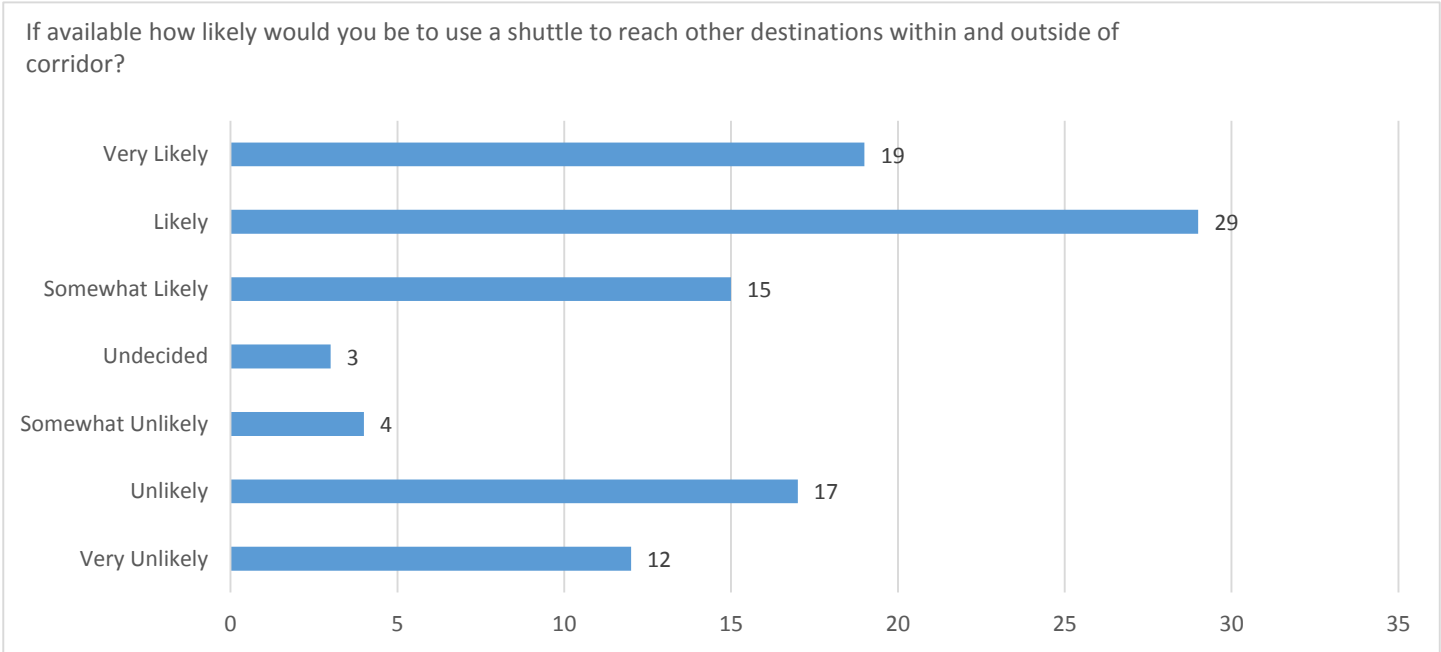


Figure 136 Likelihood of using a shuttles to reach other destinations within and outside the corridor.

Interview Site. Figure 137 reports the relationship between the interview sites and whether people are “likely” or “less than likely” to use a shuttle or trolley to travel within and outside of the corridor, if one was available. Seventy percent of visitors interviewed in Seabrook and 69 percent of visitors interviewed in Portsmouth had the greatest proportion of visitor who indicated that they are “likely” to use a shuttle or trolley to travel within and outside of the corridor, if one was available. Visitors contacted in New Castle (68%) and North Beach (47%), were the “the least likely” to use to use a shuttle or trolley to travel within and outside of the corridor, if one was available. Sixty-four percent of the visitors to “Hampton Beach” indicated that they would be “likely” to use a shuttle or trolley to travel within and outside of the corridor, if one was available. Hampton Beach represents a significant portion of the total number of visitors in the corridor.

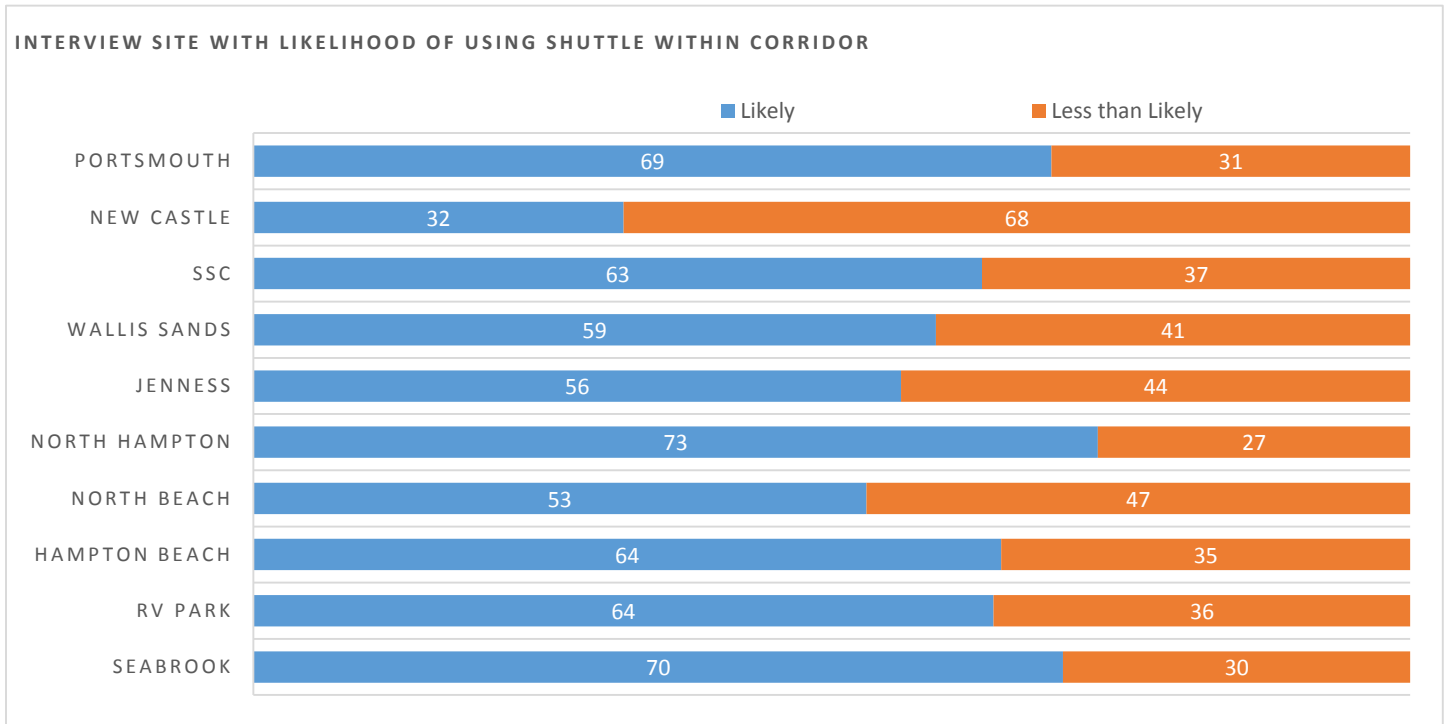


Figure 137 Likelihood of Using Shuttle within Corridor

Figure 138 reports the relationship between “age group” and likelihood of using a shuttle or trolley to travel within and outside of the corridor, if one was available. Seventy-three percent of visitor in the “20s-30s” were the most likely to use a shuttle or trolley to travel within and outside of the corridor. A majority of all “age groups” were likely to use a shuttle or trolley to travel within and outside of the corridor.

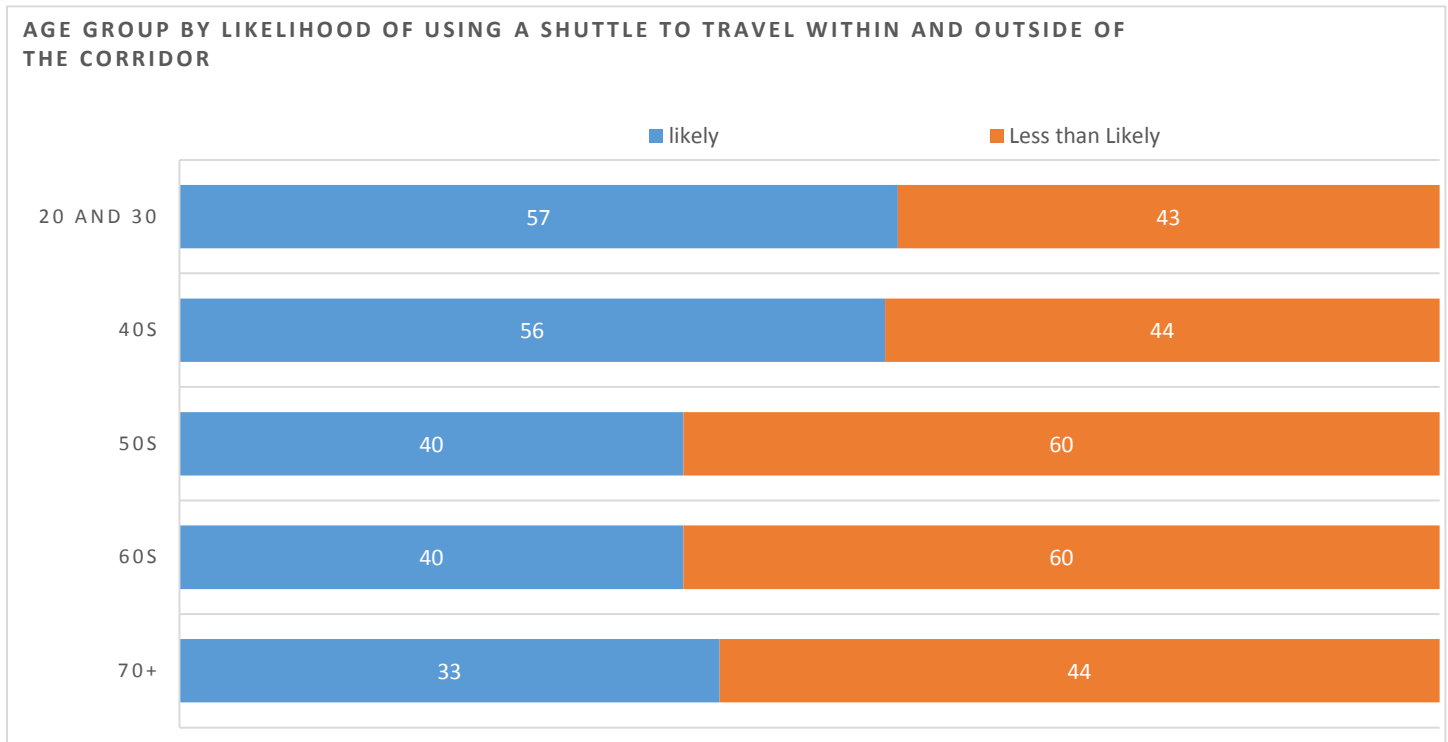


Figure 138 Age Group of Visitors and Likelihood to use a shuttle or trolley to travel within the corridor

Figure 139 reports the relationship between whether the visitors were staying overnight in the corridor and whether the visitors had ever traveled the length of the corridor by how likely the visitor is likely to use a shuttle or trolley to travel within and outside of the corridor. The results show that if the visitor are staying overnight in the corridor they are more likely to use a shuttle or trolley to travel within and outside of the corridor. It also shows that visitors who have not traveled the length of the corridor are more likely to take a shuttle or trolley to other destinations within or outside the corridor.

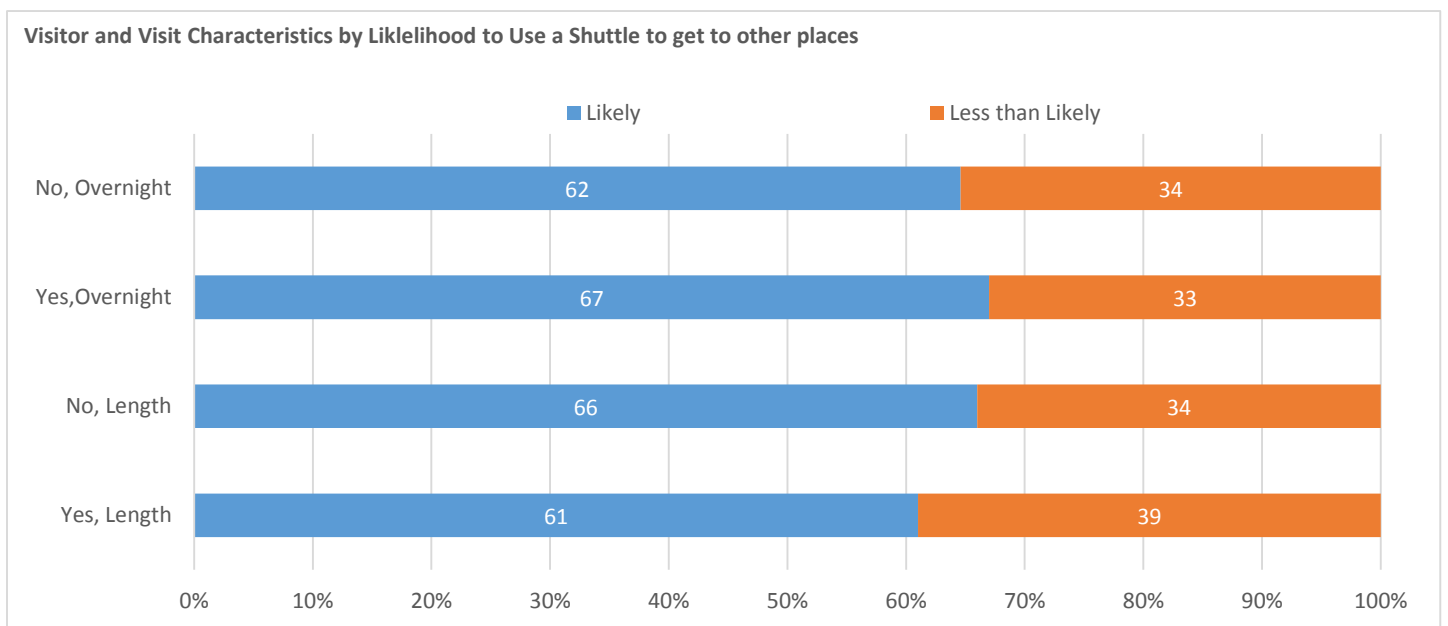


Figure 139 Visit Characteristics and Likelihood to Use a shuttle to reach other destinations within and outside the corridor.

Figure 140 reports the relationship between “type of group” and the likelihood that visitors would use a shuttle or trolley to travel within and outside of the corridor. Seventy-one percent of visitors traveling in “friends only” and 72 percent traveling as a “group” were the most likely to use a shuttle or trolley to travel within and outside of the corridor. A majority of all “group” types were likely to use a shuttle or trolley to travel within and outside of the corridor.

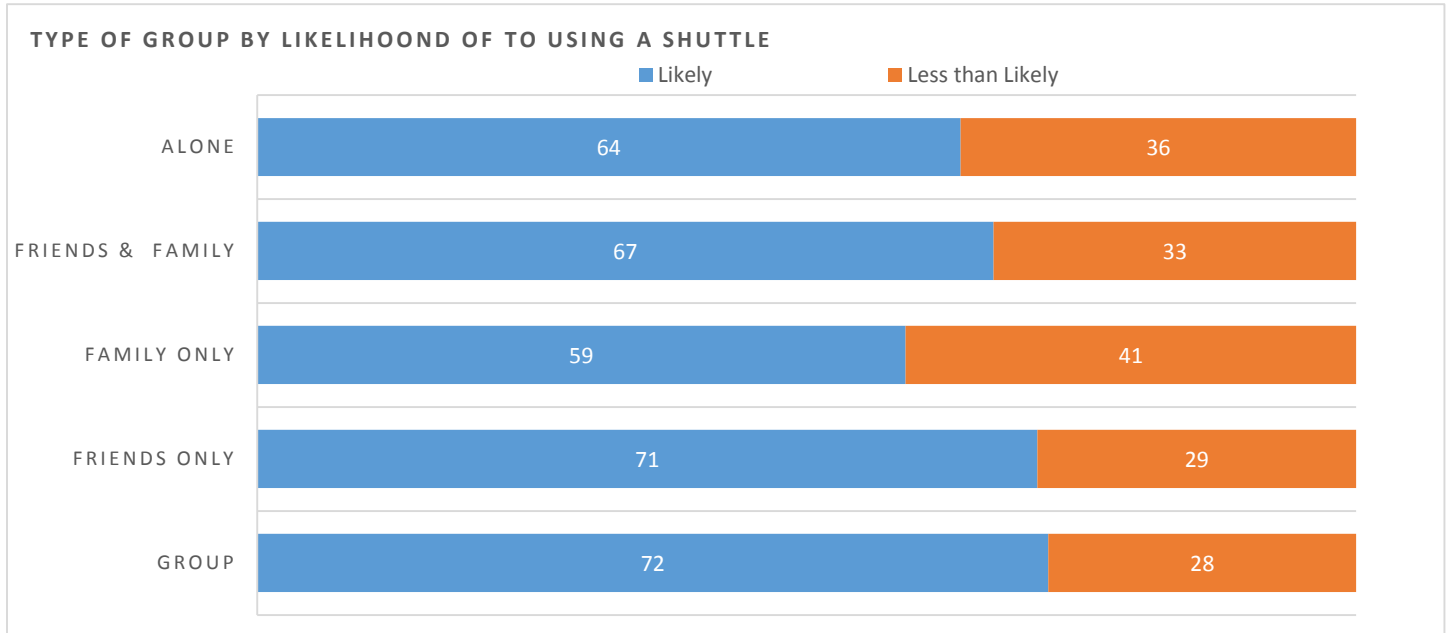


Figure 140 Type of Group and Likelihood of Using a shuttle to reach other destinations within or outside of the Corridor.

Figure 141 reports the results of a comparison between the “place of home residence” and likelihood that the visitors would use a shuttle or trolley to travel within and outside of the corridor. The results suggest that visitors from “NH Near” (49%) are the most likely to use public transportation to the interview site. “International” (76%) and the Northeast” (74%) had the great proportion of visitors in the “less than likely” to use public transportation to reach the interview site.

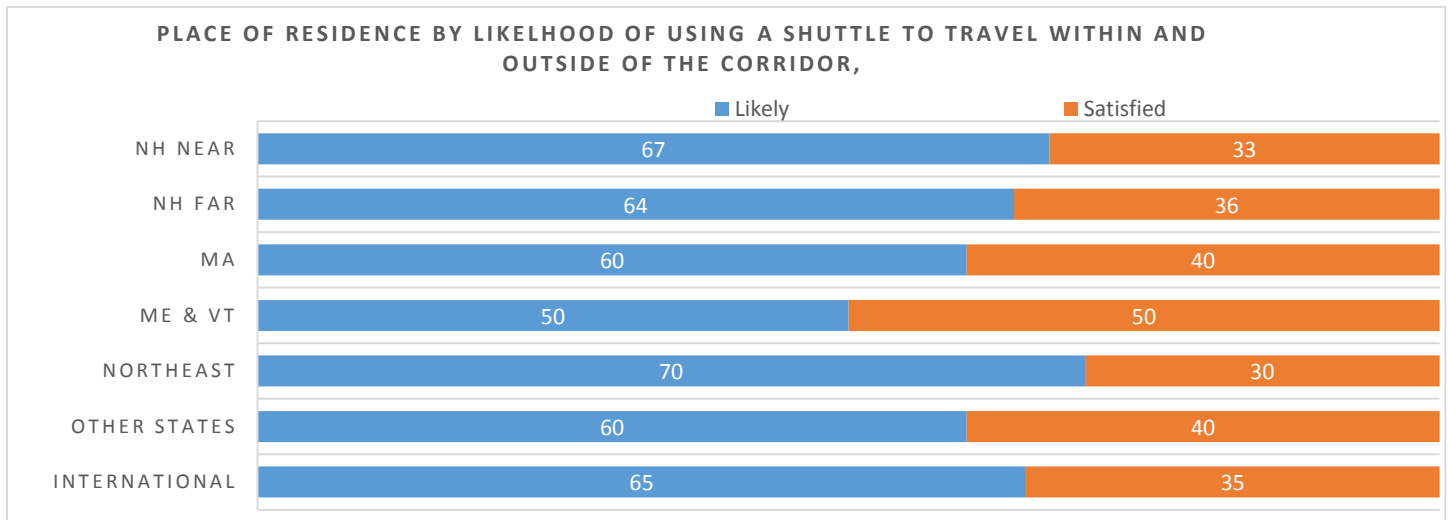


Figure 141 Place of Residence and Likelihood to Use Public Transportation to Reach the Interview Site.

Non-Significant Findings: A somewhat surprising finding was the number of visit and visitor characteristics that were not significant. For example, “level of familiarity with corridor”, “reason for visiting the corridor”, “frequency of visits”, “amount of time spent at interview site”, “race”, “weather”, “type of accommodation used by overnight visitors”, “town or location of overnight stay”, “amount of money spent during visit”, “day of week of visit”, “interview time”, “weather conditions on day of visit”, “whether it was their first visit to the corridor”.

Likelihood to Take Shuttle to Access this Venture from Remote Parking

The point of this question was to ask visitors to evaluate the extent that the random sample of visitors were “very likely”, “likely”, “somewhat likely” and “undecided”, “somewhat unlikely”, “unlikely” and “very unlikely” to take a shuttle to the interview site from a remote parking venue. In order to allow for the additional analysis with this seven item scale was collapse into two. “Very likely”, “likely”, “somewhat likely” is named “likely”. “Undecided”, “Somewhat unlikely”, “Unlikely”, and “Very Unlikely” is collapsed into “Less than likely”.

Figure 142 reports that 37 percent (n=1303) of the visitors were “Very Likely”, “Likely” and “Somewhat Likely” to use public transportation to reach the interview site. Sixty-three percent (n=1662) of were “undecided”, “somewhat unlikely”, ‘unlikely”, and “very unlikely” to take a shuttle to the interview site from a remote parking venue. A significant majority of the sample of visitors to corridors are “less than likely” to take the remote parking venue.

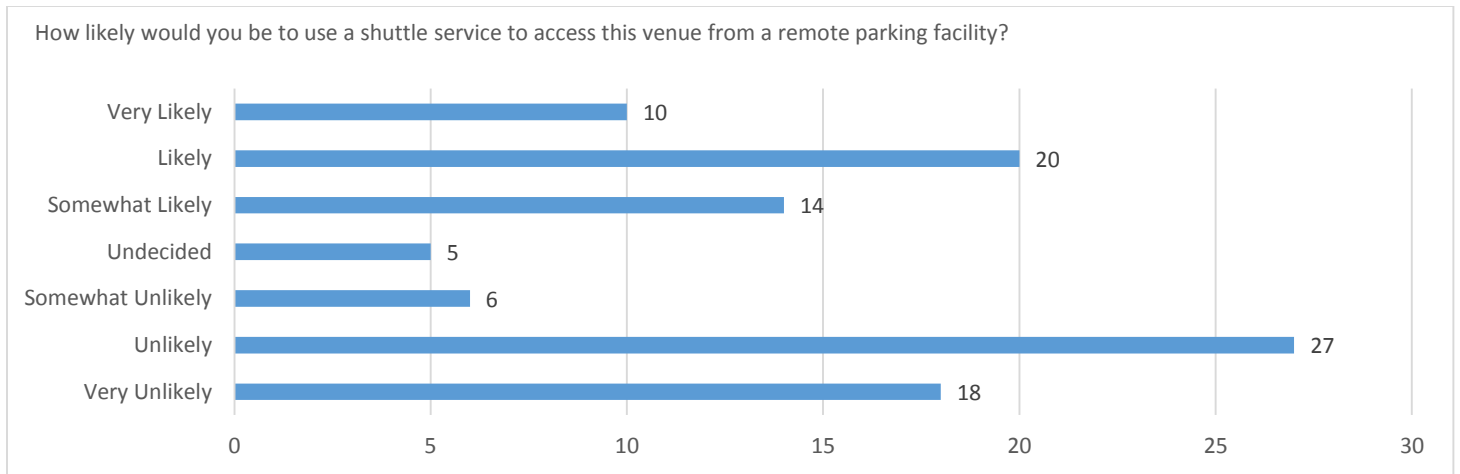


Figure 142 Likelihood to take a shuttle to the interview site from a remote parking venue

Interview Site. Figure 143 reports the relationship between the interview sites and whether people are “likely” or “less than likely” to take a shuttle to the interview site from a remote parking venue. Seventy percent of visitors interviewed in Seabrook and 69 percent of visitors interviewed in Portsmouth had the greatest proportion of visitor who indicated that they are “likely” to use a shuttle from remote parking. Visitors contacted in New Castle (68%) and North Beach (47%), were the “the least likely” to use to use a shuttle or trolley to travel within and outside of the corridor, if one was available. Sixty-four percent of the visitors to “Hampton Beach” indicated that they would be “likely” to use a remote parking, if one was available. Hampton Beach represents a significant portion of the total number of visitors in the corridor.

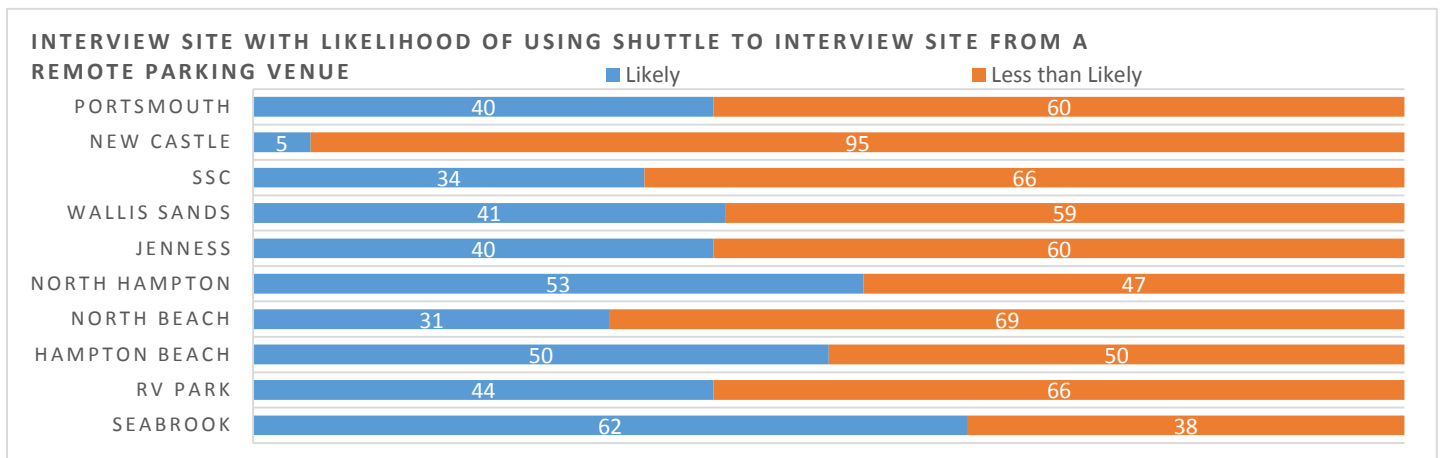


Figure 143 Interview site and Likelihood of Using Shuttle to Interview Site from Remote Parking Venue

Figure 144 reports the relationship between “age group” and likelihood of using a shuttle from remote parking, if one was available. Fifty-seven percent of visitor in the “20s-30s” were likely to use a shuttle to the interview site from a remote parking venue. “20s-30s” was the only age group where a majority of the specific “age group indicated that they were likely to use a shuttle from a remote parking. As age increased likelihood of using a shuttle from remote parking venue increased.

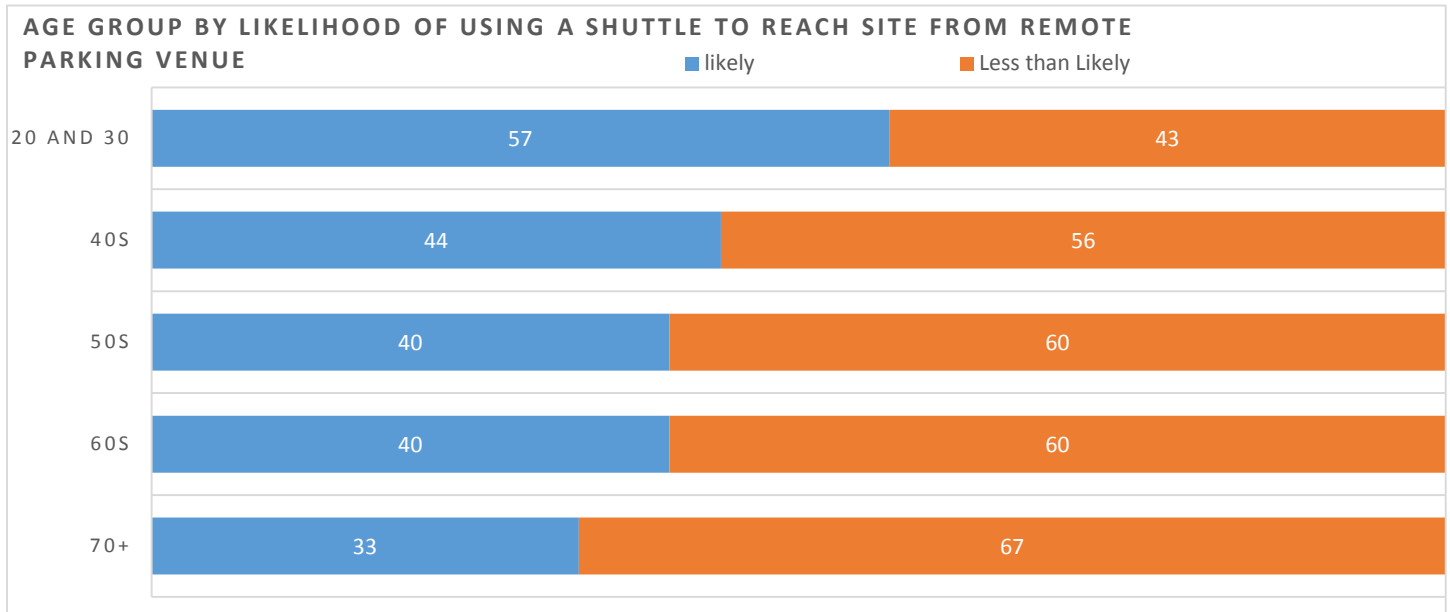


Figure 144 Age Group of Visitors and Likelihood o to use a shuttle to Interview site from remote parking venue

Figure 145 reports the relationship between “type of group” and the likelihood that visitors would use a shuttle to the interview site from a remote parking venue. Fifty-one percent of the “Friends” only group were the only group with a majority of indicating that they were likely to use a shuttle from a remote parking venue. “Family only” groups had the “greatest” percentage of visitors in the “less than likely” to use a shuttle from a remote parking facility.

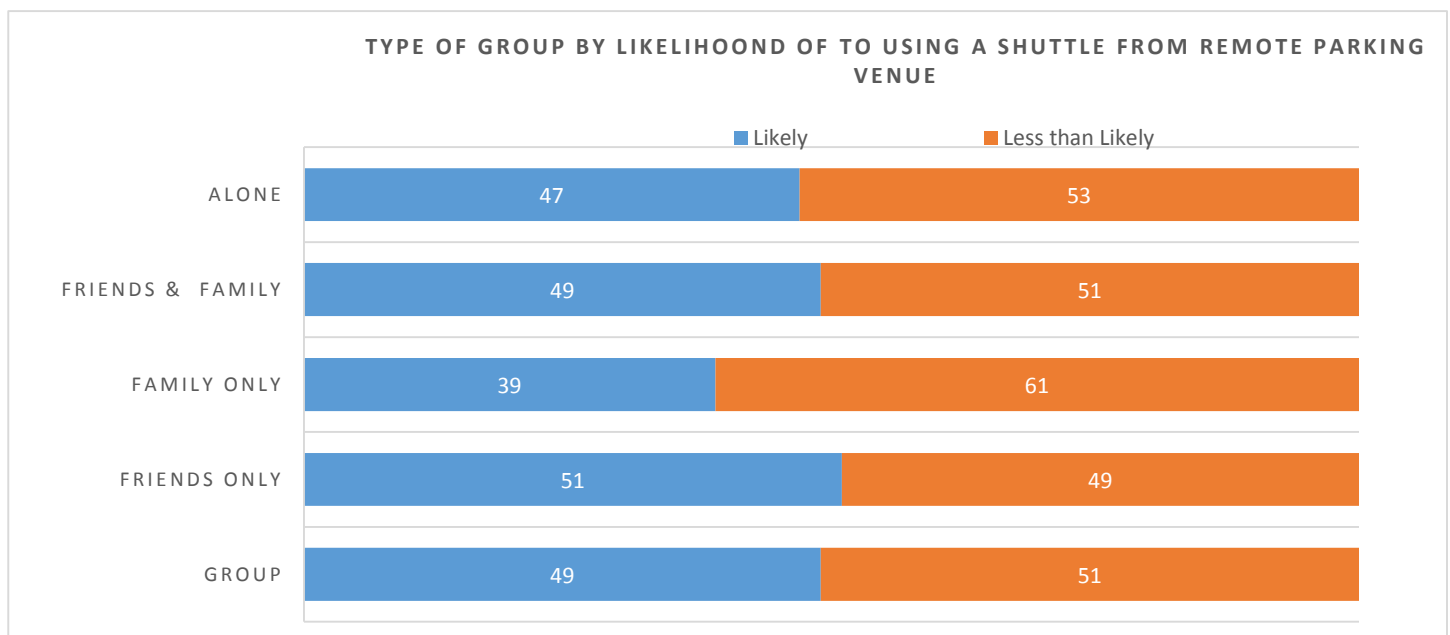


Figure 145 Type of Group and Likelihood of Using a shuttle to reach other destinations within or outside of the Corridor.

Figure 146 reports the relationship between “town of overnight” stay likelihood that visitors would take a shuttle to interview site from a remote parking venue. A majority visitors staying overnight in North Hampton (56%), Seabrook (59%) and Other Towns (51%) indicated that they were “likely” to take a shuttle the interview site from a remote parking venue. Visitors staying overnight in Rye/Rye Beach had the highest percentage of “Less than Likely” (76%) take a shuttle to interview site from a remote parking venue.

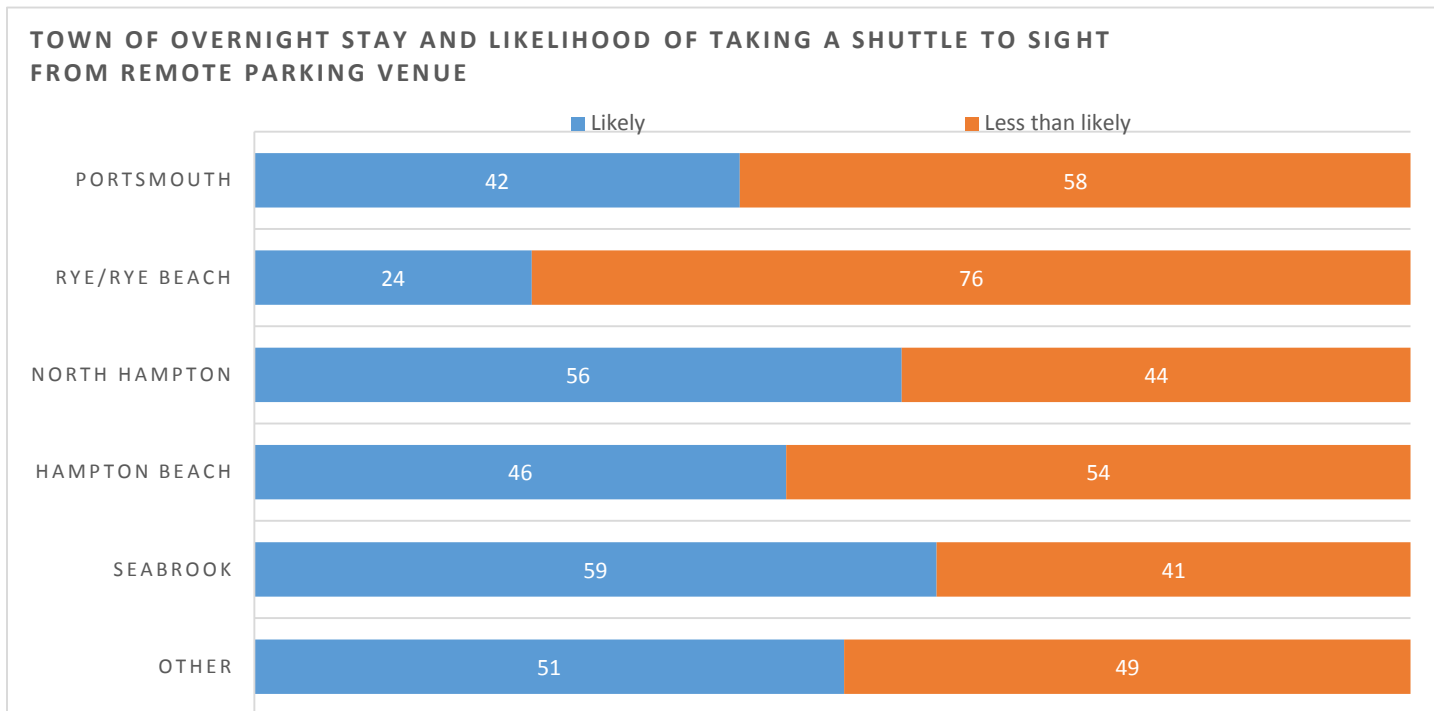


Figure 146 Town of overnight stay and Likelihood of Taking a shuttle to interview site from remote Parking venue

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “Likelihood of using a shuttle or trolley to travel within and outside of the corridor. There were no other significant variables

- **Non-Significant Findings:** A somewhat surprising finding was the number of visit and visitor characteristics that were not significant. For example, “level of familiarity with corridor”, “reason for visiting the corridor”, “frequency of visits”, “amount of time spent at interview site”, “race”, “weather”, “type of accommodation used by overnight visitors”, “amount of money spent during visit”, “interview time”, “weather conditions on day of visit”, “whether it was their first visit to the corridor”, “place of home residence”
- **Month of Interview.** Visitors interviewed in May were more likely to take a shuttle to the interview site than the other two months.
- **Type of Day.** Visitors interviewed on “Holiday Weekends” were the least likely “Take a shuttle from a remote parking interview.

Comfort Level of Riding a Bicycle on NH Route 1A/1B in its Current Configuration

The question posed in this section was “How comfortable do you feel riding a bicycle on NH Route 1A/1B in its current figuration? The point of this question was to ask visitors to evaluate the extent that the random sample of visitors feel/would feel “very comfortable”, “comfortable”, “somewhat comfortable”, “undecided”, “somewhat uncomfortable”, “uncomfortable” and “very uncomfortable” riding a bicycle on Route 1A/1B in its current configuration. In order to allow for the additional analysis with this seven item scale was collapse into two. “Very comfortable”, “comfortable”, “somewhat comfortable” is named “comfortable”. “Undecided”, “Somewhat uncomfortable”, “Uncomfortable”, and “Very Uncomfortable” is collapsed into “Less than comfortable”.

Figure 147 reports that 38 percent (n=1135) of the visitors were “Very Comfortable”, “Comfortable” and “Somewhat Comfortable” riding a bicycle on NH Route 1A/1B in its configuration. Sixty-two percent (n=1842) of were “undecided”, “somewhat unlikely”, “unlikely”, and “very unlikely” to feel comfortable riding a bicycle on the NH Route 1A/1B in its current configuration. A significant majority of the sample of visitors to corridors are “less than comfortable” riding a bicycle on NH Route 1A/1B in its current configuration.

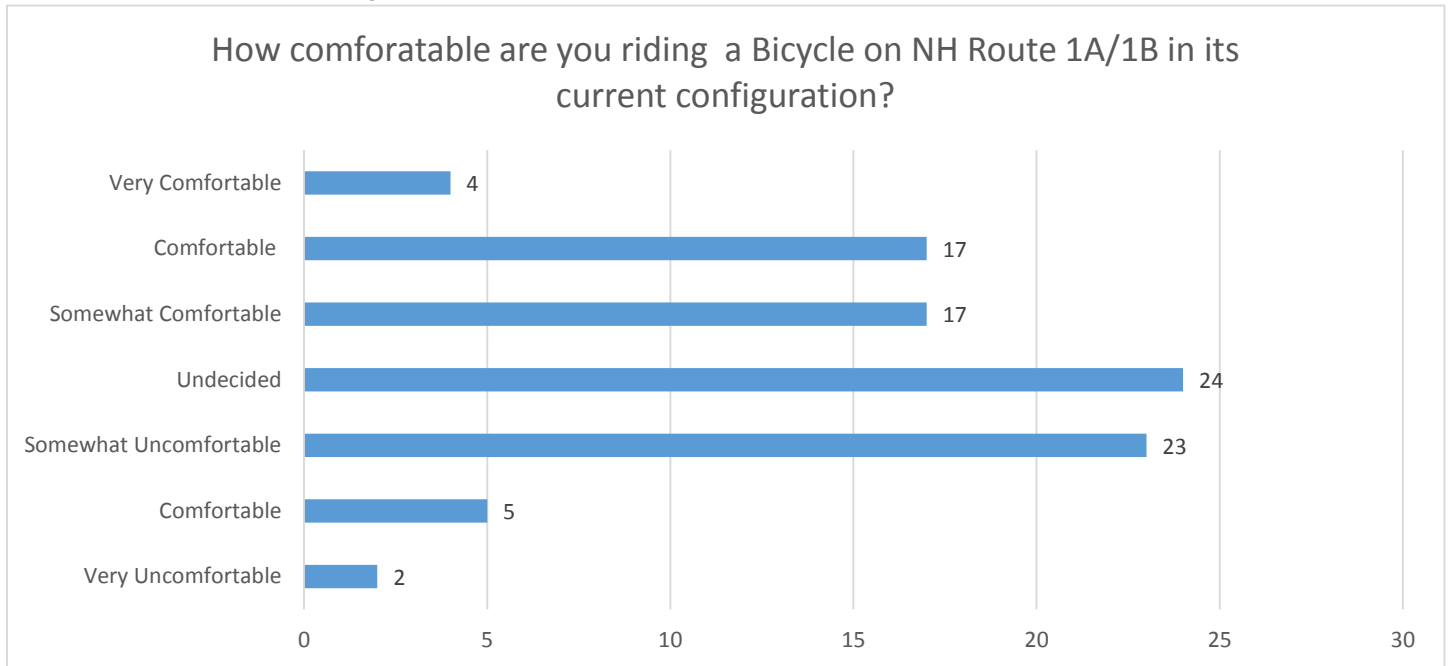


Figure 147 Level of Comfort riding a bicycle on NH Route 1A/1B in its Current Configuration.

Interview Site. Figure 148 reports the relationship between interview site and how “comfortable” or “less than comfortable” visitors feel riding a bicycle on NH Route 1A/1B. Visitors interviewed at Seabrook Beach (64%) were most comfortable. A majority of Visitors at the all of the rest of the interview site indicated that they would feel “less than comfortable” riding on NH Route 1A/1B in its current configuration.

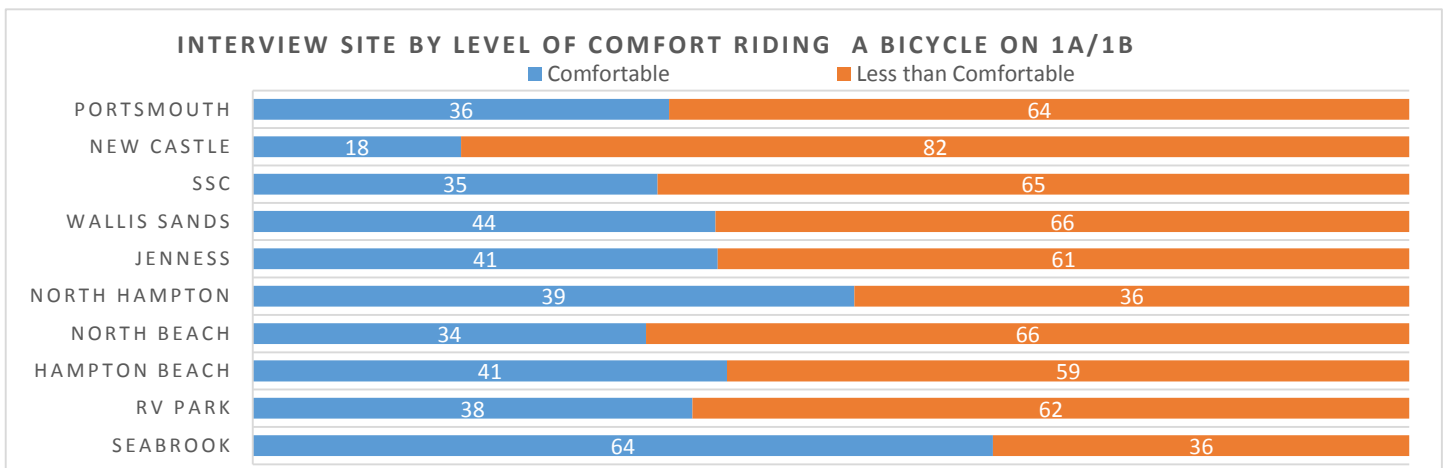


Figure 148 Interview Site by Level of Comfort Riding a Bicycle on Route 1A/1B

Use and Demographic by “Level of Comfort” riding Bicycle on NH Route 1A/1B: Figure 149 reports the relationship between use and visitor characteristics. Males were more likely to indicate that they were or would be comfortable riding on NH 1A/1B than females, 45% to 33% respectively. Relative to race, non-whites were more likely than whites to be indicate that they were or would be comfortable riding on NH 1A/1B, 63% to 37%. Visitors whose trip to the corridor included an overnight stay (43%) were more likely to indicate that they were or would be comfortable riding on NH 1A/1B than those whose visit did not include an overnight stay (36%).

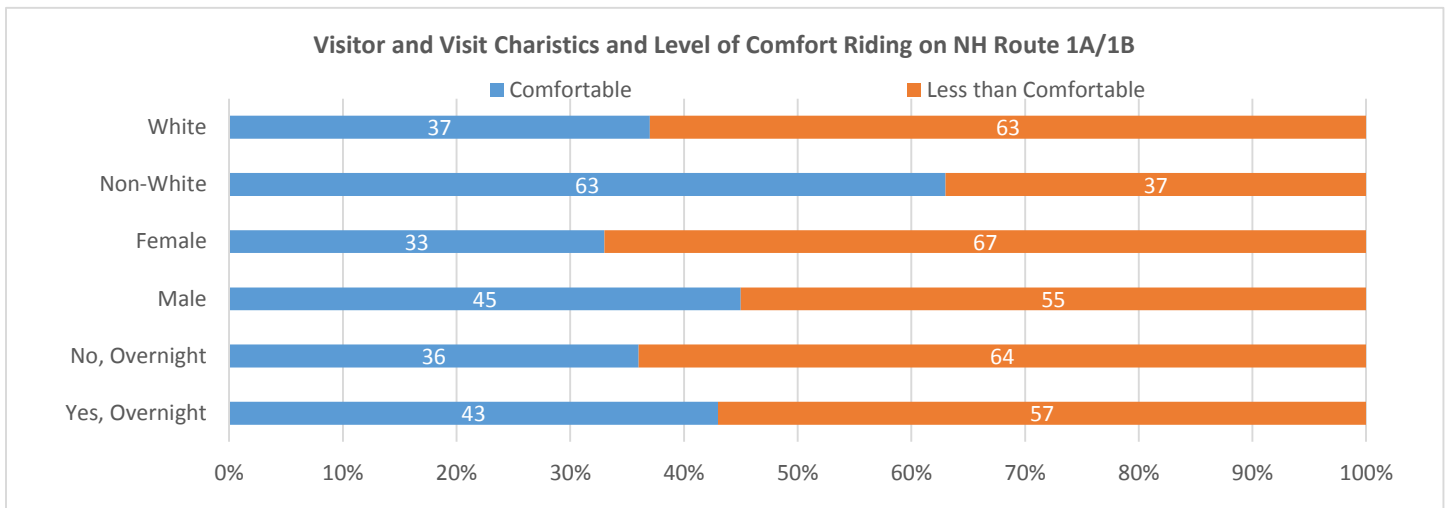


Figure 149 Race, Gender and Use by Level of Comfort riding bicycle on NH Route 1A/1B

Figure 150 reports the relationship between the open-ended “Reason for Visiting” by the whether or not they were or would be comfortable riding on NH Route 1A/1B in its current figuration. The results indicate that visitors coming to the corridor to participate in specific activities (e.g. Boating, Business, exercise, etc.) were the most likely to be comfortable riding a bicycle on NH route 1A/1B when compared to the other “reasons”. Fifty-four percent of “specific activity” group said they were or would be comfortable riding a bicycle on the 1A/1B. This was the only group that a majority of the visitors in the group felt or would feel comfortable riding a bicycle.

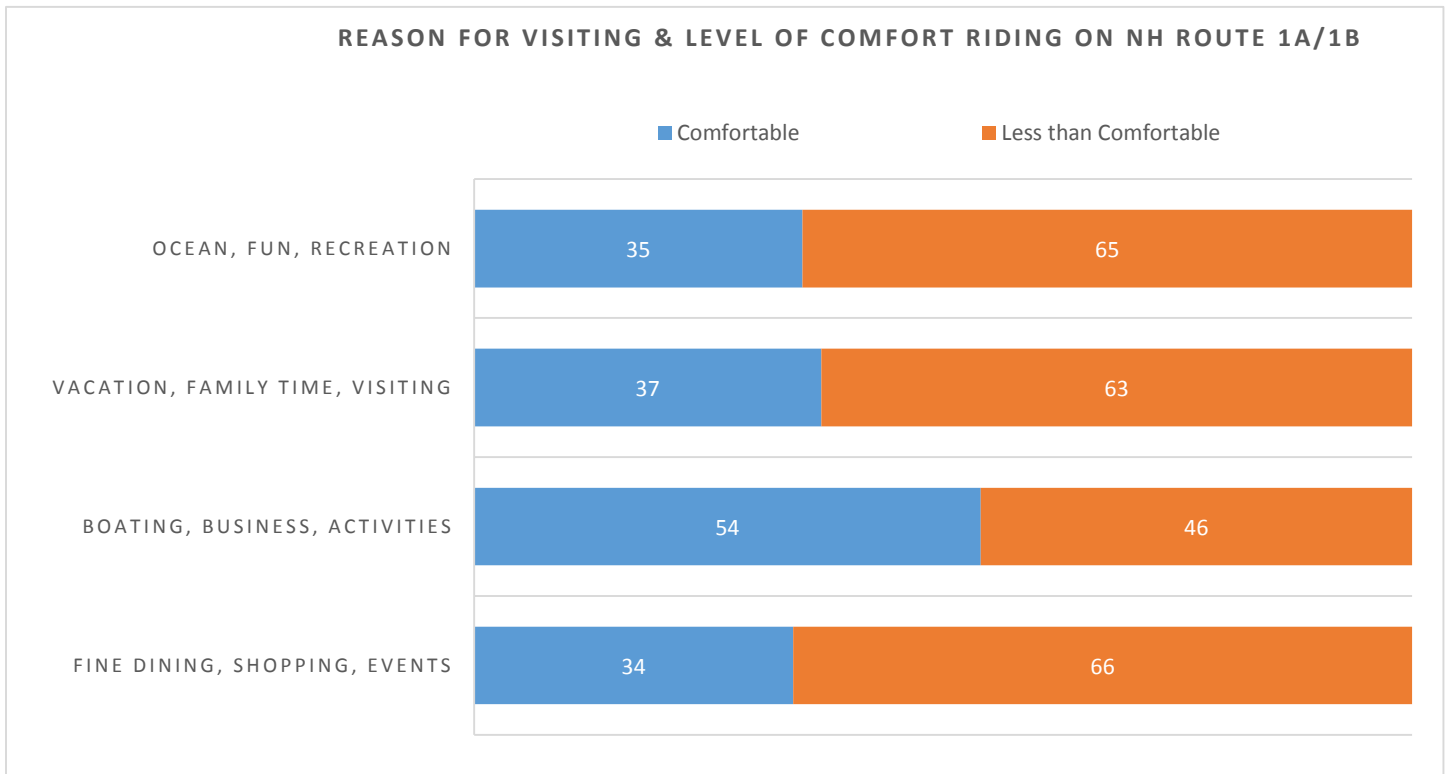


Figure 150 Reason for Visiting and Level of Comfort Riding on NH Route 1A/1B

Figure 151 reports the relationship between the “type of group” and whether or not they were or would be comfortable riding on NH 1A/1B. Visitors who visited in a “friends only group” (45%) and “alone” (44%) likely to be comfortable riding a bike on NH 1A/1B.

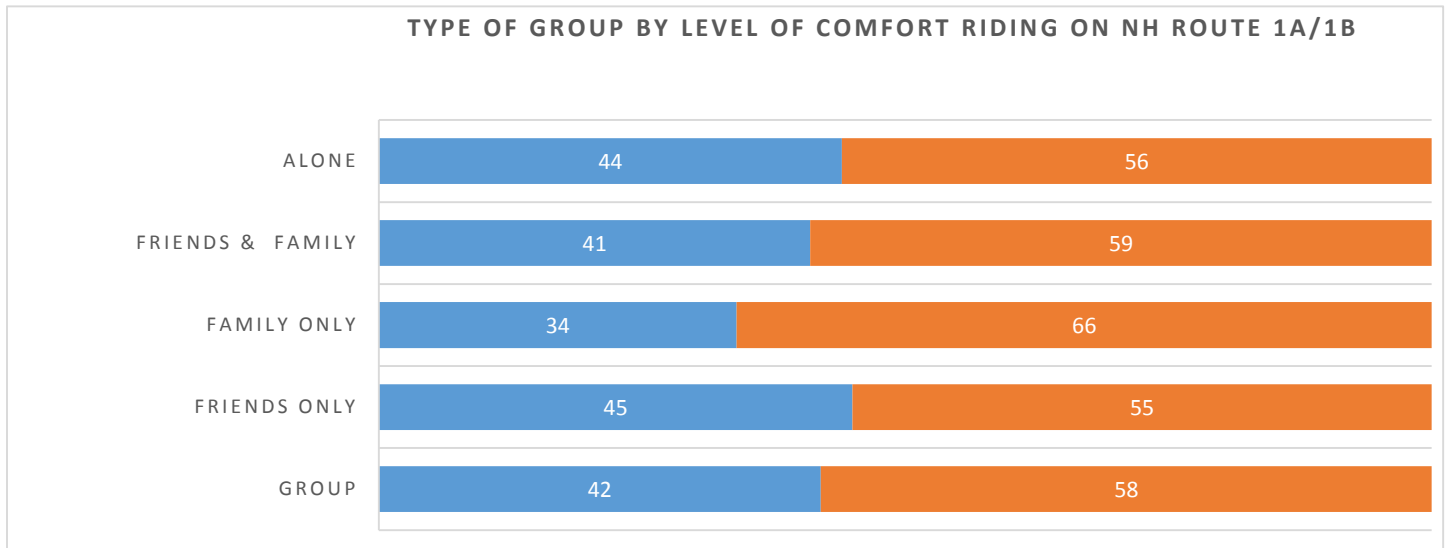


Figure 151 Type of Group and Level of Comfort Riding on NH Route 1A/1Bon NH Route 1A/1B

Figure 152 reports the relationship between the “age groups” and whether or not they were or would be comfortable riding on NH 1A/1B Value in its current configuration. The results suggest that visitors in that fifty-three percent of visitors in “20s and 30s” were or would be comfortable riding on NH 1A/1B. The older the “age” group the greater the percentage of the visitors in “less than comfortable” group.

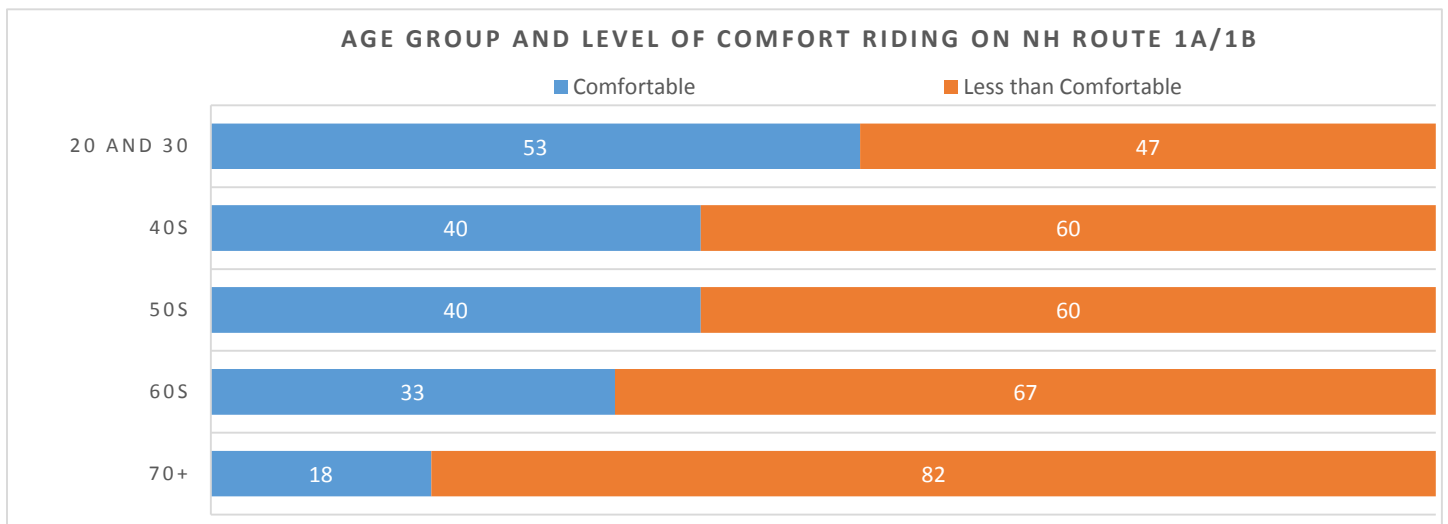


Figure 152 Age Group by Level of Comfort Riding Bicycle on NH Route 1A/1B

Figure 153 reports the relationship between frequency of use of the interview site and whether or not they were or would be comfortable riding on NH Route 1A/1B in its current figuration. Forty-five percent those visiting “often” indicted that they were or would be comfortable riding on NH Route 1A/1B in its current figuration. New visitors and those who visit the corridor “once a year of less” had the largest percentage of visitors indicating that they were or would be “less than comfortable” riding a bicycle on NH Route 1A/1B in its current configuration.

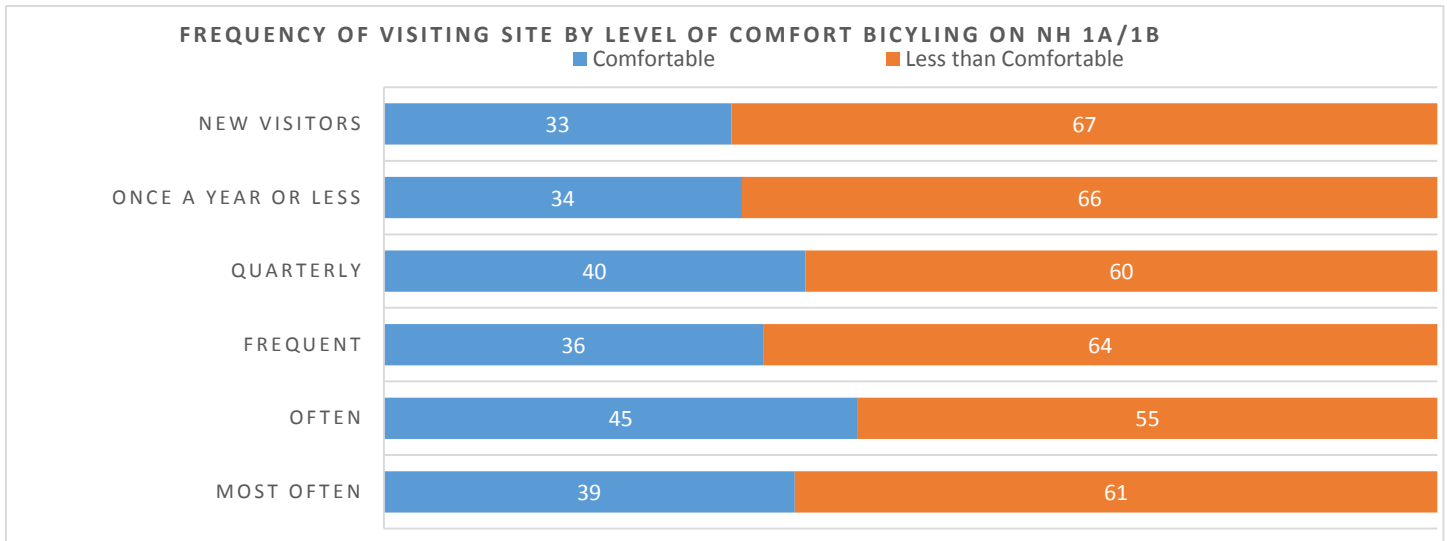


Figure 153 Frequency of Visiting Interview site by Level of Comfort Bicycling on NH 1A1B in its current configuration.

Figure 154 reports the relationship between the amount of time the visitors spent at the interview site and whether or not they were or would be comfortable riding on NH Route 1A/1B in its current figuration. Those visitors spending more than “8 hours at the interview site” (48%) were the most likely to indicate they were or would be comfortable riding on NH Route 1A/1B. Sixty-seven percent of those staying between “6 and 8 hours” indicated that they were and would be “less that comfortable” riding a bicycle on NH 1A/1B in its current configuration.

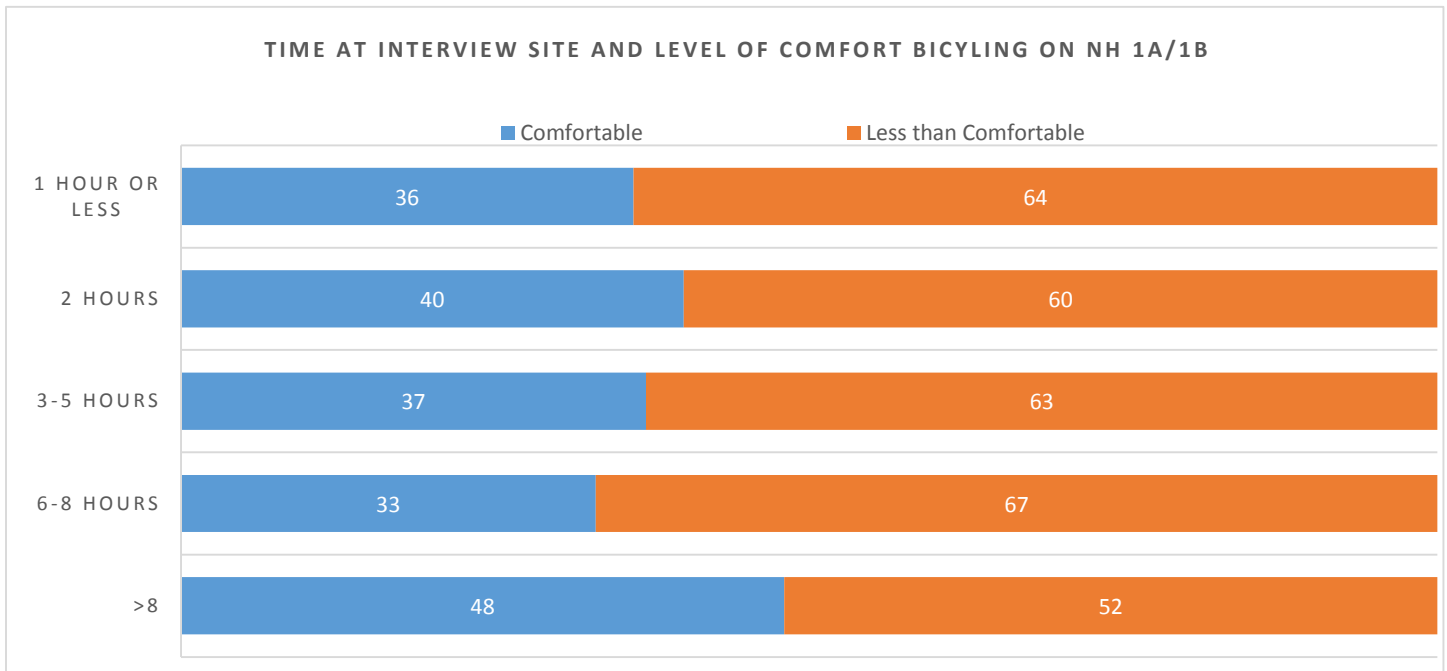


Figure 154 Time at interview site and Level of Comfort Bicycling on NH Route 1A/1B

Figure 155 reports the relationship between “town of overnight stay” and whether they were or would be comfortable riding on NH Route 1A/1B in its current figuration. Visitors staying overnight in Seabrook and Rye/Rye Beach were the most likely to indicate that they were or would be “comfortable” riding a bicycle on NH Route 1A/1B. A significant percentage (46%) of the overnight visitors were or would feel comfortable. Visitors staying overnight in North Hampton and Portsmouth indicated that they were or would be “less than comfortable” riding a bicycle on NH Route 1A/1B.

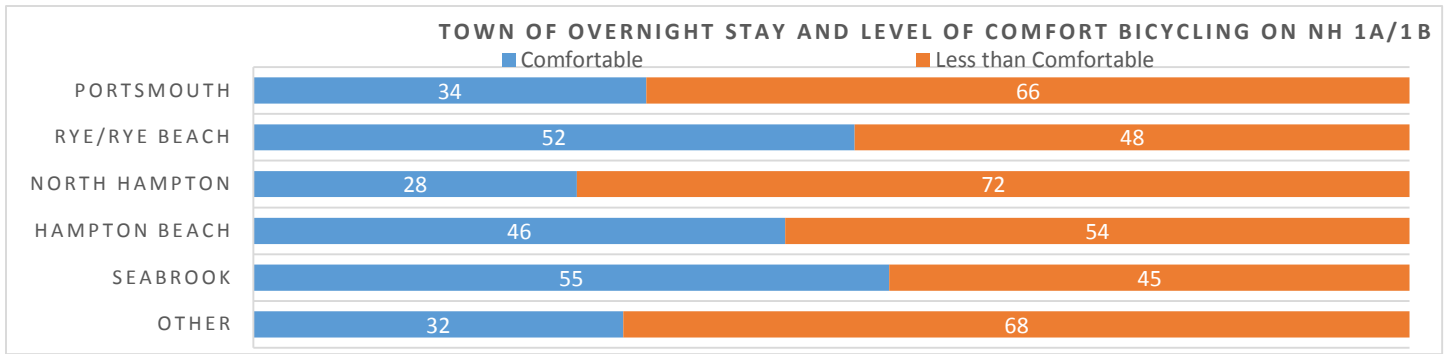


Figure 155 Town of Overnight Stay and Level of Comfort Riding on NH Route 1A/1B

Figure 156 reports the relationship between type of accommodations used by overnight visitors and whether or not they were or would be comfortable riding on NH Route 1A/1B in its current figuration. Those visitors staying overnight at the RV Park (55%) and in rented homes (52%) were the most likely to indicate they were or would be comfortable riding on NH Route 1A/1B. Those staying at camps were the most likely to indicate that they were or would be “less than comfortable” riding a bicycle on NH Route 1A/1B.

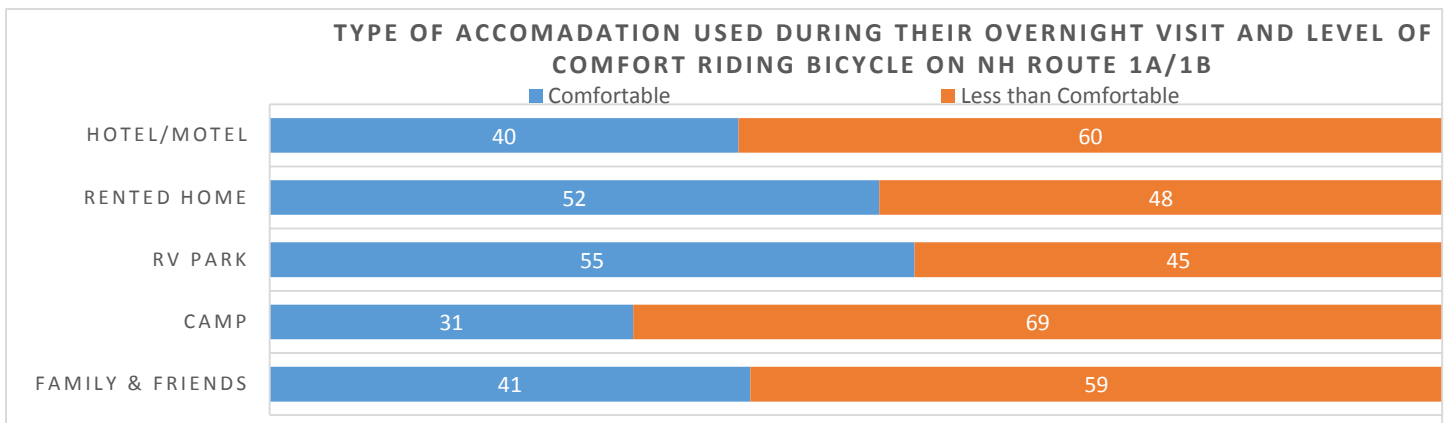


Figure 156 Type of Accommodation Utilized during their Overnight Stay and Level of Comfort Bicycling on 1A/1B

Figure 157 reports the relationship between the visitors estimated expenditures and whether or not they were or would be comfortable riding on NH Route 1A/1B in its current figuration. Those visitors spending “\$0” and those spending “\$700+” were the most likely to indicate they were or would be comfortable riding on NH Route 1A/1B. Those spending “<\$20” and “\$200-\$700” were the most likely to indicate that they were or would be “less than comfortable” riding a bicycle on NH Route 1A/1B.

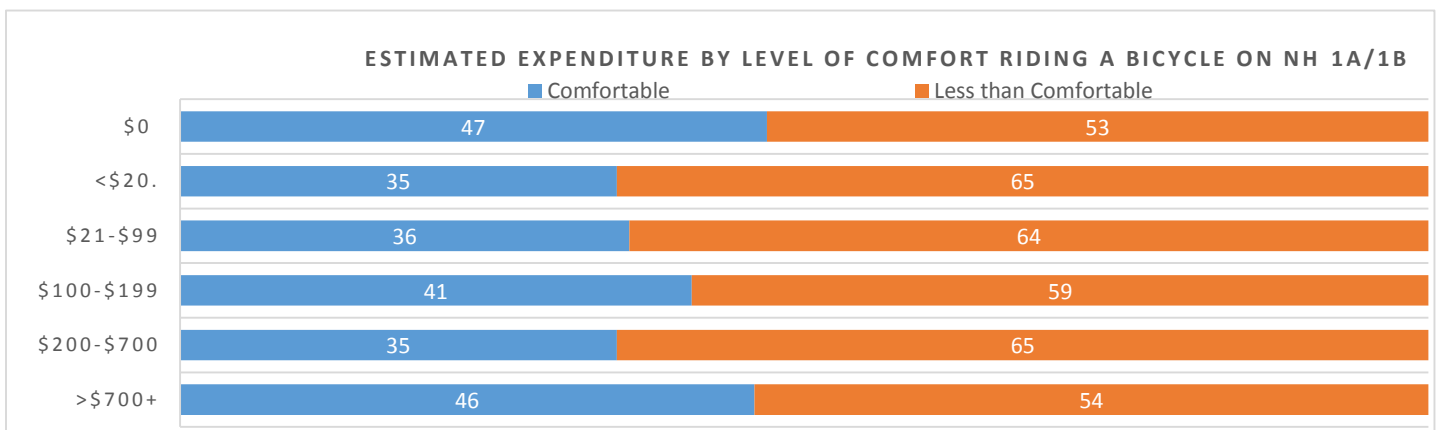


Figure 157 Estimated Expenditure by Level of Comfort riding a bicycle on NH Route 1A/1B

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “value for money spent” considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Non-Significant Findings:** The following variables were not significant in distinguishing between “comfortable and less than comfortable: “level of familiarity with corridor”, “interview time”, “day of week”, “state of home residence”, “traveling the length of corridor”.
- **Weather.** Visitors on “Sun and Cloud Days” were the most likely to feel comfortable riding a bicycles on NH Route 1A/1B in its current configuration.

Comfort Level of Riding a Bicycle on NH Route 1A/1B with Wider Shoulders

The question posed in this section was “How comfortable do you feel riding a bicycle on NH Route 1A/1B if it had wider shoulders at some-point in the future. The point of this question was to ask visitors to evaluate the extent that the random sample of visitors feel/would feel “very comfortable”, “comfortable”, “somewhat comfortable”, “undecided”, “somewhat uncomfortable”, “uncomfortable” and “very uncomfortable” riding a bicycle on Route 1A/1B with wider shoulders in the future. In order to allow for the additional analysis with this seven item scale was collapse into two. “Very comfortable”, “comfortable”, “somewhat comfortable” is named “comfortable”. “Undecided”, “Somewhat uncomfortable”, “Uncomfortable”, and “Very Uncomfortable” is collapsed into “Less than comfortable”.

Figure 158 reports that 77 percent (n=2299) of the visitors feel/would feel “comfortable” riding a bicycle on Route 1A/1B with wider shoulders in the future. Twenty-three percent (n=677) of were “less than comfortable riding a bicycle on the NH Route 1A/1B with wider shoulders in the future. A significant majority of the sample of visitors to corridors would feel more comfortable riding a bicycle on NH Route 1A/1B with wider shoulders.

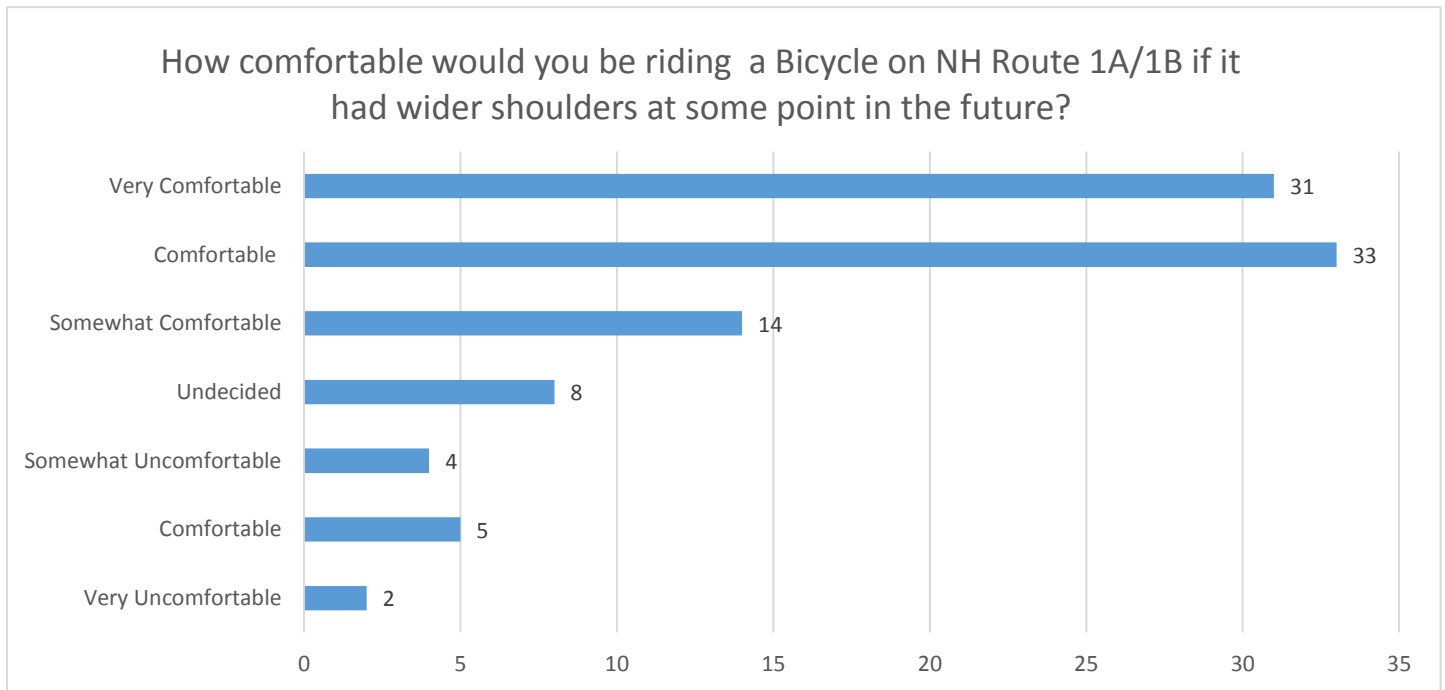


Figure 158 Level of comfort riding a Bicycle on NH Route 1A/1B with wider shoulders at some point in the future

Interview Site. Figure 159 reports the relationship between interview site and how “comfortable” or “less than comfortable” visitors feel riding a bicycle on NH Route 1A/1B with wider shoulders. Visitors interviewed at Seabrook Beach (90%) would be the most comfortable. A majority of Visitors at the all of the rest of the interview site indicated that they would feel “comfortable” riding on NH Route 1A/1B with wider shoulders.

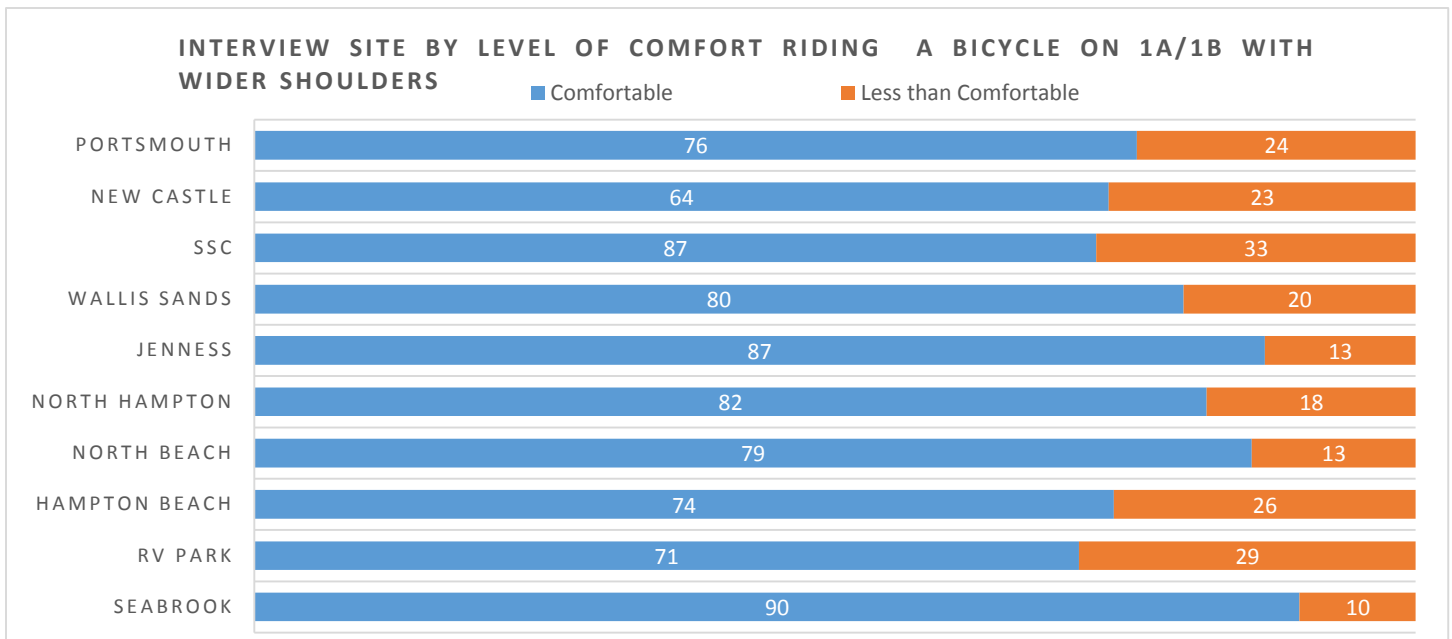


Figure 159 Interview Site by Level of Comfort Riding a Bicycle on Route 1A/1B with wider shoulders

Use and Demographic by “Level of Comfort” riding Bicycle on NH Route 1A/1B with Wider Shoulders: Figure 160 reports the relationship between use and visitor characteristics wider shoulders. Males were more likely to indicate that they were or would be comfortable riding on NH 1A/1B than females, 81% to 75%, respectively. Relative to race, non-whites were more likely than whites to be indicate that they were or would be comfortable riding on NH 1A/1B, 86% to 77%. Visitors whose this visit was the first trip (78%) were more likely to indicate that they were or would be comfortable riding on NH 1A/1B with wider shoulder than those whose visit did not include an overnight stay (72%). Visitors who travelled the whole length of corridor were more likely to be comfortable riding on NH 1A/1B than those who have not traveled the entire length on the 79% versus 74%, respectively.

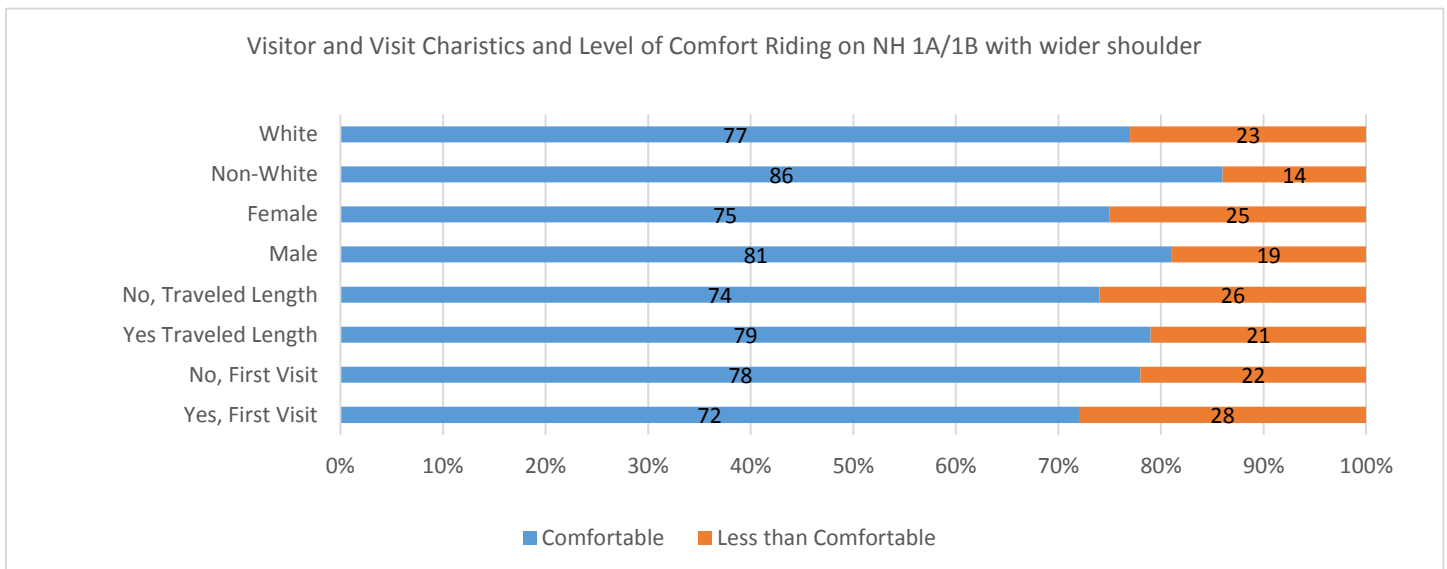


Figure 160 Race, Gender and Use by Level of Comfort riding bicycle on NH Route 1A/1B with Wider Shoulders

Figure 161 reports the results for Familiarity and Reason for Visiting by whether or not that they were or would be comfortable riding on NH 1A/1B with wider. Considering familiarity, visitors who say they are “Very Familiar” (80%) and Familiar (78%) were the most likely to be comfortable riding a bicycle on NH Route 1A/1B with wider shoulders. Those visitors who are “Not at All Familiar with Corridor” had highest percentage (30%) of “less than comfortable” with riding a Bicycle on NH Route 1A/1B even

with wider shoulders in the future. Overall a vast majority of visitors of the visitors were much more comfortable riding a bicycle on NH Route 1A/1B than they would be riding on NH Route 1A/1B in its current configuration. Figure 155 also reports the relationship between the open-ended “Reason for Visiting” by the whether or not they were or would be comfortable riding on NH Route 1A/1B with riding if it had wider shoulders at some point in the future. The results indicate 83 percent of the visitors coming to the corridor to participate in specific activities (e.g. Boating, Business, exercise, etc.) were the most likely to be comfortable riding a bicycle on NH route 1A/1B when compared to the other “reasons”. Those visiting the corridor for “fine, dining, shopping and events” (25%) were the most likely to be “less than comfortable” riding a bicycle on the 1A/1B with wider shoulders.

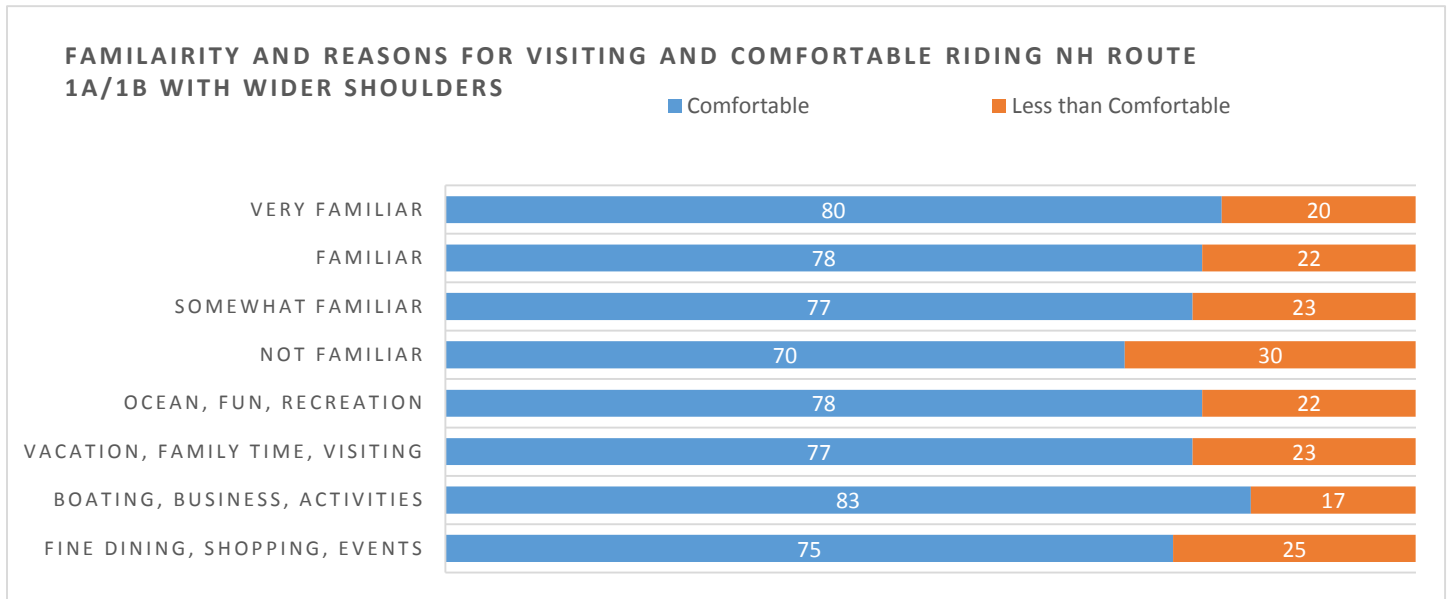


Figure 161 Reason for Visiting and Level of Comfort Riding on NH Route 1A/1B with Wider Shoulders

Figure 162 reports the relationship between the “type of group” and whether or not they were or would be comfortable riding on NH 1A/1B at some point in the future with wider shoulders. Visitors who visited in a “friends only group” (82%) and “friends and family” (80%) were the most likely to be comfortable riding a bike on NH 1A/1B with a wider corridor. The “family only” (26%) had the highest proportion of “less than comfortable” riding a bicycle on NH Route 1A/1B even with a wider shoulder.

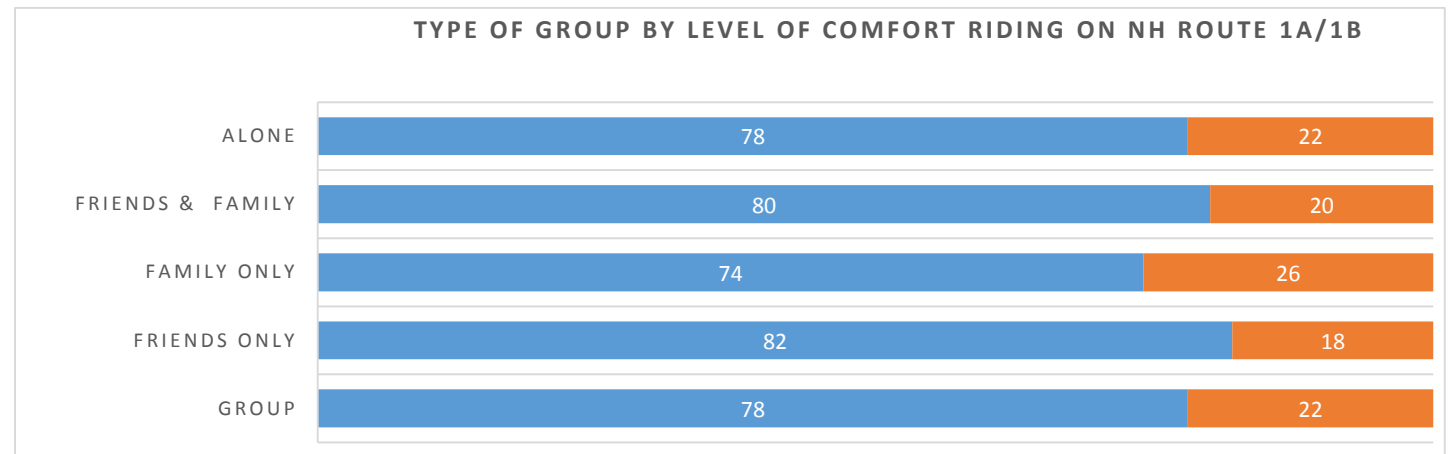


Figure 162 Type of Group and Level of Comfort Riding on NH Route 1A/1Bon NH Route 1A/1B

Figure 163 reports the relationship between the “age groups” and whether or not they were or would be comfortable riding on NH 1A/1B if it had wider shoulders. The results suggest that eight-five percent of visitors in “20s and 30s” were or would be comfortable riding on NH 1A/1B. A substantial majority (74-80%) of all ‘age groups’ feel comfortable with “the wider shoulder” with the exception of “70+” who were “less than comfortable” (82%).

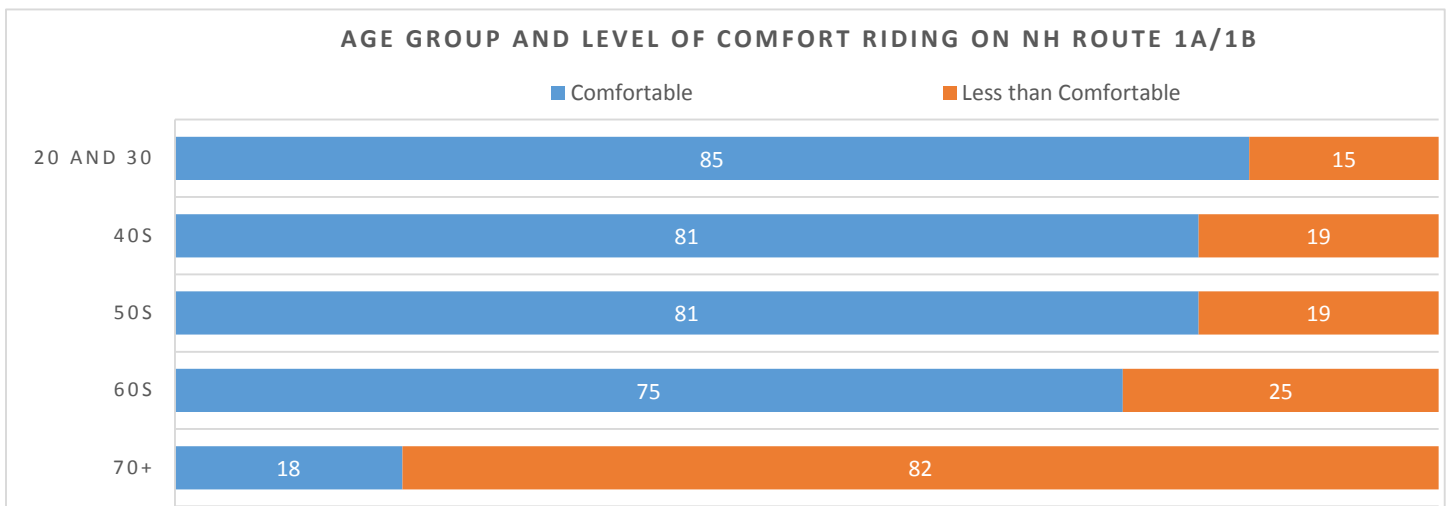


Figure 163 Age Group by Level of Comfort Riding Bicycle on NH Route 1A/1B with wider shoulder

Figure 164 reports the relationship between frequency of use of the interview site and whether or not they were or would be comfortable riding on NH Route 1A/1B if in the future is widened in the future. Eighty-three percent of the “often” visitors who indicated that they were or would be comfortable riding on NH Route 1A/1B if it widened. New visitors and those who visit the corridor “once a year or less” had the largest percentage of visitors indicating that they were or would be “less than comfortable” riding a bicycle on a widened NH Route 1A/1B.

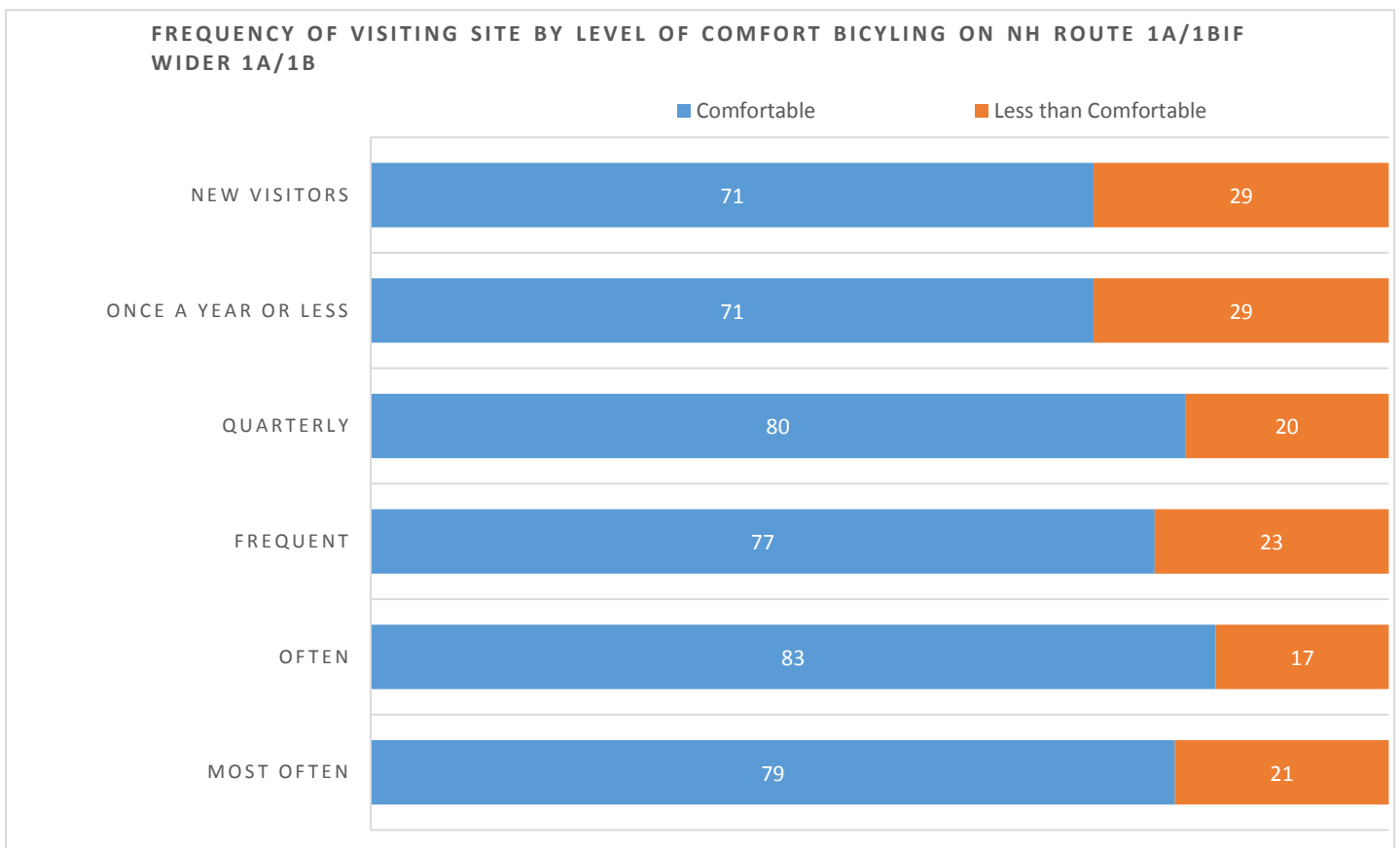


Figure 164 Frequency of Visiting Interview Sites by Level of Comfort Bicycling on 1A/1B if it is widened in the Future

Figure 165 reports the relationship between “town of overnight stay” and whether they were or would be comfortable riding on NH Route 1A/1B if it is widened in the future. Visitors staying overnight in “Seabrook” (86%) and Rye/Rye Beach (84%) were of the overnight visitors who were comfortable and/or would feel comfortable riding a bicycle if NH Route 1A/1B was widened at some point in the future. Visitors who stayed in “other” towns were the most likely to be “less than comfortable” (36%) even if the shoulders are widened in the futures. Again, a vast majority of all “overnight visitors” would feel comfortable if the shoulders were wired in the future.

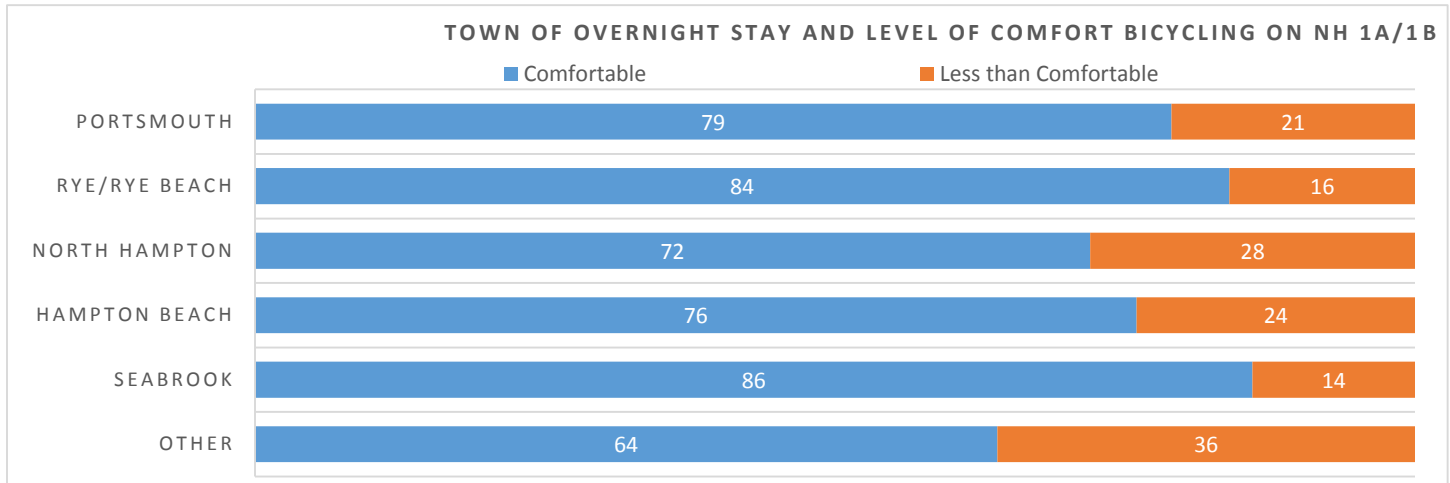


Figure 165 Town of Overnight Stay and riding on NH Route 1A/1B if widened in the Future.

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “value for money spent” considers both visit and visitor characteristics. The following represents some of these insights that can be both significant and important:

- **Non-Significant Findings:** The following variables were not significant in distinguishing between “comfortable and less than comfortable: “level of familiarity with corridor”, “type of accommodation”, “day of week”, “time at site” interview time”, “day of week”, “state of home residence”, “traveling the length of corridor”.
- **Weather.** Visitors on “Sun and Cloud Days” were the most likely to feel comfortable riding a bicycles on NH Route 1A/1B with wider shoulders.

Overall Satisfaction This section reports the results for two questions that measured overall satisfaction with the visitors NH Route 1A/1B Experience. The first “satisfaction” question was the very first question on the intercept survey and asked visitors “How happy are you with your decision to visit this place today?” Figure 166 reports over 91 percent of the sample of visitors were “delighted” or “very happy” with their decision to visit the interview site on the day were interviewed.

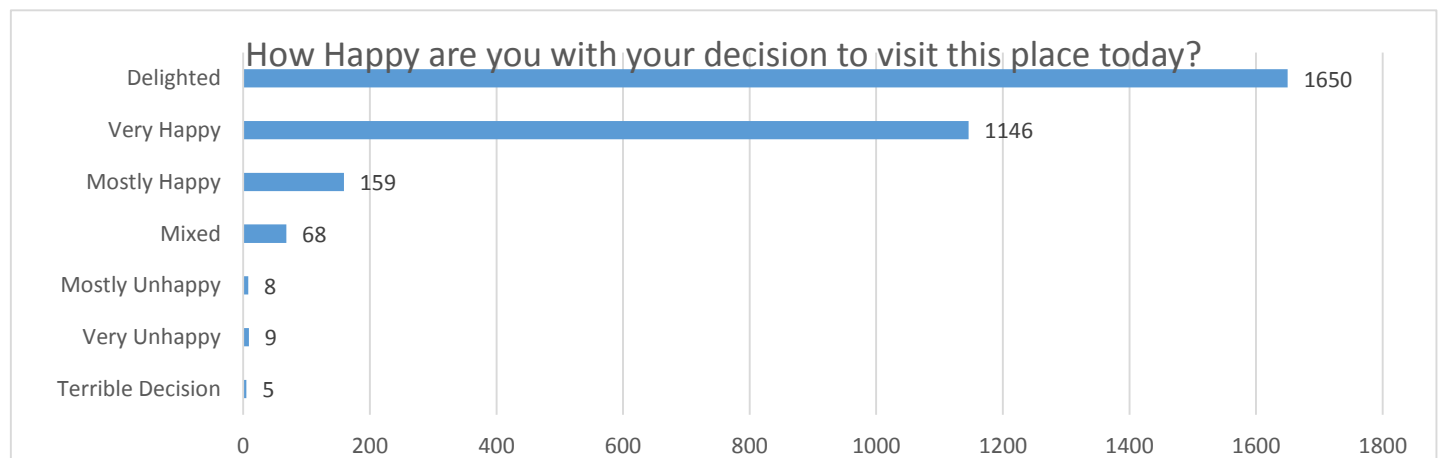


Figure 166 Overall Satisfaction with NH Route 1A/1B Corridor Experience

Figure 167 shows what results from the 2nd “satisfaction question. This question was the last question on the intercept survey. The results show that 95 percent of the sample of visitors are with either “very satisfied” or “satisfied” with their NH Route 1A/1B Experience. Only 4 percent of the sample was less than satisfied with their corridor experience.

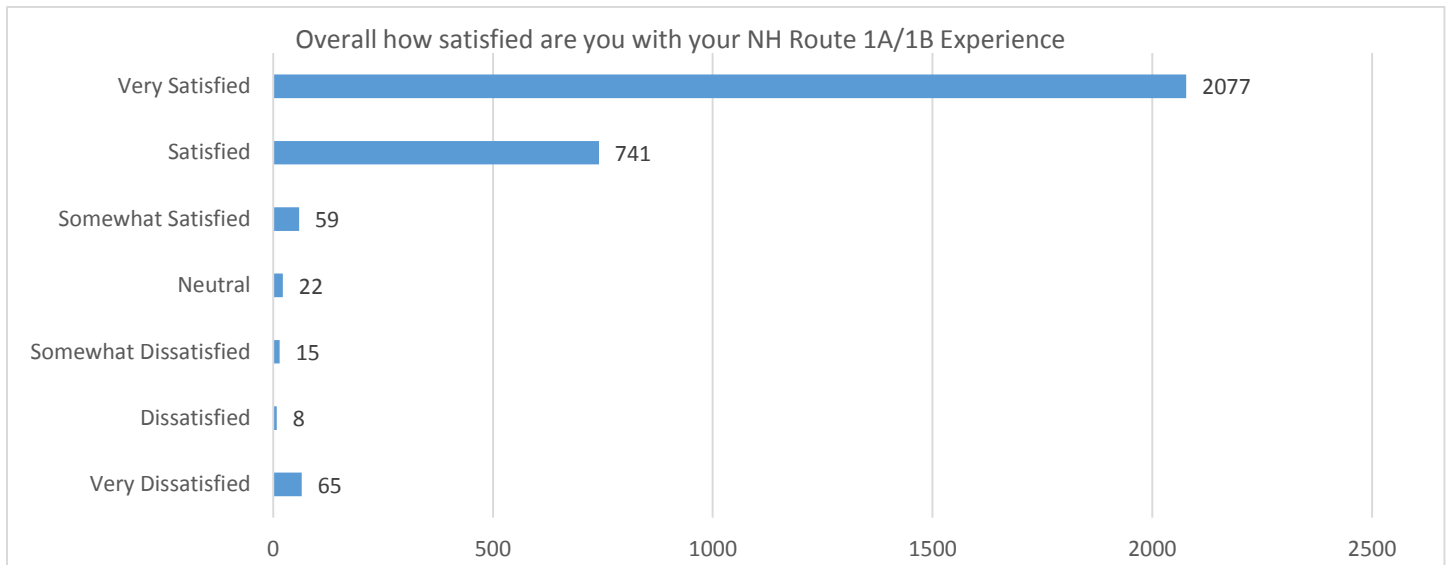


Figure 167 Overall satisfaction are you with your NH Route 1A/1B

Figure 168 reports the results from a combining and collapsing the two 7 point scale satisfaction variable into one three point scale overall satisfaction variable that will allow for an examination of the relationship between the newly created overall satisfaction variable and the responses of the random sample of visitors to the other components of the intercept survey. The “High” satisfaction variable was created by combining those visitors who were chose “delighted” and “very satisfied” on both questions. The “middle” variable was created by combing those visitors who were “delighted” or “very satisfied” and “satisfied” or “very happy” or “satisfied” and on one of the two questions. The “low” satisfaction variable was created by combining all of the rest of the cases that were remaining after creating the “middle” and “high” satisfaction items. The results show that 42 percent of the sample of visitors selected “Delighted” and “very satisfied”. Thirty-eight percent of visitors did not select any variable lower than “Very Happy” or “Satisfied”. Nineteen percent (n=584) included all of the visitors that did not fit in either the “middle” or “high” grouping of satisfaction.

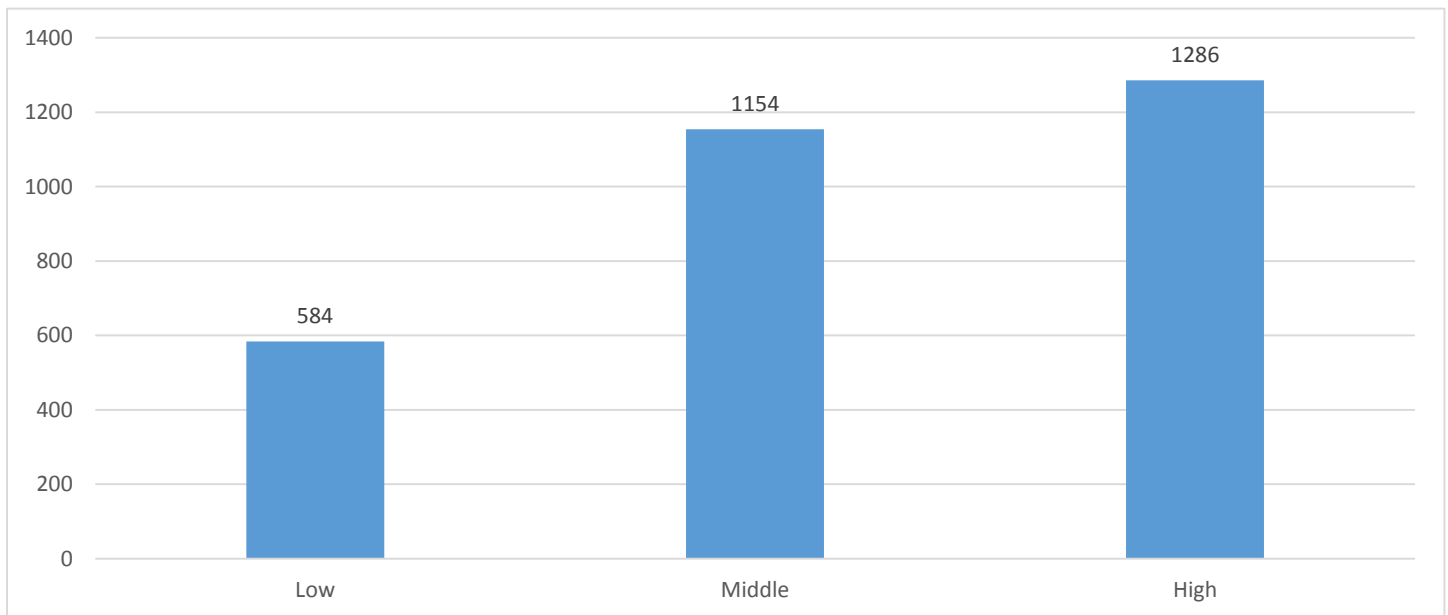


Figure 168 Three Category Overall Satisfaction Measure

Interview Site. Figure 169 reports the relationship between interview site and the three category overall satisfaction variable. Fifty-two percent of visitors interviewed at Wallis Sands and fifty-one percent of the visitors interviewed at Odiorne State Park/Seacoast Science Center were in the “High” satisfaction category. These two sites were the only two interview sites that a majority of the visitors interviewed were rated “high”. Jenness Beach had the lowest percentage (33%) in the “high” category and had the largest percentage in the “middle” (44%). Portsmouth had the largest percentage of visitors who were in the “low” (26%) satisfaction group.

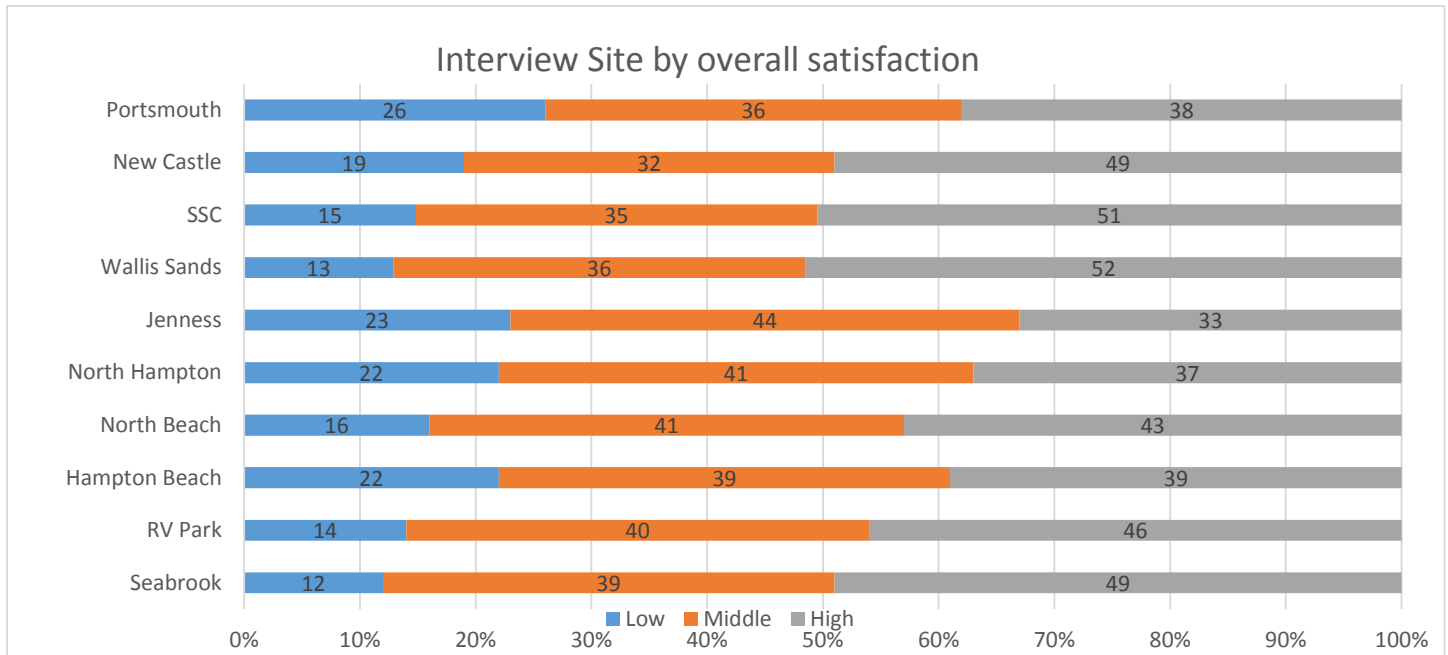


Figure 169 Interview Location and Overall Satisfaction

Visit and Visitor Characteristics and Satisfaction: Figure 170 reports the relationship between use/visitor characteristics and overall satisfaction. Relative to gender, females (47% vs. 42%) were significantly more likely to fall into the “high” category. Considering race, whites were significantly more likely to the “high” satisfaction group (44% versus 34%) and non-whites to be in the “low” satisfaction groups (26% versus 19%).

Visitors who have traveled the entire length of the corridor were more likely to be in “middle” and “high” satisfaction group, while those who have not traveled the entire length were more likely to be in the “Low” satisfaction group. Overnight visitors were more likely to be in “high” satisfaction category than those who did not stay overnight in corridor (49% versus 41%). Visitors who were making their first visit to the corridor were more likely to be in the “low” satisfaction group than those who made prior trips to the corridor (24% versus 18%). Likewise those who had prior experience in the corridor were more likely to be in the “High” satisfaction groups (44% versus 39%).

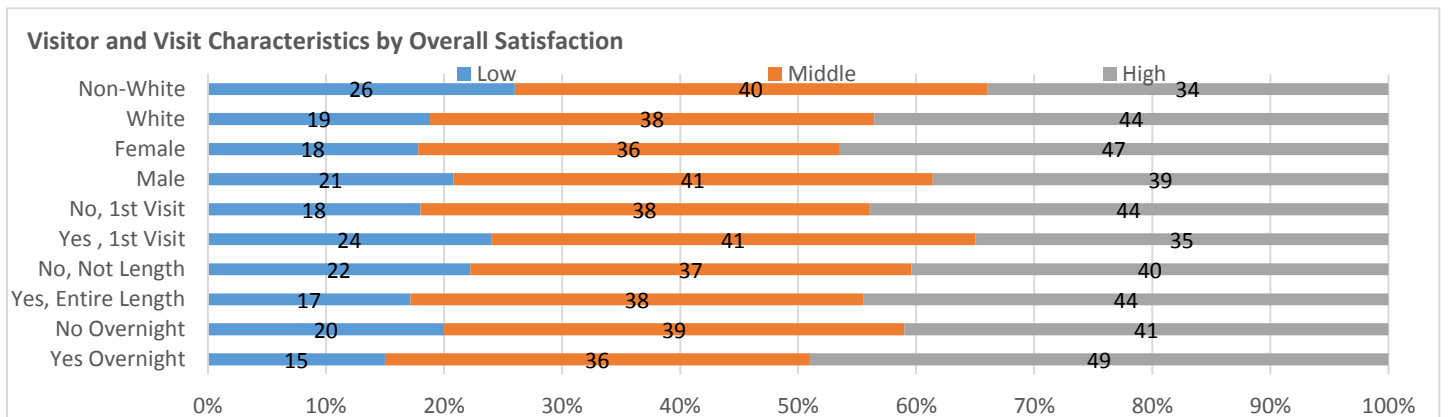


Figure 170 Visit and Visitor Characteristics and Overall Satisfaction

Figure 171 reports the results for Familiarity with and Open-ended “Reasons” for Visiting by Overall Satisfaction with their visit. Considering familiarity, visitors who say they are “Very Familiar” with Corridor are most likely (50%) to be in the “high” satisfaction group. The less familiar the visitor, the lower the level of satisfaction. Considering the relationship between visitor’s open-ended responses and overall satisfaction with the corridor experience. Visitors seeking “vacation and family time” had the greatest proportion of visitors in the “high” satisfaction group (45%). Visitor coming to the corridor for “fine dining, shopping and events” had the lowest percentage in the “high” (33%) satisfaction group and the highest in the “middle” (48%) satisfaction group.

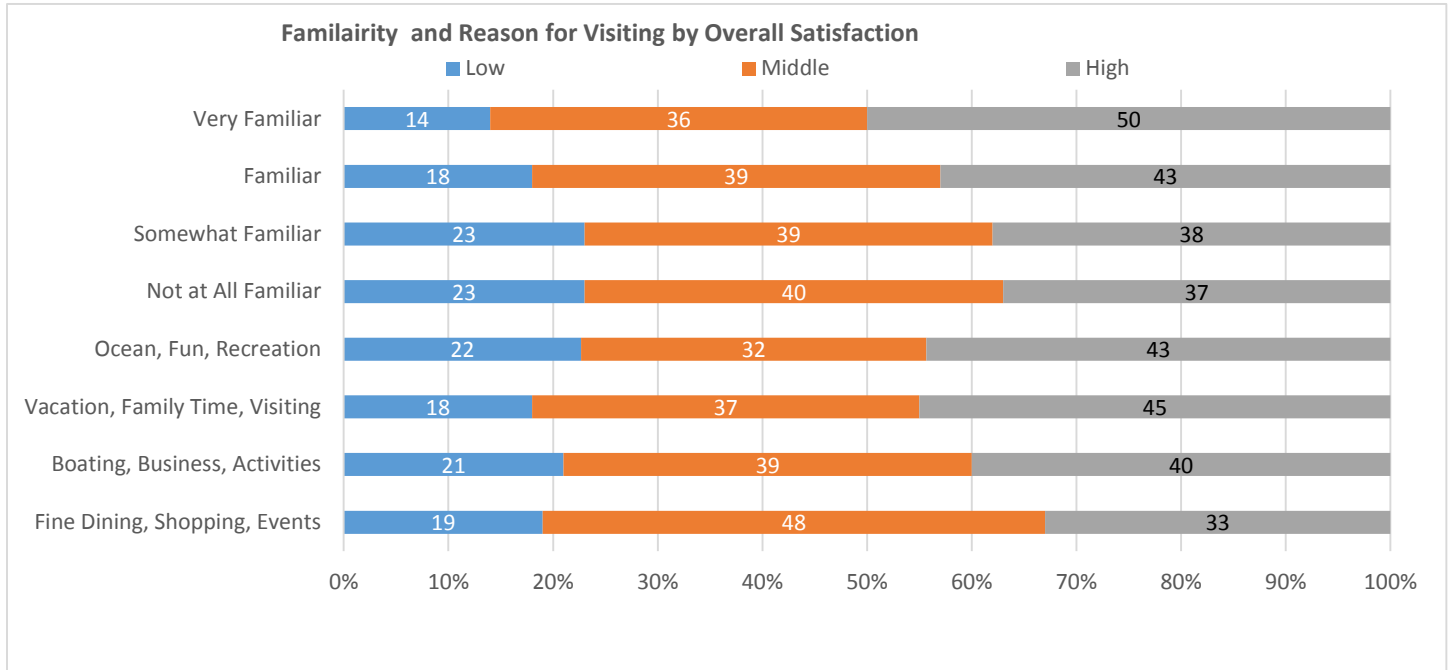


Figure 172 Familiarity with Corridor and Open-Ended reasons for Visiting the Corridor and Overall Satisfaction

Figure 173 reports frequency of visits by overall satisfaction with their visit. The results show the visitors who visit “once a year visit or less” have the “highest” level of satisfaction. New Visitors had the greatest percentage of “low satisfaction” (23%). “Frequent”, “Often” and “Most Often” shared a similar of “level of satisfaction”.

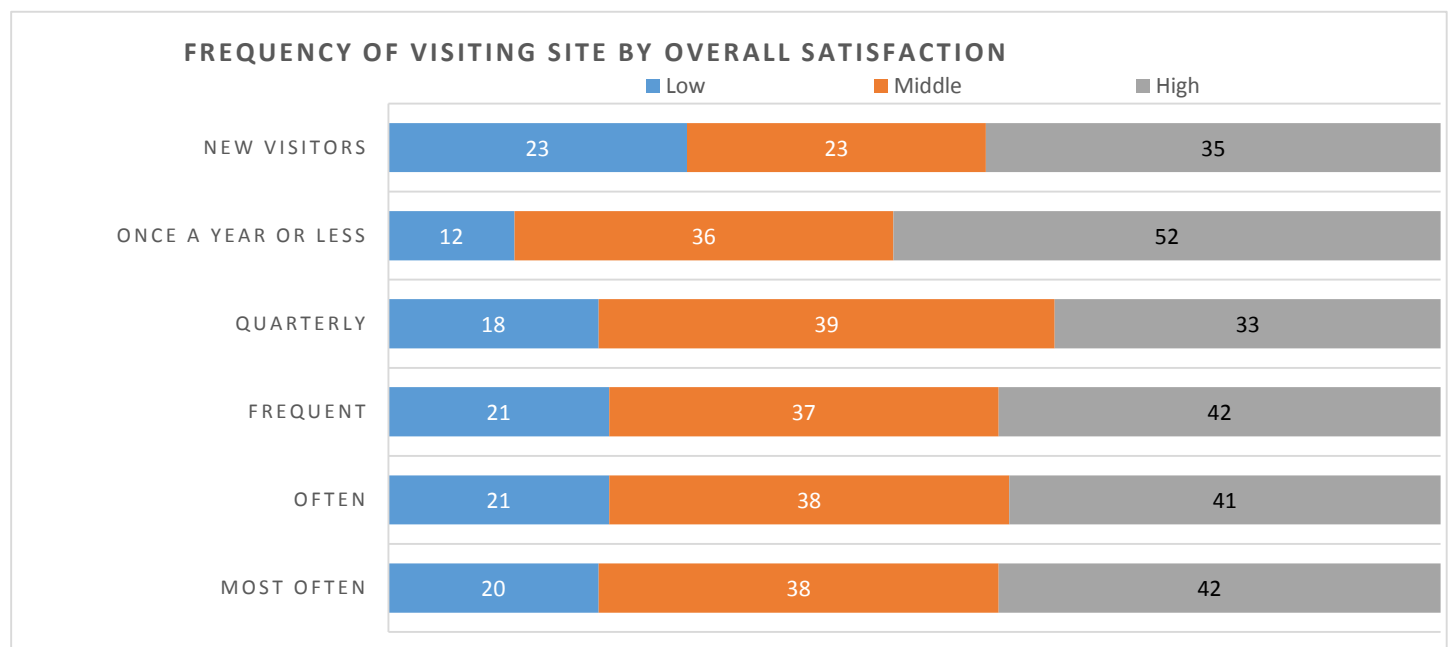


Figure 173 Frequency of Visiting the Corridor and Overall Satisfaction.

Figure 174 reports the relationship between “age group” of visitor and their “overall level of satisfaction”. Visitors in their “20s-30s” had the lowest percentage in the “high” satisfaction category and the “highest” percentage of “low” satisfaction category”. Overall satisfaction with the Corridor experience increased with each age group. Persons in their “70s+” had the greatest percentage in the “high” category (50%) and the lowest percentage in the “low” category (13%).

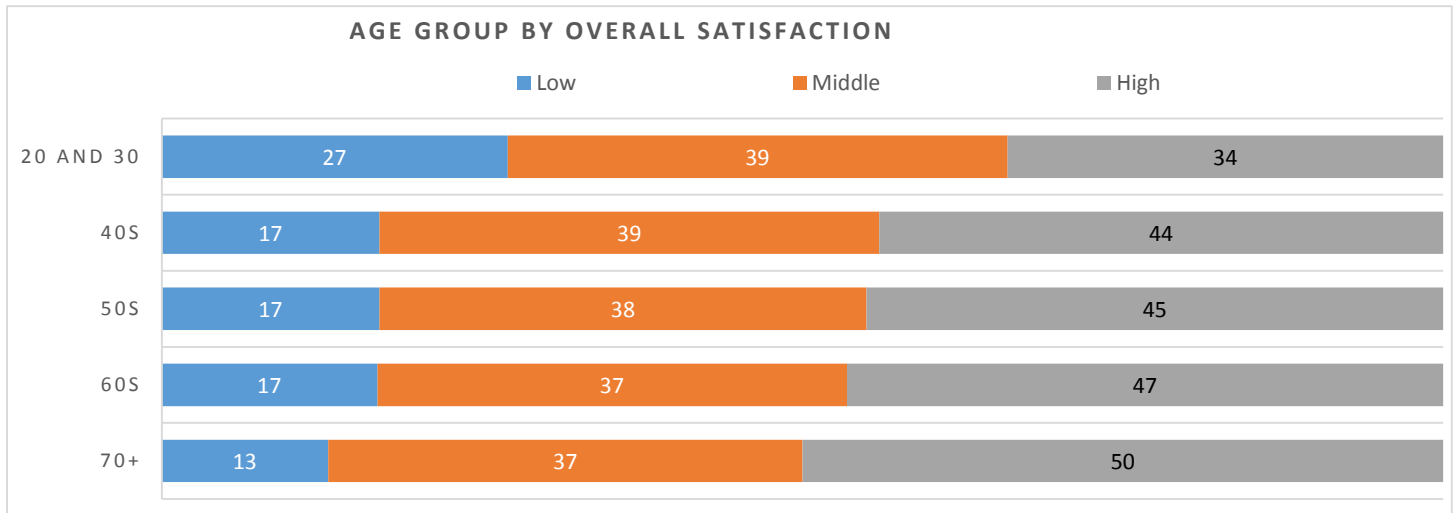


Figure 174 Age Group by Overall Satisfaction

Figure 175 reports the results of a comparison between the types of groups and overall satisfaction. The results suggest that 46 percent of the persons in “family only” were in the “high” satisfied group. Persons in the visiting in “Groups” were the least satisfied overall. Considering the percentage of visitors in the “low” satisfaction category, those visitors “groups” (41%), “friends only” (24%), and those visiting “alone” (21%) had the lowest satisfied.

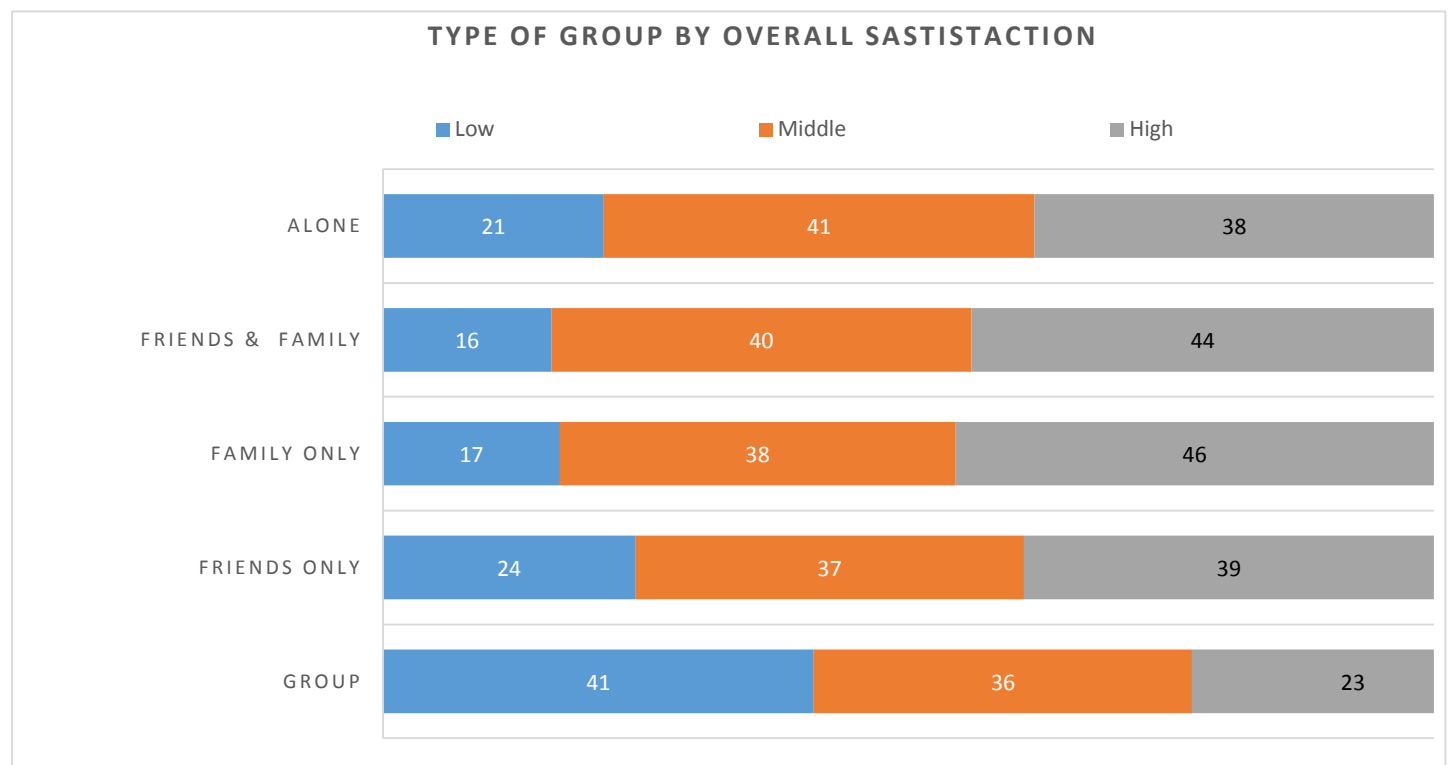


Figure 175 Type of Group and Overall Satisfaction

Figure 176 reports the relationship between time visitors spent at interview site and overall satisfaction. Visitors spending “6-8 hours” (52%) and “>8 hours” (48%) were the largest percentage of “high” satisfaction group. Those visitors spending “1 hour or less” (26%) and “2 hours” (23%) had the largest percentage of “low” satisfaction

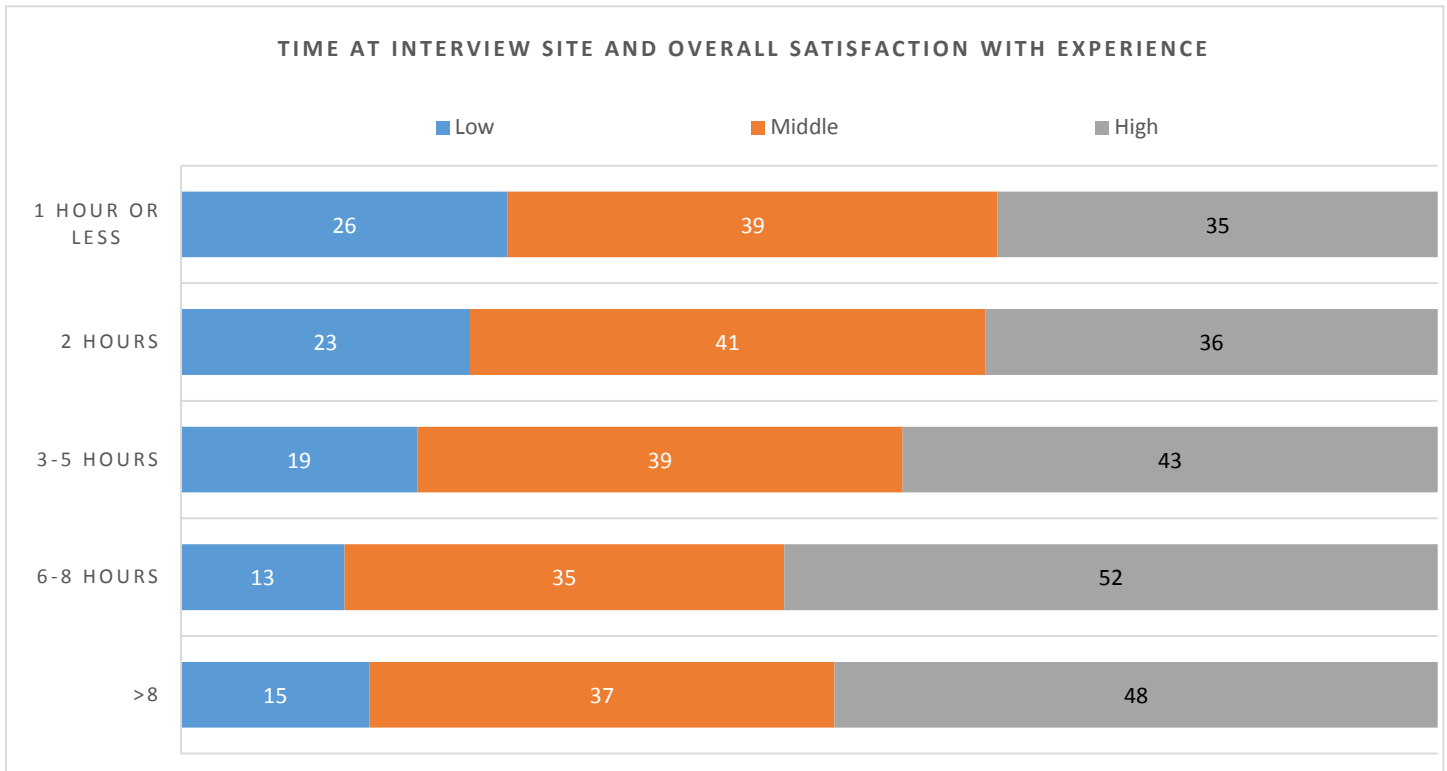


Figure 177 Time spent at Interview site and Overall Satisfaction with Corridor Satisfaction

Figure 178 reports the results of a statistical comparison of relationship between estimated expenditures during their visit and the visitors overall satisfaction with their corridor experience. Visitors spending “\$700+” had the greatest percentage (58%) of “High” overall satisfaction group. Other than those spending “>\$700” expenditure group all of these groups were similar across the overall satisfaction category.

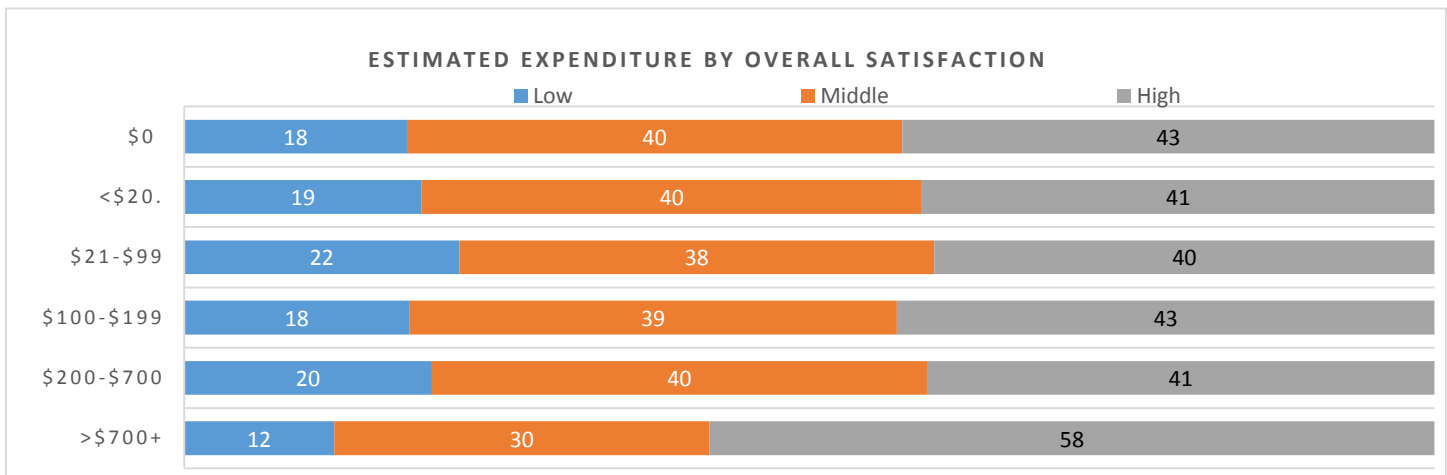


Figure 178 Estimated expenditures and Overall Satisfaction

Figure 179 reports the results from town of overnight stay and overall satisfaction. Sixty-one percent of the overnight visitors staying in “Rye/Rye Beach” rated their overall satisfaction as “High”. Twenty-five percent of overnight visitors staying in Portsmouth, rated their experience as “Low”. Fifty-one percent of the “over-night” Hampton Beach visitors rated their “Overall Experience” as “High”. This is important since Hampton Beach represents the significant proportion of the total overnight visitors to the corridor.

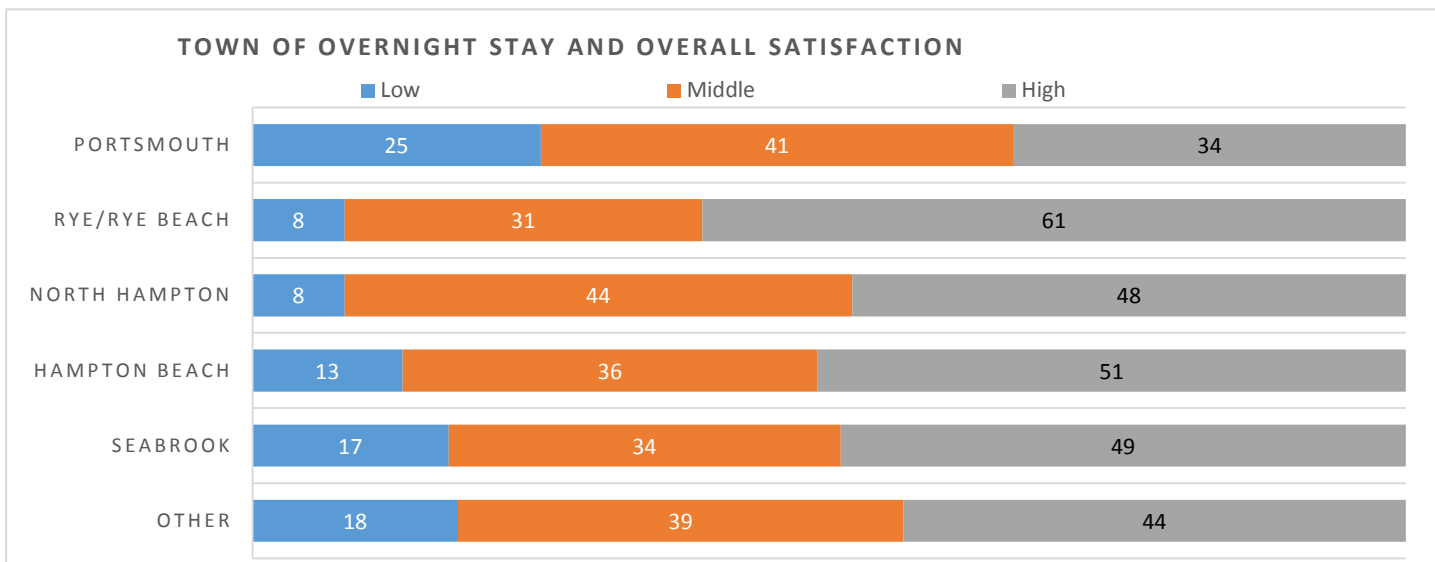


Figure 179 Town of Overnight Stay by Overall Satisfaction

Figure 180 reports the relationship between visitors “satisfaction with availability of parking” and “overall satisfaction” with their corridor experience. Fifty-eight percent of the visitors who were very satisfied with availability of parking were in the “high” satisfaction group. The “satisfied” and “less than satisfied” with the cost of parking were not statistically different from one another.

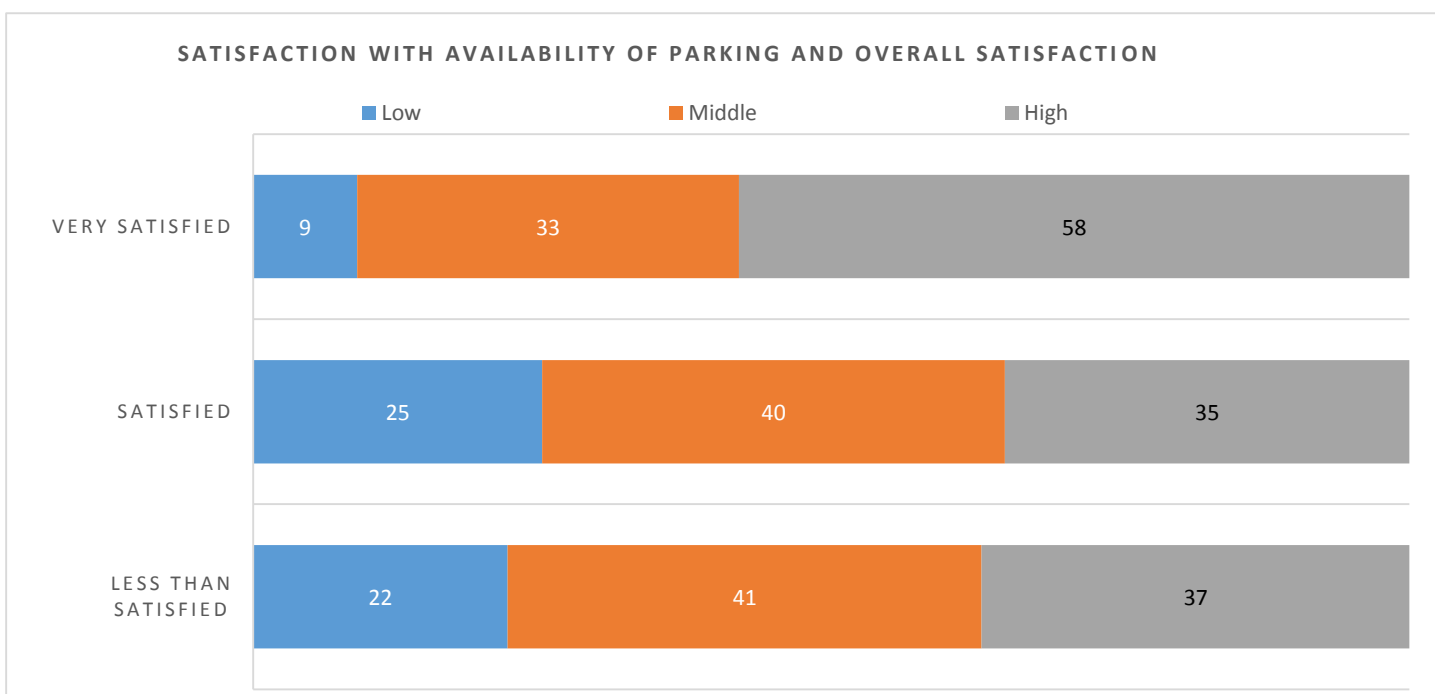


Figure 180 Level of satisfaction with the availability of parking and Overall Satisfaction with Corridor Experiences

Figure 181 reports the relationship between visitors “satisfaction with cost of parking” and “overall satisfaction” with their corridor experience. Fifty-seven percent of the visitors who were very satisfied with the cost of parking were in the “high” satisfaction group. The “satisfied” and “less than satisfied” with the cost of parking were not statistically different from one another.

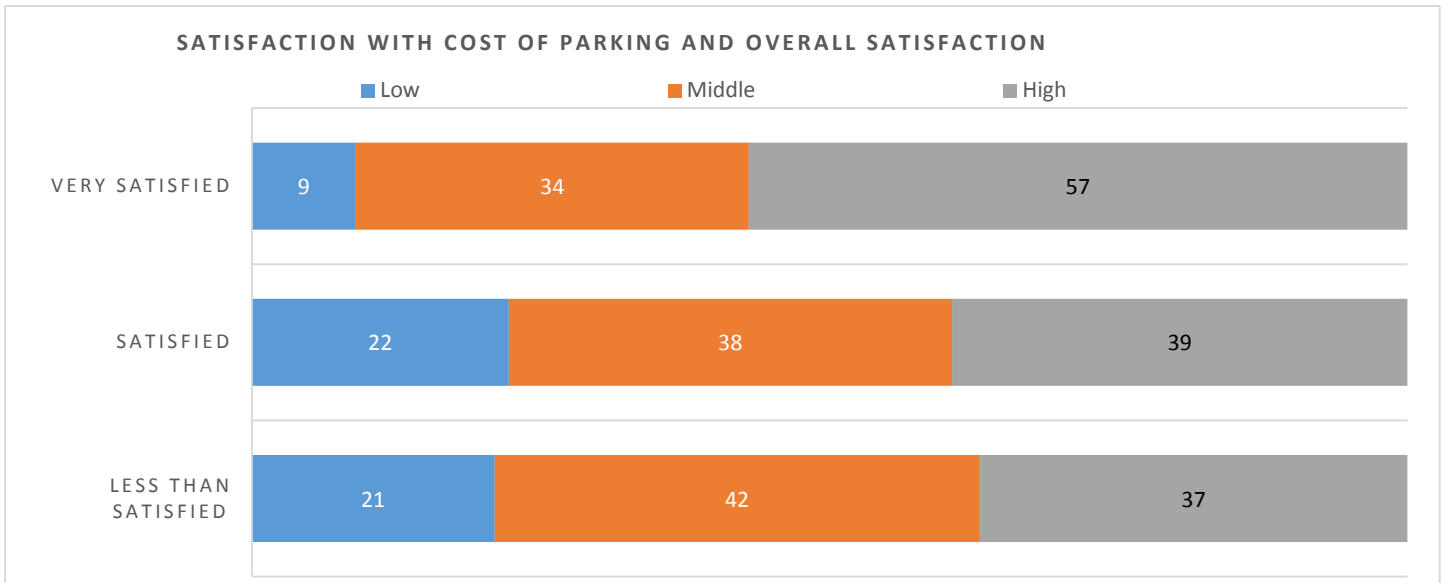


Figure 181 Level of satisfaction with cost of parking and overall Satisfaction

Evaluation of Site Attributes and Overall Satisfaction. The final section of this report presents the relationship between the visitor’s ratings of four site attributes (i.e., cleanliness and availability of restrooms; congestion reaching the interview sites; overcrowding at interview site; and value for money spent) with the measure of the visitors overall level of satisfaction with their “Corridor Experience”.

Figure 182 shows a significant relationship between their evaluations of “cleanliness and availability of restrooms” and overall satisfaction. The higher their rating of “restrooms” the greater their level of overall satisfaction with their corridor experience.

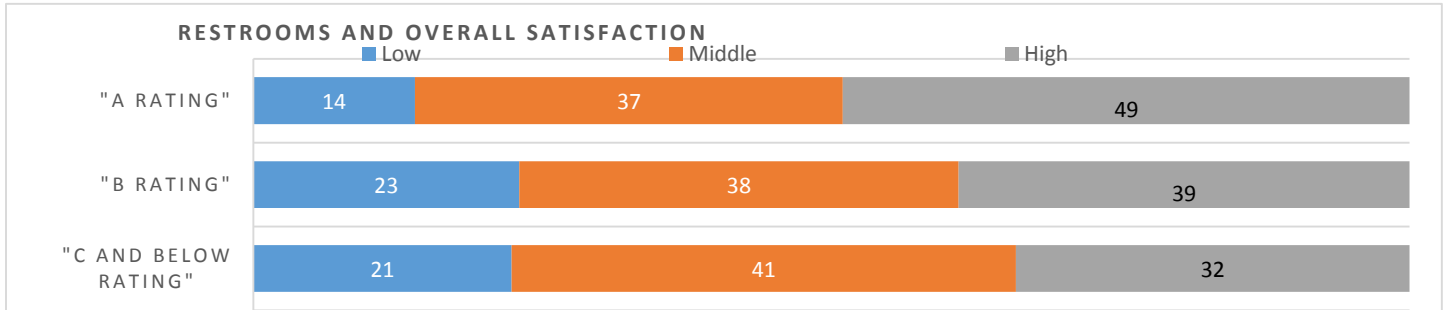


Figure 182 Evaluation of Restrooms and Overall Satisfaction

Figure 183 shows a significant relationship between their evaluations of “congestion reaching interview site” and overall satisfaction. The higher their rating of “congestion” the greater their level of overall satisfaction with their corridor experience.

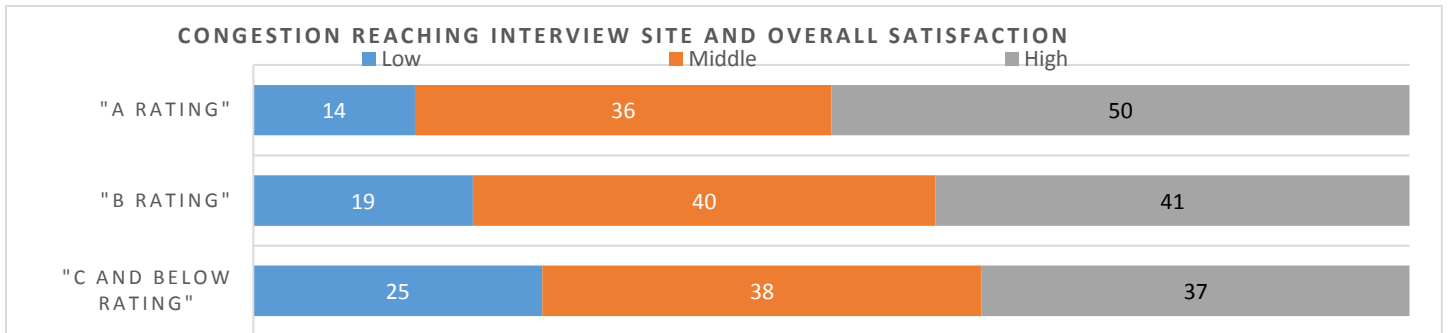


Figure 183 Congestion Reaching Interview Site and Overall Satisfaction with Corridor experience

Figure 184 shows a significant relationship between their evaluations of “overcrowding at interview site” and overall satisfaction. The more positive their rating of “overcrowding at the interview site” the greater their level of overall satisfaction with their corridor experience.

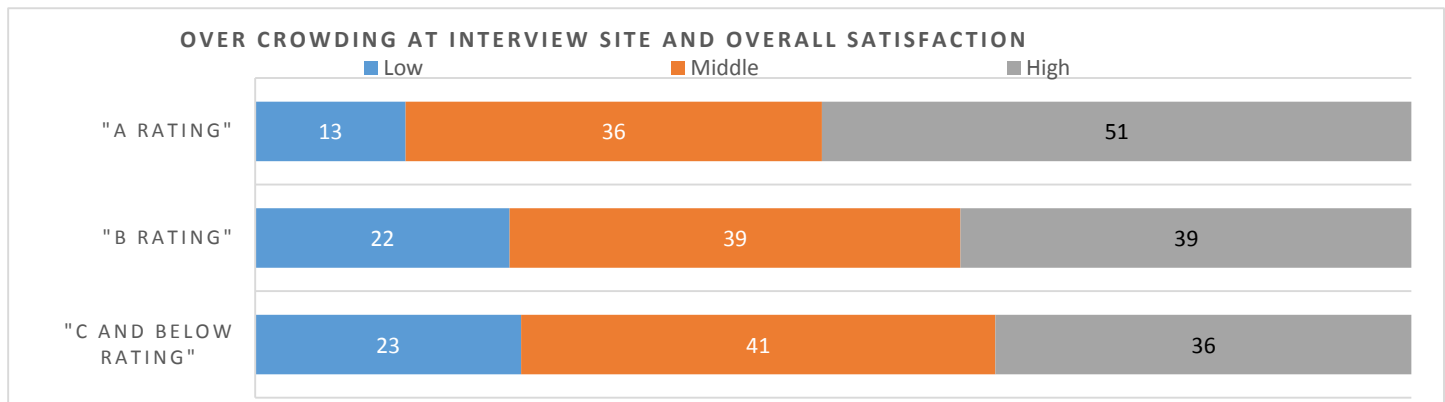


Figure 184 Rating of Conditions Related to the “Overcrowding” and Overall Satisfaction

Figure 185 shows a significant relationship between their evaluations of “value for money spent at the interview site” and overall satisfaction. The more positive their rating of “value for money spent at the interview site” the greater their level of overall satisfaction with their corridor experience.

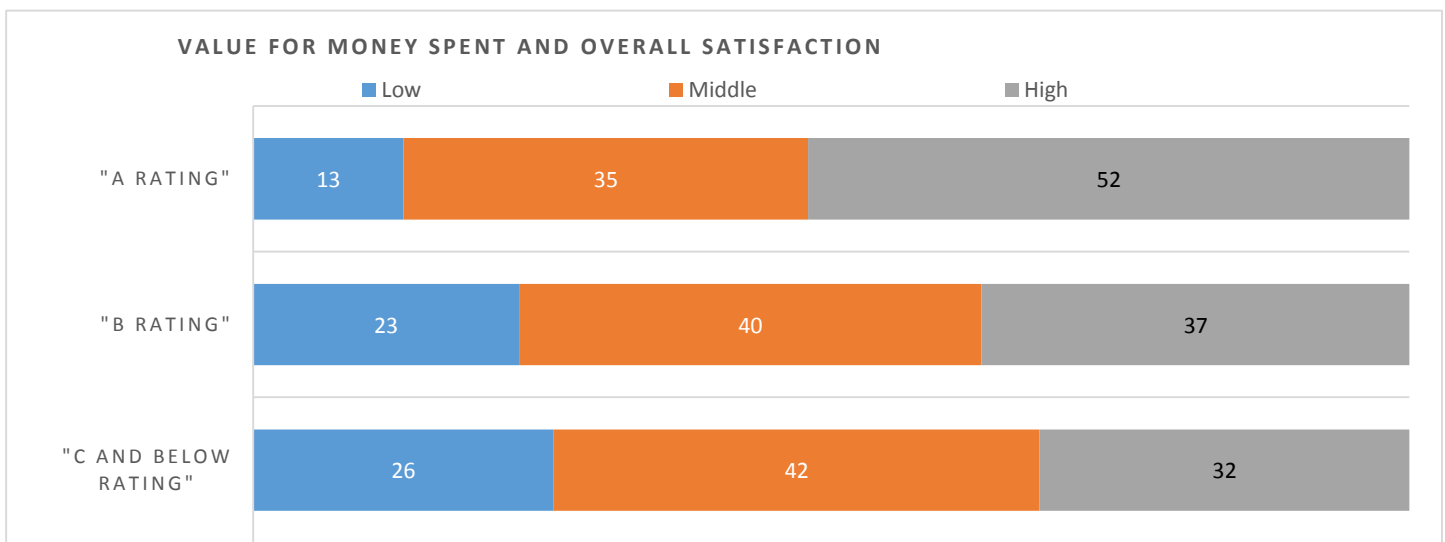


Figure 185 Value for money spent at the interview site and overall satisfaction

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the evaluation of the “overall satisfaction” at the interview site that considers other “visit” and visitor characteristics:

- Interview Time: Not significant.
- Month of Interview. Visitors in May gave restrooms the highest rating (59%). Visitors interviewed in s interviewed in “June” and “JAS” were most likely to evaluate restrooms as “average or below”, 26% and 27% respectively.
- Type of Lodging. Not significant.
- Weather on Interview Day. Visitors interviewed on cloudy and rainy days were the least satisfied with their experience. Visitors on sunny days the most.
- Type of Day. Visitors interviewed on week days were the most satisfied with their experience and holiday weekends the least.
- State of Residence: Not statistically significant.

SUMMARY AND HIGHLIGHTS FROM iPad INTERCEPT INTERVIEWS

A variety of methods and technologies were employed in the “visitor needs assessment”. The best source of data were collected via personal intercept interviews with people contact at nine sampling location within the corridor. A total of over 3000 interviews were completed. The sample of visitors to the corridor 56% were from NH. Most of the visitor’s came to the area with in family only groups (53%). Sixty-eight percent of the sample have traveled the entire length of the corridor and 61 percent considered themselves to be familiar or very familiar with other areas in the corridor. Twenty-three percent (n=699) visit included an overnight stay. An overwhelming majority of the visitors to the corridor were “Very Happy” to “Delighted” with their experience (95%). Overall visitors were happy with nearly all aspects of their experience. Nearly half of the visitors awarded the “availability and cleanliness restrooms an “A” with the exception of those visitors interviewed at Jenness Beach and Portsmouth. Visitors were generally satisfied with both the “availability” of parking with nearly 75% of the sample reported themselves to be “satisfied” or “very Satisfied”. Approximately 58% reported that they were satisfied with the “cost” of parking. Visitors were interviewed in Portsmouth and Jenness Beach were significantly less satisfied with both the availability and the cost of parking. A number of factors contributed to the sample of visitor’s evaluation of parking related issues. For example, visitors from the Northeast were less likely to negatively evaluate parking and traffic congestion related issues. Willingness to use public transportation or shuttles varied across a variety of factors. The results suggest that visitors contacted at Hampton Beach and North Beach would be most likely to use public transportation or shuttles. Likewise for those visitors staying at least one night in the corridor. When visitors were asked if they feel or would feel comfortable riding a bicycle on NH Route 1A/1B approximately 40% of visitors indicated that they would not feel comfortable. When asked if they would feel comfortable if riding a bicycle if the shoulders were widened nearly 80% indicated that they would feel at least somewhat comfortable.

Inventory of Tourism Resources within the NH Route 1A/1B Byway

INTRODUCTION

This inventory collected information on lodging facilities, restaurant facilities, and tourism attractions within the NH Route 1A/1B Corridor. The inventory was essentially a replication of the inventory activities that were a part of the 1996 Coastal Byway Tourism Assessment.

Goals of the Inventory:

The following represents a brief overview of the specific goals of completing the inventory of tourism resources within the NH Route 1A/1B Scenic Byway. The specific objectives of the inventory were:

- (1) To complete an inventory and characterization of a wide range of lodging, restaurant facilities and tourist attractions within the NH Route 1A & 1B Corridor. The inventory will include the construction of a data base that will be shared with appropriate local, state and non-profit organizations.
- (2) To provide a description of available hospitality and tourism resources; and support services important to the planning and decision making processes associated with the enhancement and protection of the coastal byway infrastructure, human, cultural, natural and associated resources.

Methods for the Inventory

The 2013-2014 Inventory of Tourism Resources was essentially a replication and update of the 1996-1997 Inventory. The Principal Investigator utilized the Excel spread sheets from the inventory completed in the 1996 study which essentially provided the baseline of the inventory. The second step of the inventory process (not available to the 1996-1997 Inventory was a content analysis of web resources (i.e., web sites, social media, and other on-line resources). The second step updated the inventory of the attractions identified in the 1996 inventory. The third step was to update the inventory included in the Excel Spreadsheets in 1996-1997 with the social media data with "inventory" data made available by the Portsmouth Chamber of Commerce. The inventory attempted to identify all tourism resources the NH Route 1A & 1B, with the exception of the restaurants and accommodations (those restaurants and accommodations within a short walk from NH Route 1A & 1B were included in the inventory). The third step was to "ground truth" the information collected via the first two steps and to compile a photo log of the tourism resources of the NH Route 1A/1B Scenic Byway.

Lodging Facilities

This section provides a brief summary of the results from the inventory of lodging facilities adjacent to Route 1A/1B. The inventory process collected information and identified, sixty-four lodging facilities within the corridor. The data base compiled collected via inventory include physical address, contact information, whether or not they have a web site and if so a listing of the URL for the web site, the number of rooms, the facilities available on site (i.e., restaurant, banquet, pool, kitchen, parking, view, etc.), whether or not they have a Face Book page and if so the number of likes/visits, dates of operation and whether or not the property has an scenic view.

Figure 1 represents the relative distribution of the lodging facilities by lodging type and corridor community. The inventory identified a total of 64 lodging properties in the corridor. The inventory identified hotels (14), motels and cottages (38), and bed and breakfasts and inns (12). A majority (73%) of the lodging facilities are located in Portsmouth and Hampton Beach. The corridor is estimated to have 3276 rooms.

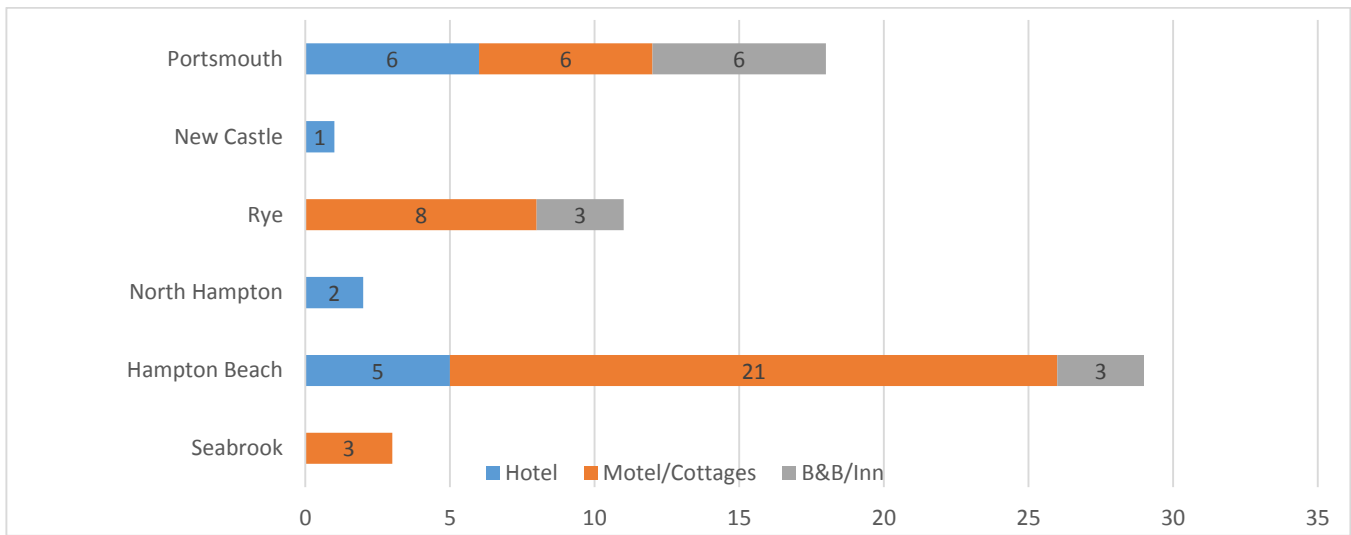


Figure 1 Lodging Facilities

Nearly all the properties in Portsmouth are open year round and a majority of properties in Hampton Beach are seasonal in nature. Sixteen properties were identified as having either an indoor, outdoor pool or both. Eighty-percent of the properties have a web site and 70 percent have a Facebook Page. The Properties identified in the inventory had nearly 60,000 visits and over 50,000 likes on Facebook. The inventory also identified an additional 65 properties in the Town of Hampton. A majority of these properties are Motels. These properties represent another potential customer base for the shuttle linking Hampton Center, North Beach and Hampton Beach.

Figure 2 reports the distribution of the number of Vacation Rental by Owner (VBRO) available for rental across the Corridor Communities. VBRO was founded as a family business in Breckenridge, CO in 1995. VBRO rentals were not included in the 1996 Tourism Inventory. Investigation into VBRO Rental in the NH Route 1A/1B Corridor identified 200 VBRO rentals in the 2015 Inventory (with an additional 20 rentals in Hampton Center). Hampton Beach and Rye have the greatest number of VBRO rentals with 103 and 46 respectively. A majority of these rentals are available on a seasonal basis with some available only during early to late summer (June, July, August and September) and others available from late fall to early summer.

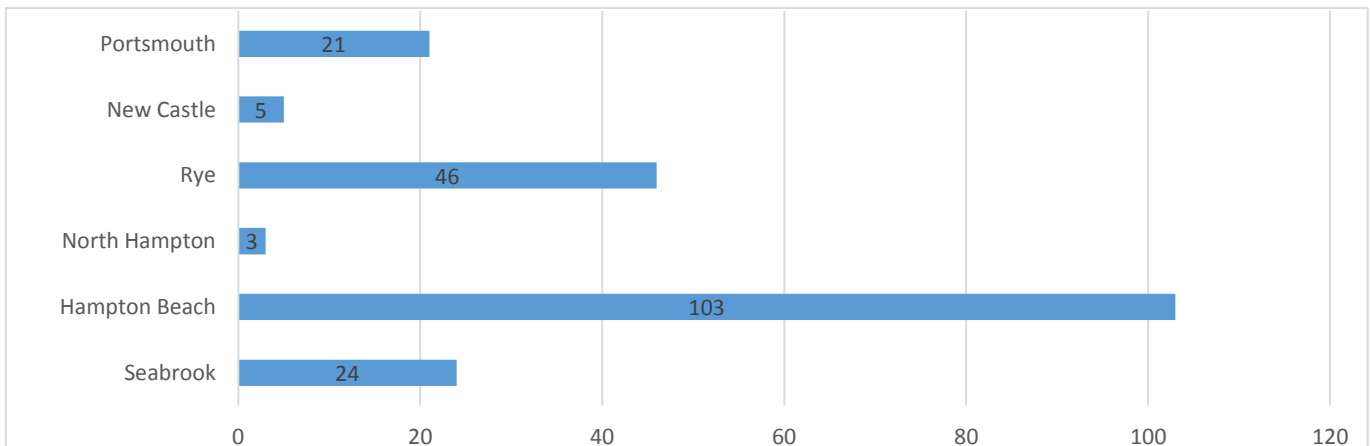


Figure 2 Distribution of the number of VRBO Rentals across Corridor Communities

Restaurant Facilities

This section provides a brief summary of the results from the inventory of dining facilities in the Route 1A/1B corridor. Six different towns were identified as having restaurants. Data were collected on a range of topics. The data collected in the inventory and incorporated into the associated data base include inventory include physical

address, contact information, whether or not they have a web site and if so a listing of the URL for the web site, the seating capacity, whether or not they have banquet facilities available on site (i.e., entertainment, outdoor seating, view, alcohol service, etc.), whether or not they have a Facebook page and if so the number of likes/visits, type dining offered, dates of operation. Restaurant facilities were categorized into three groups. These groups include Fast Food (i.e., Coffee, Ice Cream Shops, Fast Food, and Breakfast), and Casual Dining and Fine Dining.

Figure 3 graphically represents the 167 restaurants by Type of Dining and Location. Portsmouth had the most options for eating out with 79 restaurants. Portsmouth also had the most options for both Casual and Fine Dining. Over 90 percent of restaurants had a web site and over 78 percent had a Face Book. Restaurants in the Corridor had half a million Facebook likes or page visits. Sixty-seven percent of the dining establishments have a liquor license and thirty percent have entertainment. Dinner was the most commonly offered meal. Thirteen percent were open for dinner meals only, fifteen percent offered breakfast, and slightly less than 10 percent offered all three meals. Sixty-one percent offered lunch and dinner. Hampton Beach has the highest percentage of seasonal dining establishments and Portsmouth the least.

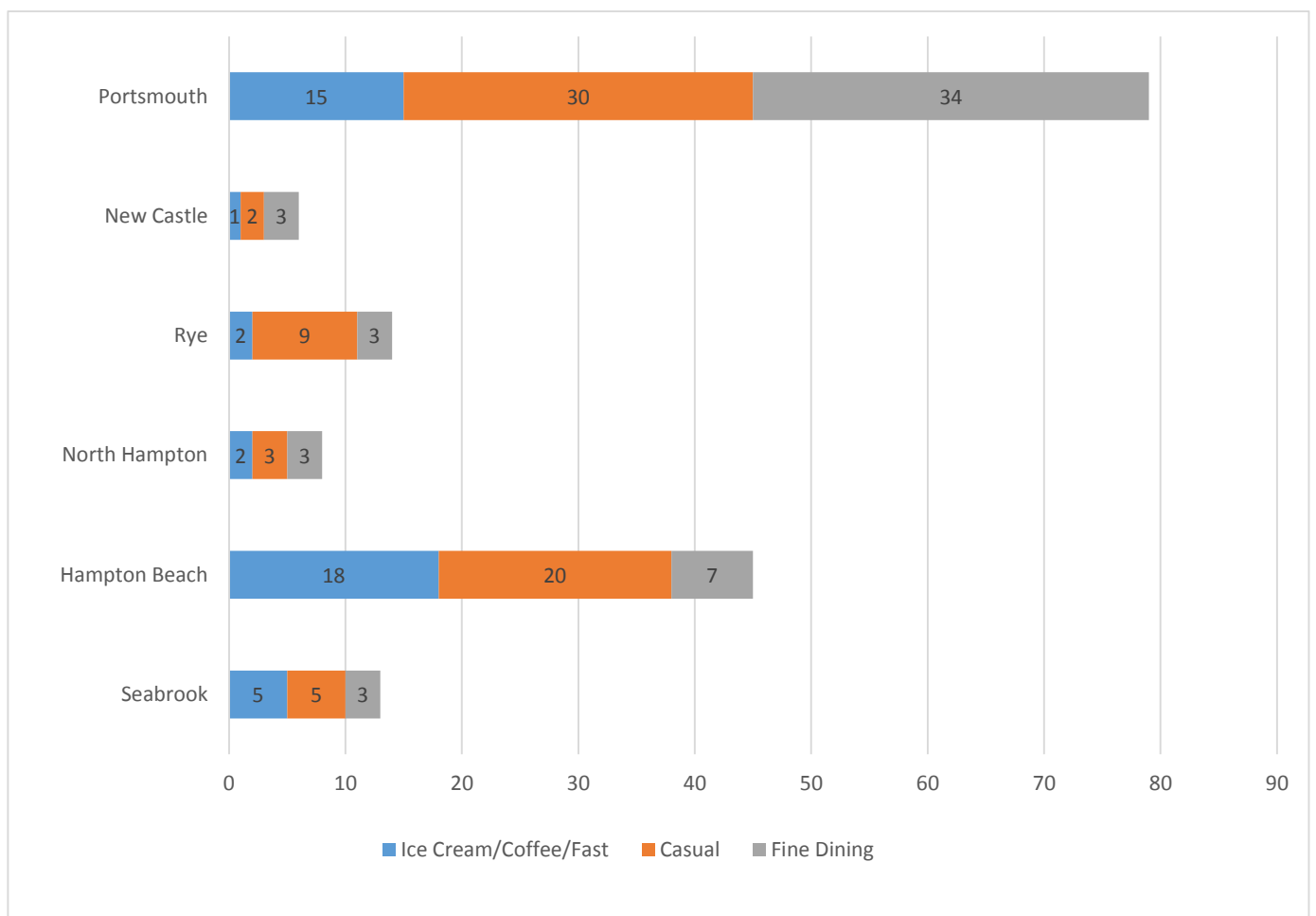


Figure 3 Restaurant Facilities

Figure 4 shows the number of restaurants that have an ocean view, live entrainment and outdoor seating. Twenty-eight percent of all dining establishments in the Corridor have some kind of ocean or water view. While 22 percent have some kind of live entertainment and 35 percent have some kind of outdoor seating. This table serves to reinforce the notion that coast and the outdoors is an essential component and an integral part of the NH Seacoast experience.

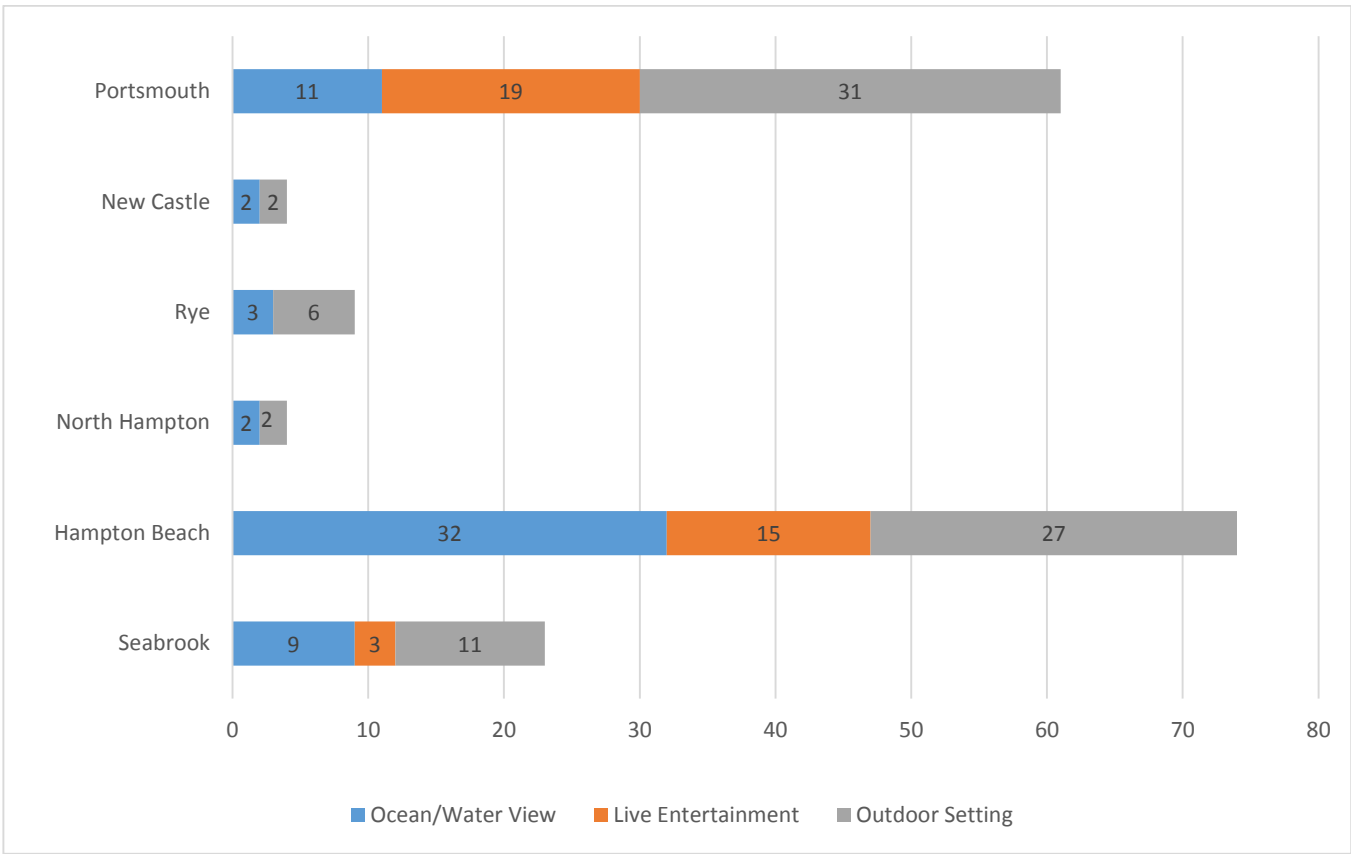


Figure 4 Restaurant Characteristics

The prices of these restaurants range from a meal being just under ten dollars to over \$60 per person. Fourteen percent offered a children’s menu. Thirteen percent had large group of banquet facilities. These restaurants also represent many different varieties of food. There are Chinese restaurants, seafood restaurants, American cuisine, Indian, Mexican, Italian and French to name just a few.

Figure 5 reports the overall number of dining establishments across a variety of parking types. Only 24 percent of the dining establishments offer free street parking within the corridor. A majority of the dining establishments depend on public fee parking for their customers.

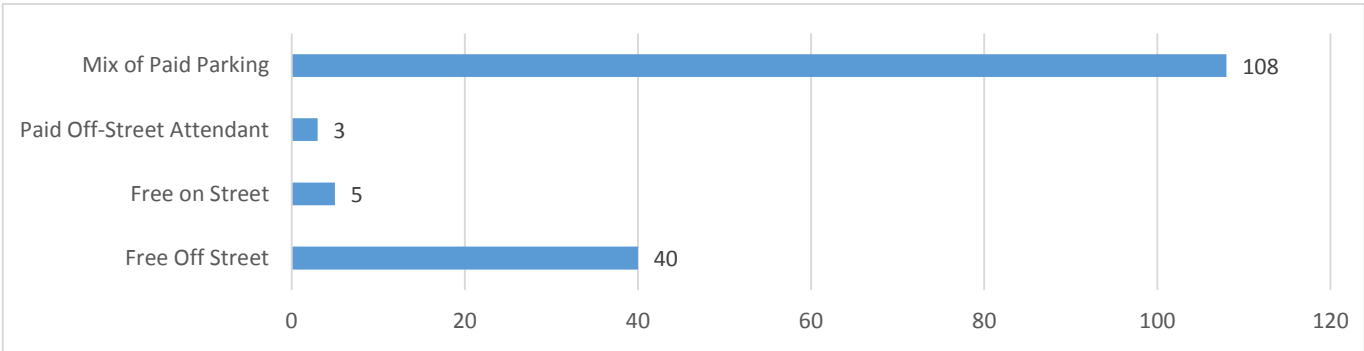


Figure 5 Restaurant Parking

Tourist Attractions

Figure 6 reports the results from the classification (or grouping) of the tourism attraction. Each attraction was grouped as either historical, a significant event (e.g., Market Square Day, Seafood Festival, etc.), transportation (i.e., harbor/ocean cruise, trail ride, guided tours, drives, etc.) and scenic/beach. A trained team of UNH undergraduate

students made a visit to each site, took photographs, and classified each site. They also made note of the season of operation, ownership, visitor amenities, signage, parking, and number of employees, participation in group tour or conference business, and overall appearance. The inventory resulted in the identification of 157 tourist attractions within a one mile radius of NH Route 1A/1B.

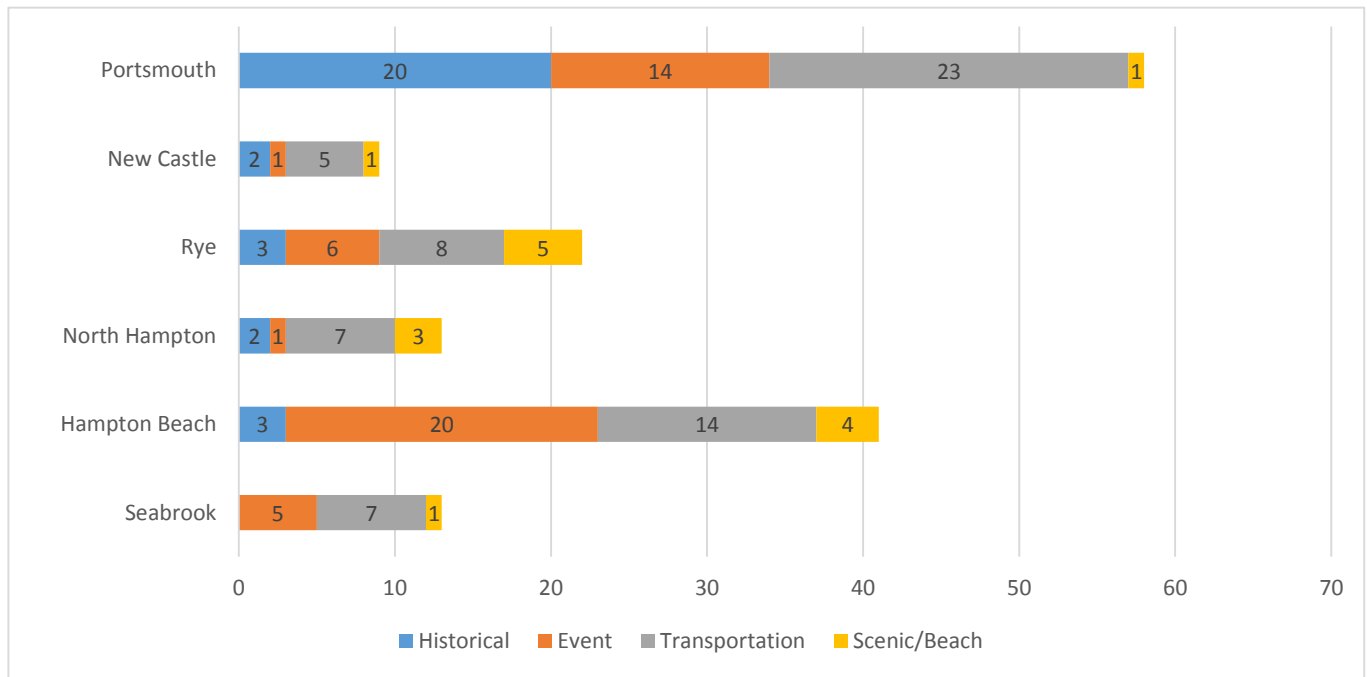


Figure 6 Attractions

Figure 7 presents the results from a broader classification (or grouping) of the tourist attractions. Some of which had multiple designations due to either the nature of their offering, or the multiple number of operations at one location. For example, NH State Beaches were classified as both recreational and scenic resources. Forty-six percent of the total sites were identified as including a “scenic” component, whereas, 21 percent of sites had only a scenic attribute (i.e., scenic overlooks).

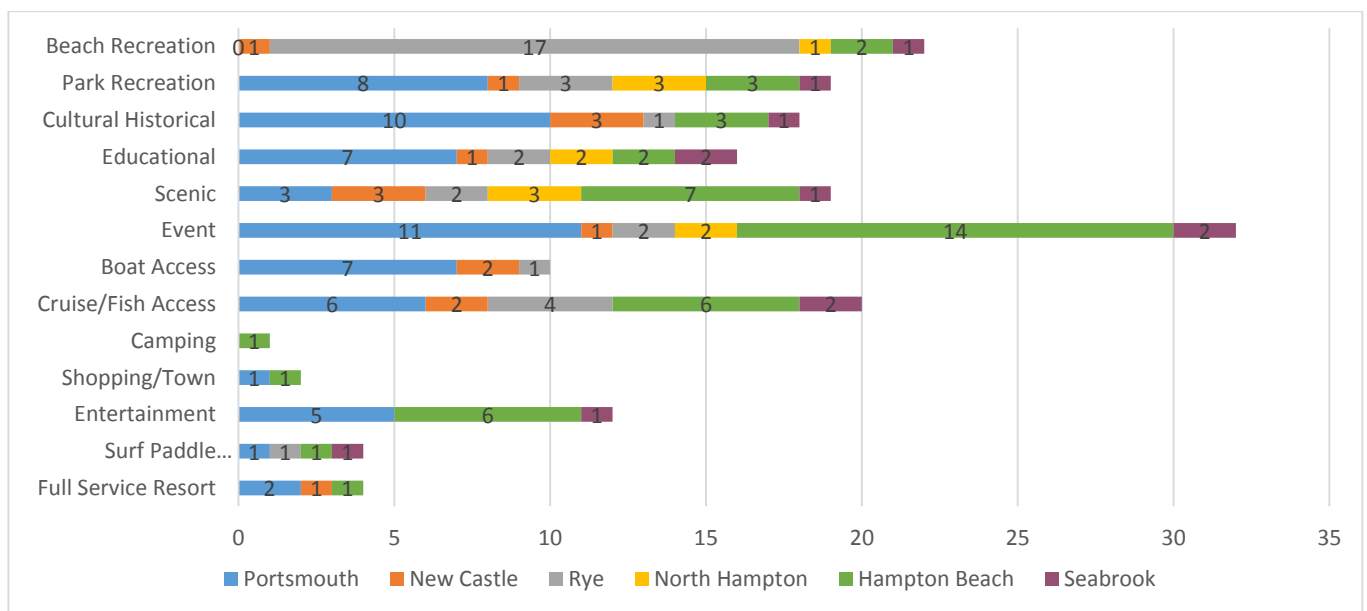


Figure 7 Number of Attraction by Type and by Corridor Community

Figure 8 reports the results from a more specific grouping of corridor tourist attractions within a one mile radius of the NH Route 1A/1B Corridor. This listing identified 20 attractions in the corridor with a focus on “history and culture”. This approach also identified 13 attractions as a destination attraction. Eleven beach access points and 16 boat access. The price range for corridor attractions went from free to expensive. Forty percent of the attractions were free. Thirty percent were moderately expensive and 25 percent were considered to be expensive. Four percent of the attraction requested a voluntary donation. Of the total number of applicable attractions, 52% offered year round hours of operation or public accessibility. The assessment of visitor services offered by attractions looked at the availability of restrooms, trash receptacles, public telephones, first aid, food, gifts, guide service, equipment rental, and availability of area information. It was found that 37% of applicable attractions were engaged in providing some sort of food service operation and 31% of attractions offered visitor information services.

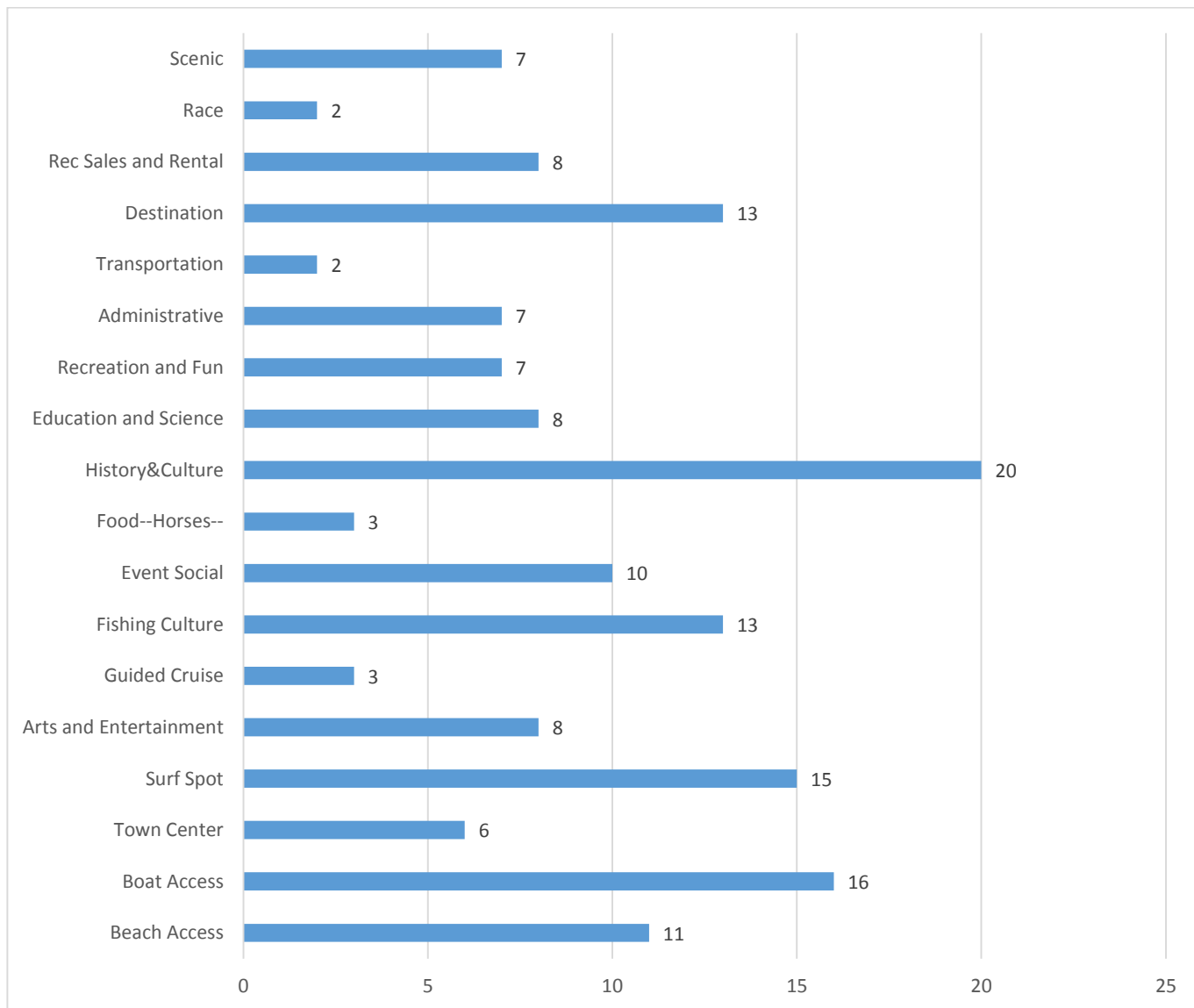


Figure 8 Number of Attractions in very specific groupings of tourist attractions within the NH Route 1A/1B Corridor

Figure 9 reports that thirty-nine (23%) of the attractions are managed by the State, 31 (19%) are managed by local government, 54 (33%) by private (or public private partnerships), and 42 (25%) are managed by non-profit organizations. This break down serves to illustrate the diverse nature of the corridor attractions and the importance of cross-sector management activities within the corridor.

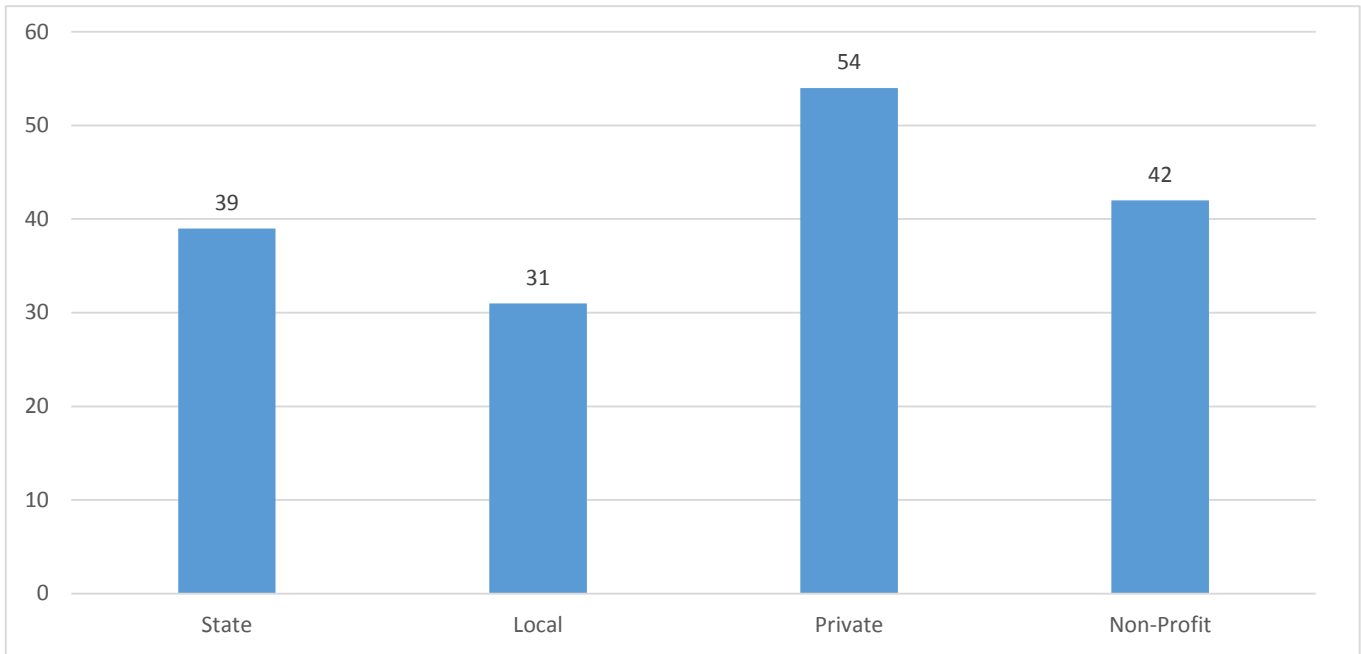


Figure 9 Number of Attractions by Funding Source

The undergraduate research team attempted to ascertain the total number of parking spots at each attraction, but the lack of line parking spots and pavement in some locations made estimation difficult. Attractions in general made an attempt to provide adequate parking facilities or alternatives for their visitors. Figure 10 reports the overall number of tourist attractions across a variety of parking types. Sixty-seven (40%) of the attractions had a mix of paid parking. Fifty-nine (35%) attractions had a mix and free on and off street parking. Thirteen (8%) of the attractions had no parking and 3 (dining establishments offer free street parking within the corridor. Ten (6%) had a mix of free and paid parking and 13 (8%) attractions were identified as having no parking.

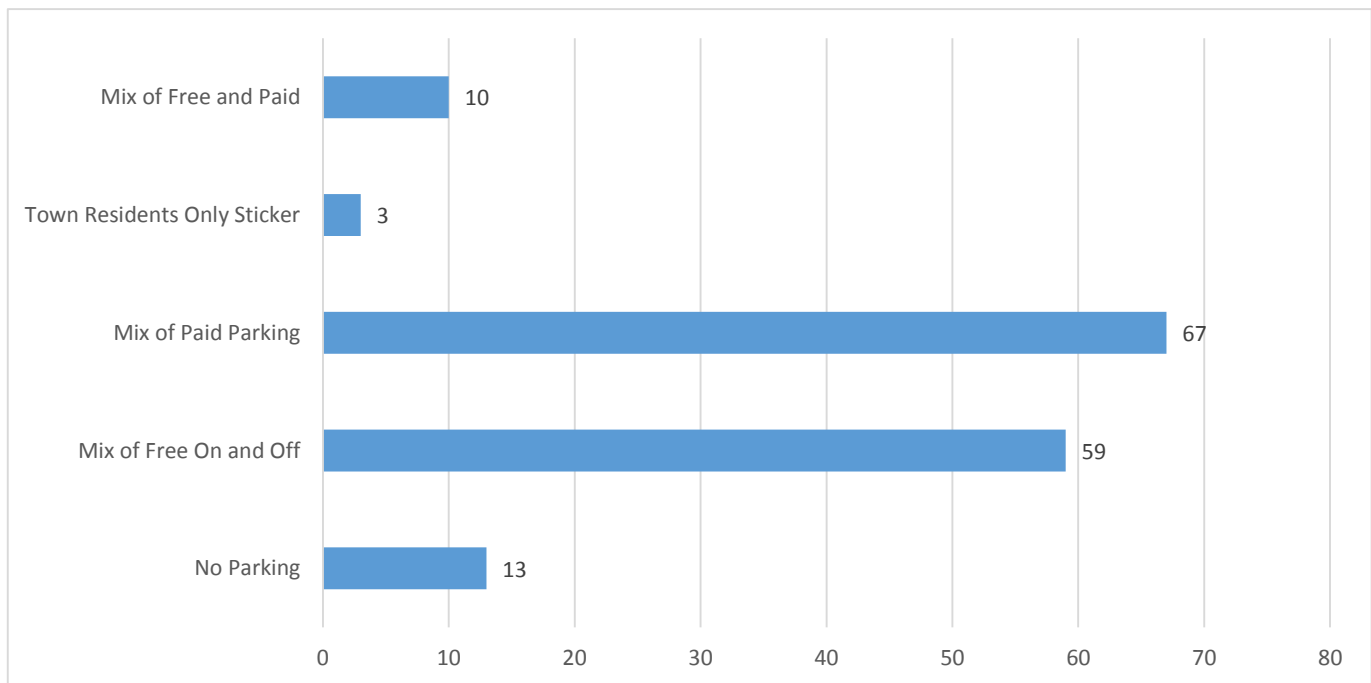


Figure 10 Attractions by Type of Parking

SUMMARY AND HIGHLIGHTS

The inventory identified 123 lodging facilities in the Byway Corridor. This total represents a doubling of the number of facilities included in the 1996 inventory. Thirty-eight of these properties had either indoor or outdoor swimming pools or both. Thirty percent of the lodging properties were identified as having ocean views. In addition, the inventory identified 234 private residences that are available for rent via “Vacation Rentals by Owner” and “Home Away”. A total of 185 dining facilities were identified within the Byway Corridor. Seventy-four of these are adjacent to NH Route 1A/1B with an additional 78 within a short walk from the Byway. Thirty-eight percent had a water view and 53 percent had outdoor seating available seasonally. An addition 18 restaurants were identified on NH Route 1. The inventory identified 173 “tourist attractions” within the Corridor. Forty-two percent of these were managed by the state or local government, 33 percent were for profit businesses and 25 percent were managed by non-profit organizations. The results from the inventory suggests that there has been significant growth in the quantity and quality of “tourism resources” within the Corridor. The results from the inventory suggests that the scenic beauty is an important dimension in a majority of the lodging, dining and tourist attraction within the corridor. The inventory also points to the need for a comprehensive guide to the NH Scenic Byway Corridor across community boundaries that includes hours and season of operation.

Follow up Web Survey with Visitors to the NH Route 1A/1B Scenic Corridor

This section presents the results from a follow up web survey with a self-selected sample of participants to the iPad Intercept Interviews along with a convenient targeted follow-up web-survey, utilizing Facebook, of people who visited the corridor in the past year. This narrative reports the results of the study and is intended to be a comprehensive summary of the findings and also serve as a more detailed reference for the study.

Goals of the Follow up Survey:

The following represents a brief overview of the specific goals of the follow up web survey with a self-selected, but random participants in the iPad Intercept Survey and a convenient sample utilizing Facebook members who had visited the New Hampshire Seacoast in the past year.

- (1) To provide the opportunity for visitors to NH Route 1A/1B Scenic Corridor to share what they think about the NH Route 1A/1B Scenic Corridor. More specifically, the follow-up survey included a general profile of the visitors to the corridor, sources of information they used during their most recent visit to the corridor, information needs relative to visiting the corridor, their activities, experiences, as well as their evaluations, attitudes, and demand for existing tourism attractions and services and preferences for the future potential corridor enhancement initiatives.
- (2) This section of the report will also allow for a statistical comparison between those visitors who provided email contact information via the iPad Intercept Interviews and consented to participate in the follow-up survey and those visitors who completed follow-up survey via social media (Facebook). This comparison is important, in that it will allow for a better understanding of the advantages and disadvantages of the two very different data collection techniques.

This section of the final report will begin with a description of methodologies utilized to collect the data included in this report. This will be followed by a profile of the visitors who responded to the survey that allows for a comparison of the two data collection techniques, a description of the when they visit the corridor, the places the respondents have visited in the corridor, the activities they participated in, information the respondents used to plan their visit, and information they would like to have. This will be followed by their opinions of the relative importance of various management and policy priorities, their attitudes towards specific attributes of the corridor, their preference for specific potential corridor development initiatives, the likelihood that they would utilize these specific potential corridor enhancement initiatives, ways visitors may have changed the way they have used the corridor from the ways they used it in the past. This section will conclude with a description of how the visitors use Facebook, and whether or not they would like to receive results from this study and if so how they would prefer to receive this information.

Methods for the Follow-Up Web Survey

The intercept-survey was used as a mechanism of identifying a random sample of visitors willing to complete a more detailed web follow-up questionnaire. A Facebook page was used as a tool to communicate the objectives and the importance of the study. The Facebook page was also utilized in the social media (Facebook) data collection phase of this study. This methods section will provide a brief overview of the methods used to collect data in the intercept follow up web survey and the social media follow up web survey.

Figure 1 reports that 17 percent (n=507) of the people who answered the very last question of the iPad Intercept Interview (n=3007) agreed to complete a follow up survey of (n=507). Of those 25% (n=123) decided not to provide their name and email address when asked for that information. This occurred for a variety of reasons (e.g., decided they did not want to, changed their mind, could not remember email address, etc.) when asked. Leaving a total of 384 participants in the intercept survey who provided an email address. The more detailed follow up survey was distributed and 15 percent (n=56) bounced or were otherwise undeliverable, leaving three hundred twenty-eight (n=328) number of live email addresses. Three contacts were made with potential respondents during late fall of 2013, early winter 2014 and early spring of 2015 and yielded one-hundred and seventy-three completed or partially completed surveys for a final response rate of 52 percent (see Figure 2).

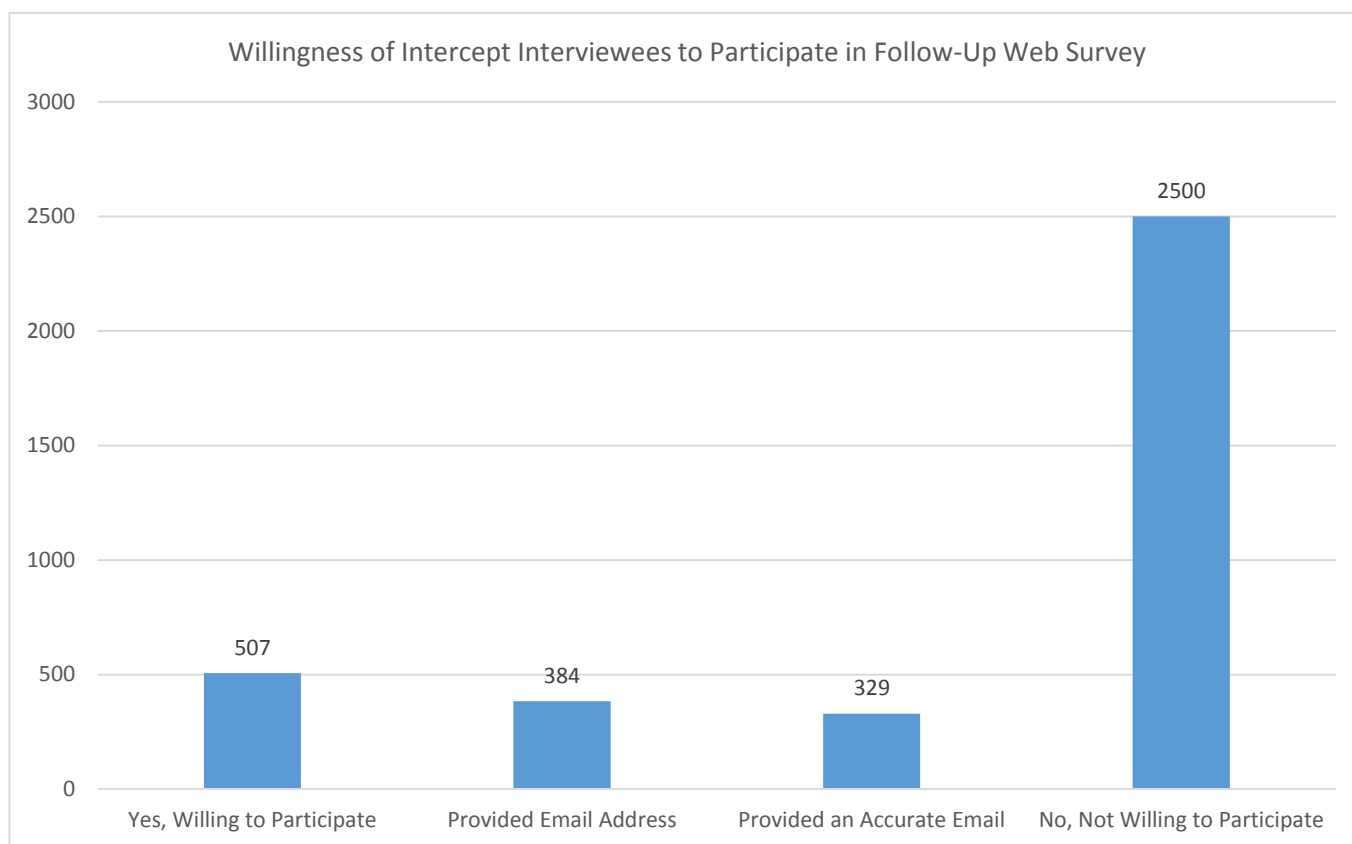


Figure 1 Willingness of participants in the iPad Intercept Interview to complete Follow-Up Survey.

As a result of the “low” willingness to participate in the more detailed follow up web survey (17%) identified via the iPad Intercept Survey, a decision was made to utilize Facebook to increase the total number of completed Follow up Surveys. The use of social media (Facebook) allowed for the collection of an additional 171 completed or partially completed surveys. Three different approaches were used to solicit or encourage the participation in Facebook Follow-up survey. Initially a Facebook Site was constructed entitled NH Seacoast Study. A link to a modified but similar follow-up survey to the Intercept Survey was developed and a link was posted to the Survey. The Facebook Site included a link to the Follow-up Survey along with a fairly detailed description of the objectives and methods of associated with both the iPad Intercept and Follow-up survey and the social media component of the study. Once the link was posted an informal social network was created and were asked to complete the follow-up survey and to share the link to the survey. Students enrolled in University of New Hampshire Tourism Planning courses were also invited to participate in the study and a Facebook Advertisement was purchased for \$100 and distributed to persons who liked various seacoast businesses and attraction. These methods resulted in the completion of 171 surveys. Twenty six percent (n=44) were attributed to the Facebook Advertisement, 26 percent (n=45) were UNH

Students and 48 percent (n=82) were attributed to the creation of the Facebook Page and sharing of the link to the survey. A total of 344 follow up surveys were completed or partially completed. Figure 2 presents the breakdown of the “response groups” in the follow-up Survey.

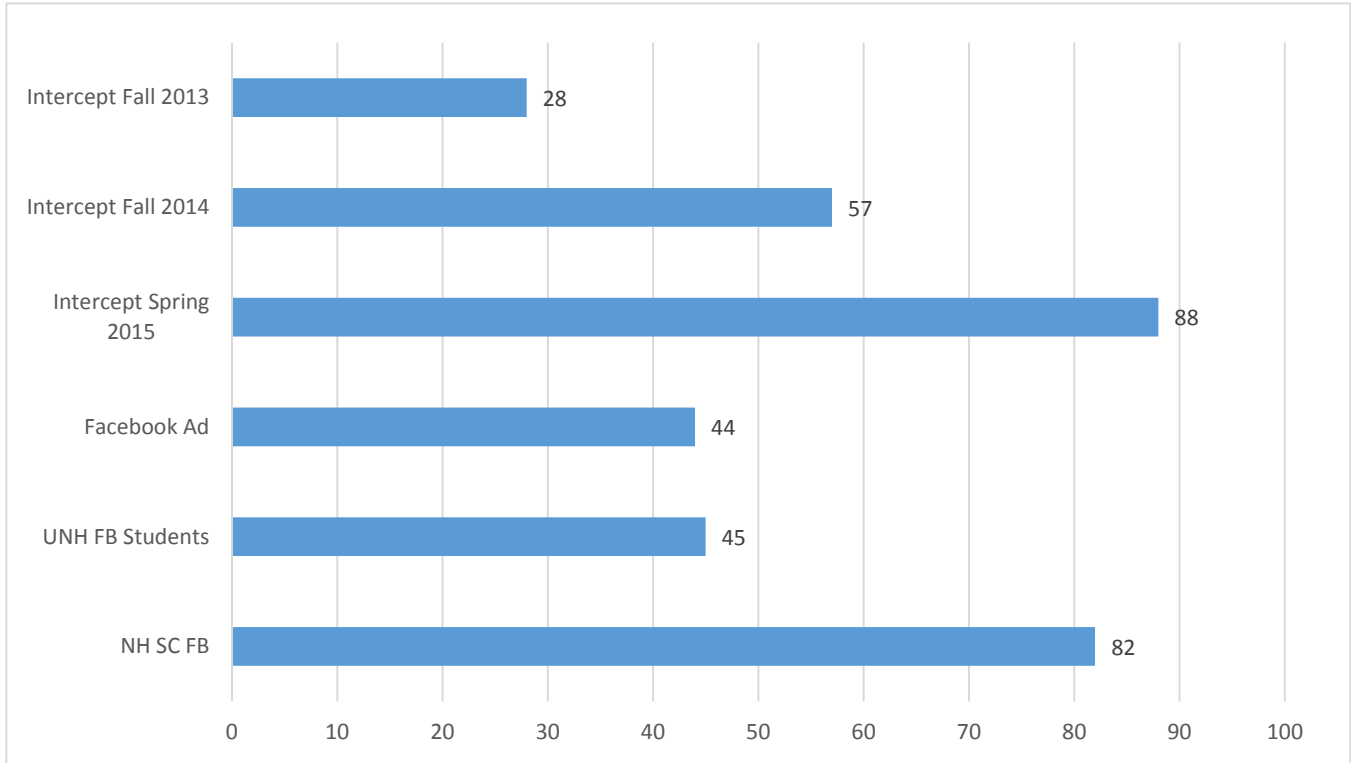


Figure 2 Number of Respondents to Follow-up Surveys

Figure 3 shows that approximately an equal proportion of the total Follow-up Surveys were completed through the use of a self-selected random sample iPad Intercept Interviews and via the non-random Facebook (50%) web surveys. Comparisons will be made for the data reported in this section across these the two sample types (i.e., iPad Intercept Follow-up random versus non-random Facebook Social Media).

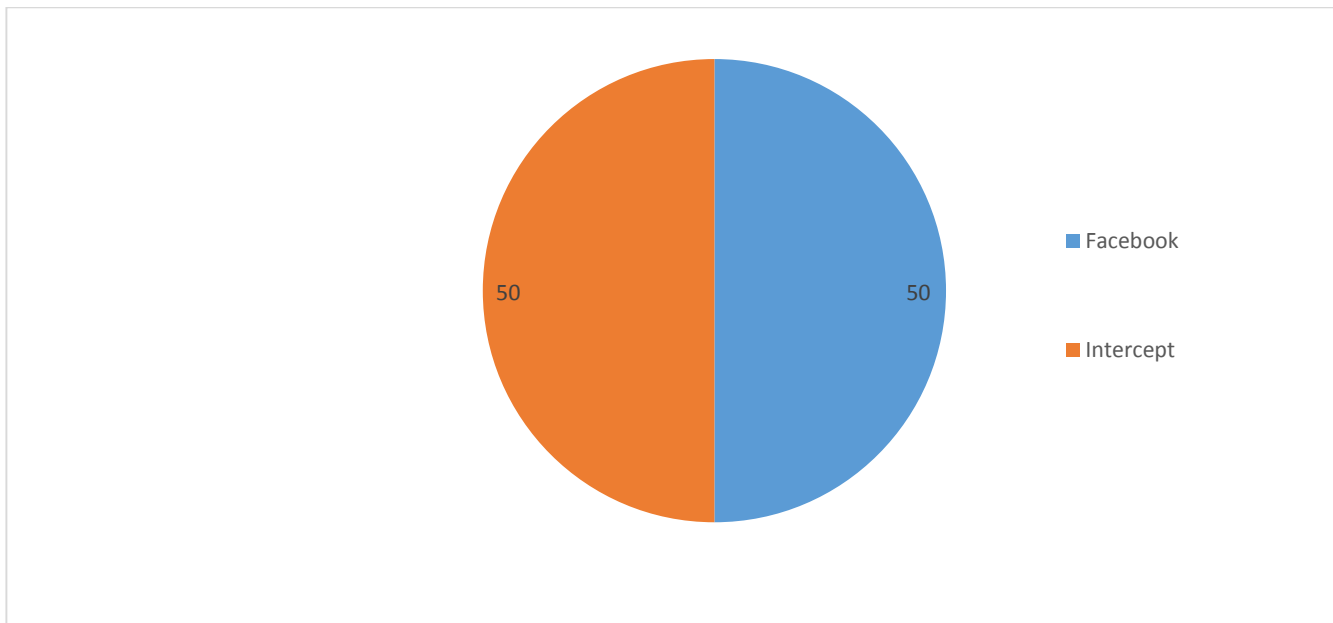


Figure 3 Percent of respondents by Intercept versus Facebook

Profile of Respondents to Follow-Surveys

Figure 4 reports the percentage of the combined studies that a significant majority were female (n=151) versus male (n=99). Comparing between the random sample and convenient Facebook sample relative to gender, sixty-seven percent of the respondents from the intercept follow-up surveys were females compared to fifty-one percent of the Facebook Interviews who were females.

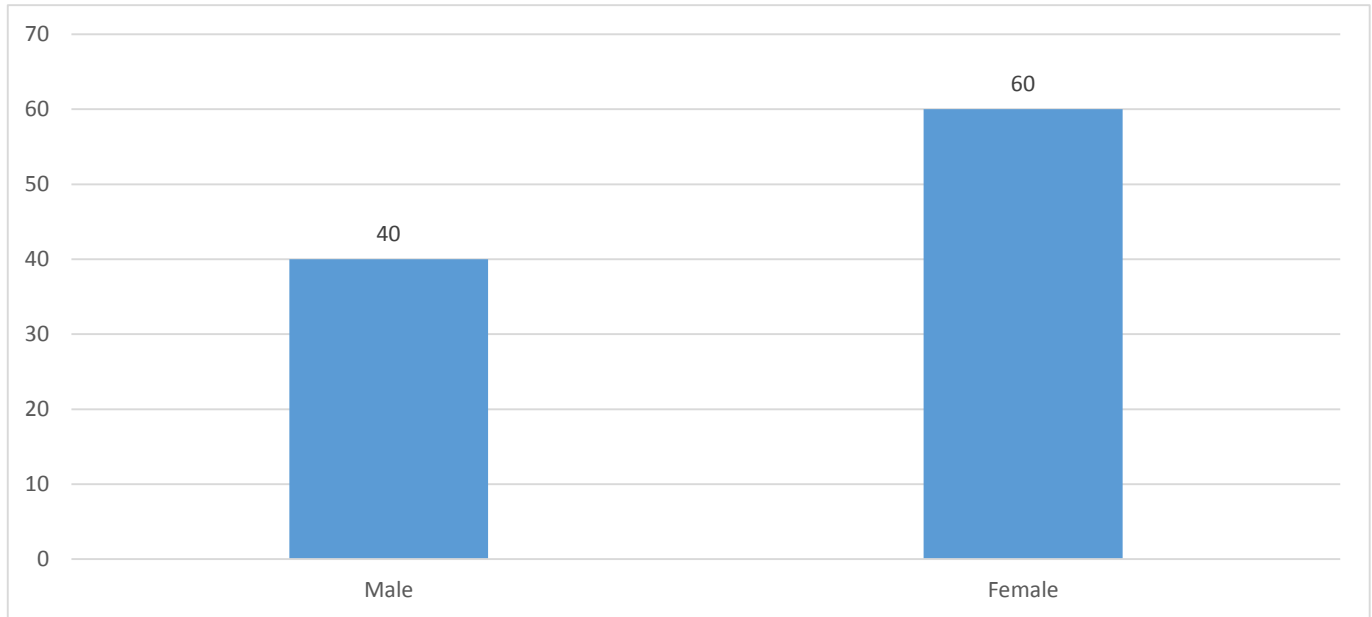


Figure 4 Percentage Males and Females participating in Follow-Up

Figure 5 reports the “combined family income for the people who responded to the follow-up surveys. Forty-eight percent of the respondents reported income between \$100 and \$200 thousand dollars a year. No significant difference between the “intercept” and the “Facebook” respondents when the “Combined Household Income Variable” was collapsed to two categories (\$100K or less). Only 22 percent of the Facebook respondent provided income information (students were not asked income information), compared to 95 percent of the Intercept Follow-up respondents.

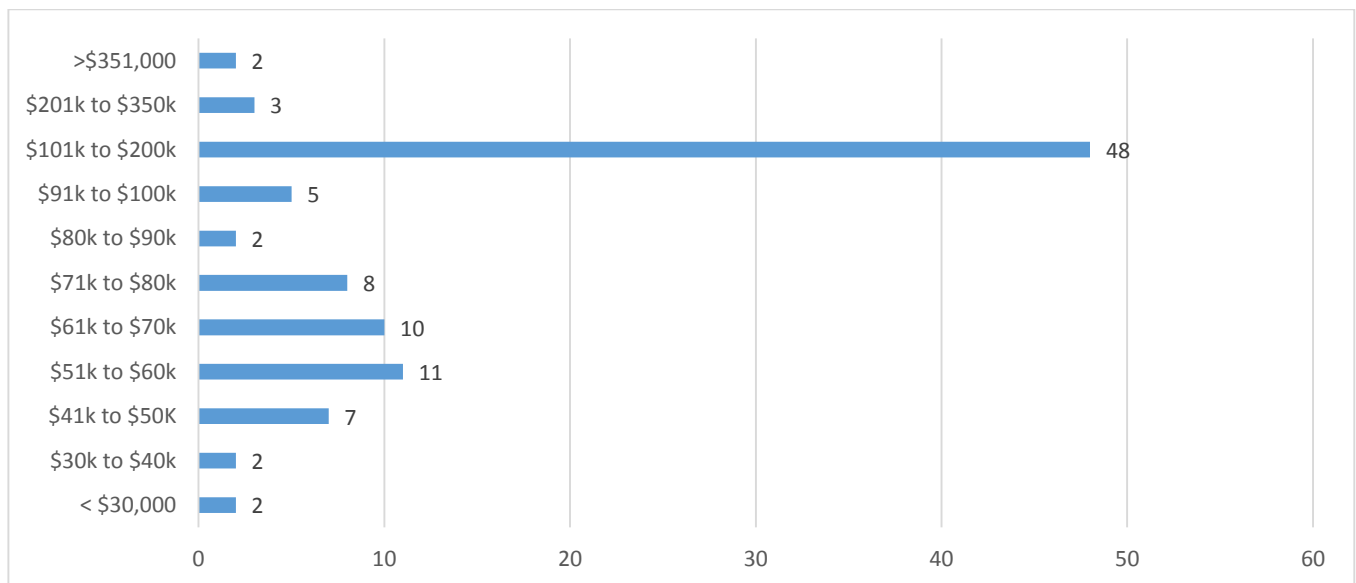


Figure 5 Combined Family Income of Respondents to Follow-Ups

Figure 6 reports the percentage of respondents in each of the five age groups. Forty-five percent of all the respondents to the Follow-up survey were in the 18-29 year age group. There were significant differences between the Intercept and the Facebook Follow-Up. Sixty-seven percent of the Facebook respondents were in the “18 to 29” year old group, compared to only 10 percent of Intercept Follow-up respondents. Thirty-one percent of the respondents to Intercept Follow-up were in the “over 60” age group category, compared to just 8 percent of the Facebook respondents. The social media respondents are significantly younger than the Intercept follow-up respondents. Compared to the intercept age groups: 25%–“20-30s”; 17%–“40s”; 22%–“50s”; 20%–“60s”; 16%–“70s”, the combined survey was younger. The intercept follow up was very similar to the age groups of the iPad Intercepts.

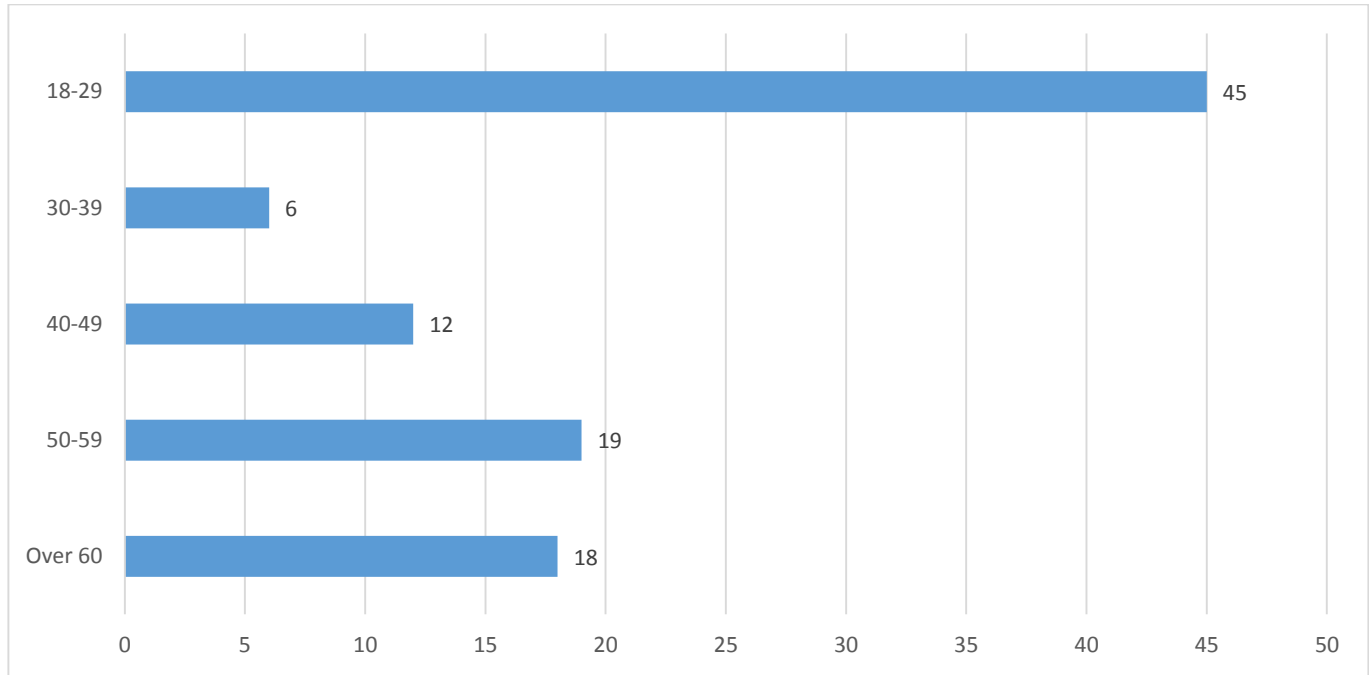


Figure 6 Percentage of Respondents in 6 Age Groups

Figure 7 reports the distance traveled to the NH Route 1A/1B Corridor for the respondents from both surveys. A total of 156 respondents were asked and/or were provided the opportunity to answer this question. Sixty-one percent of potential respondents to the intercept follow up survey, compared to 29 percent of Facebook follow-up survey. Sixty-eight percent of the iPad intercept respondents had traveled the length of the corridor. There was a significant difference in the distance traveled to the interview site between the respondents to the Intercept follow-up and the Facebook follow-up. No Facebook respondents lived within 20 miles of the corridor, compared to 25% of the Intercept Follow-up respondents. While 43 percent of the Facebook respondents lived over 100 miles from the corridor, compared to 18 percent of Intercept Follow-up.

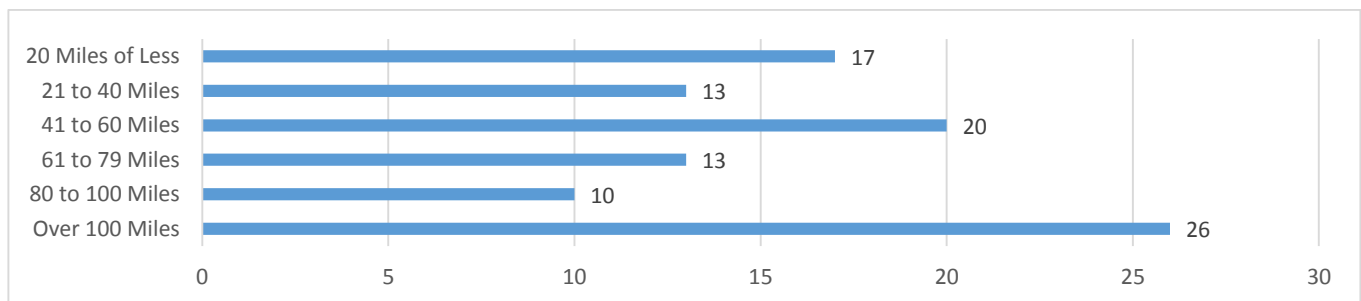


Figure 7 Percentage in each of six distance from NH Route 1A/1B Interview Site

Figure 8 asked the respondents to the follow-up survey “the proportion of their total visits that occur in each of the four seasons”. The respondents were asked to ensure the total proportion equaled 100 percent. There were significant differences between respondents to the Intercept and the Follow-up Surveys. Respondents to the Intercept Follow-up respondents made a significant majority of their visits (mean of “74%”) during the summer compared to 40% of the Facebook respondents. There were no significant differences between the two surveys for Fall and Winter. Facebook respondents were significantly more likely to have a greater proportion of their total visits during the Spring (24%) than respondents to Intercept Follow-up (15%).

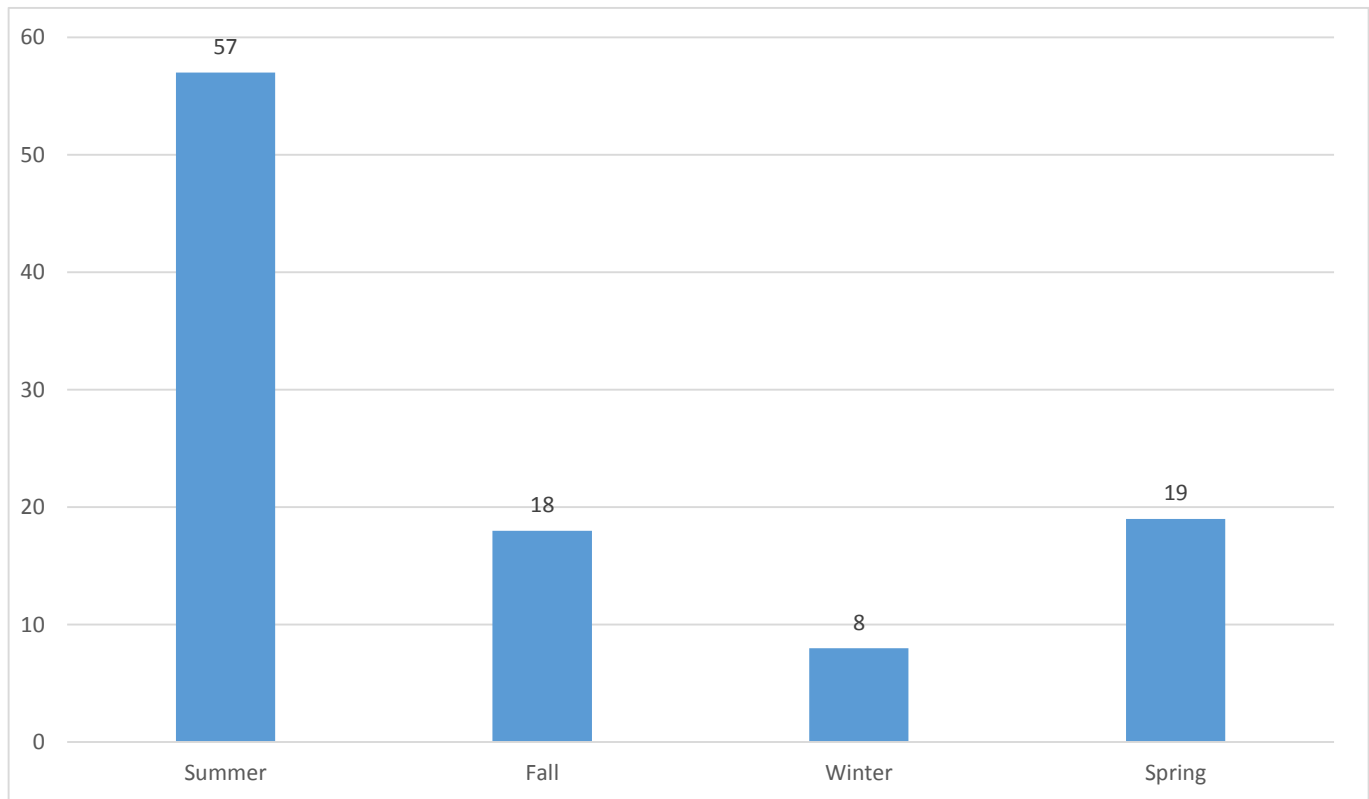


Figure 8 Percentage of Total Visits by Season for both Surveys

Visitation to NH Route 1A/1B Corridor Attractions

Figure 9 reports the percentage of visitation for both surveys to NH Seacoast Attractions. The survey provided three options: 1) never visit the site, 2) Sometimes (a few time a year), and 3) Often (visit multiple times per year). The results show that Shopping (35%) and Dining in Portsmouth (34%) had the greatest percentage in the often category. While visiting Hampton Beach (66%), Portsmouth Harbor Cruise (58%) and Isles of Shoals Steamship Company (54%) had the greatest proportion in the “sometimes” category. Considering the “Never” category, the Yankee Science and Nature Center (59%), the Seabrook Greyhound Park (57%) and Fuller Gardens (57%) had the greatest percentage in the “Never/No Visits” category.

Forty-nine percent of the respondents to the Intercept Follow-up and forty-seven percent of the Facebook respondents completed or had the opportunity to complete this section of the surveys. There were significant differences across all of the NH Seacoast Attractions. Respondents to the Facebook Survey were more likely to both have visited and to visit more often than the Intercept Follow-up survey for all NH Seacoast Attractions. This is likely at least a partial function of the fact that the Intercept Follow-up was focused on a specific visit, while the Facebook Follow-up survey was over the past year.

Visitation of Seacoast Tourist Attractions

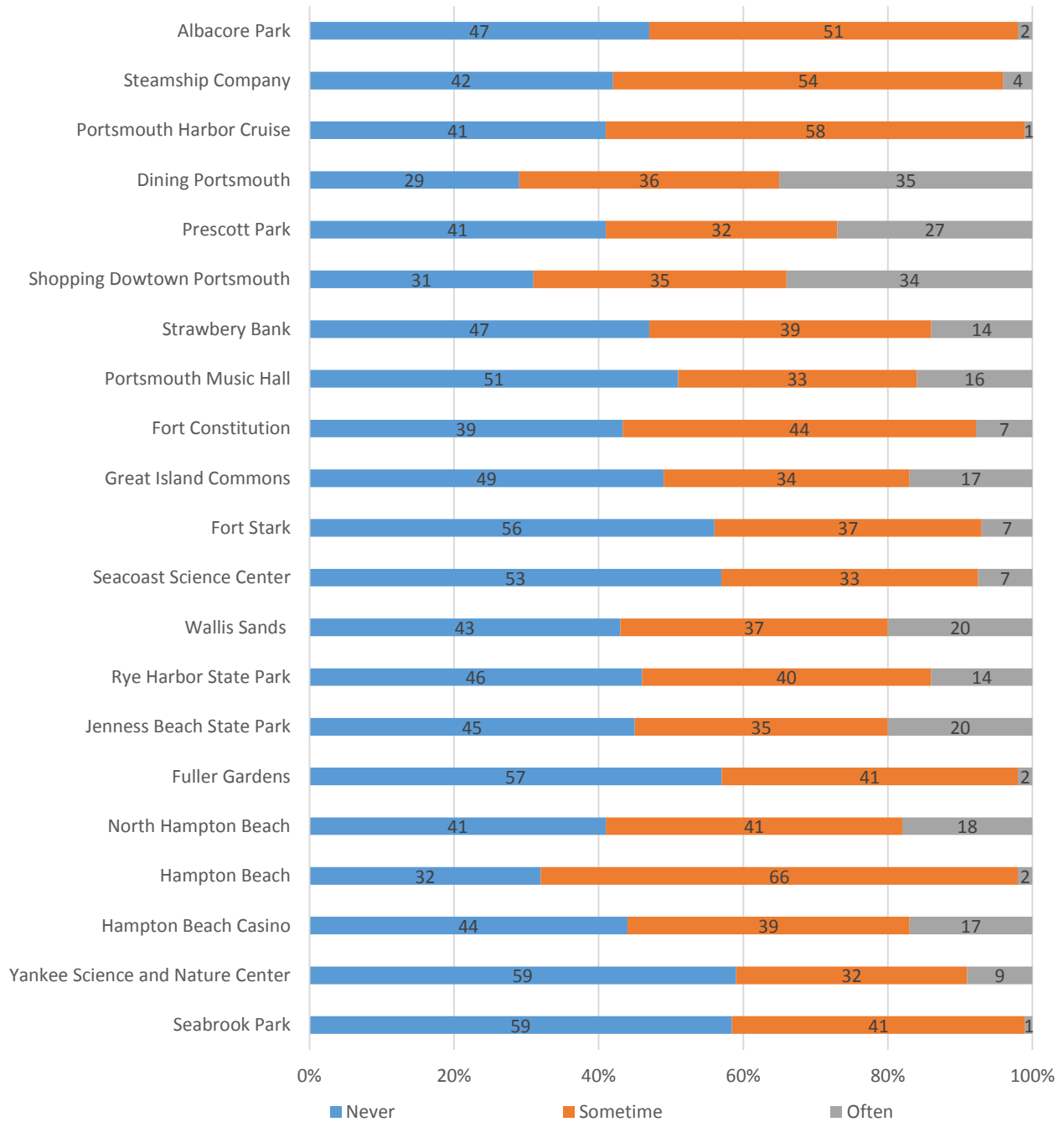


Figure 9 Percentage of Visitation to Seacoast Attractions for both Surveys

Participation in Specific Tourist and Recreation Activities in the Corridor

Figure 10 reports the results from a set of questions focused on participation in specific recreation activities within the corridor. As a result of efforts to increase response rate this set of questions were only included in the first Facebook Follow-up survey. A total of 64 people responded to these questions. Beach related activities were the most popular activities. Driving for pleasure, taking a ride on an excursion boat and attending festivals had the greatest percentage in the “seldom and sometimes” category.

Recreation Participation in Seacoast

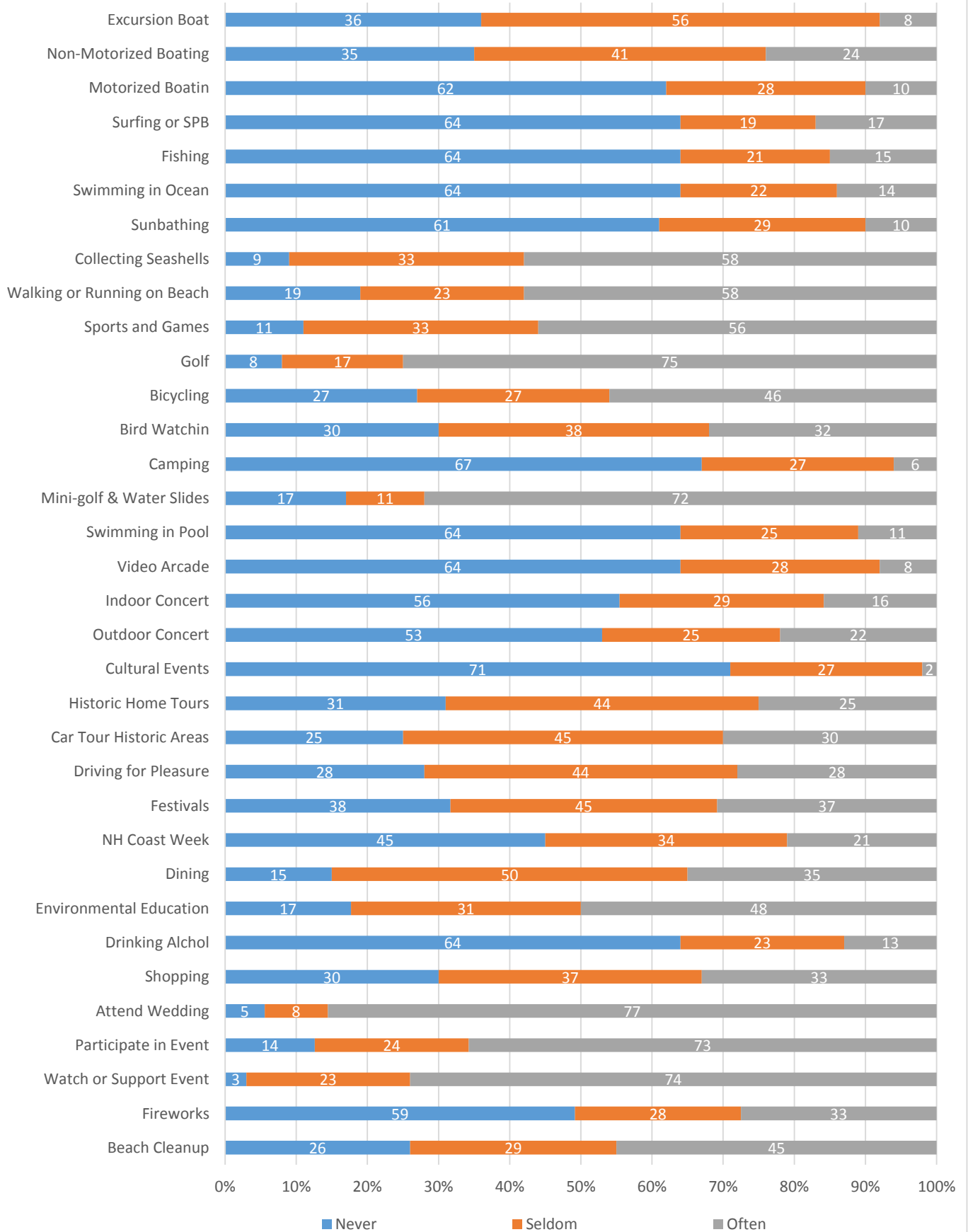


Figure 10 Participation in Tourist and Recreation Activities in the Corridor

Table 1 reports the results from a question that asked the respondents from the iPad Intercept Follow-up survey to estimate their total expenditures during the visit where they were contacted and then completed the iPad on-site interview. The Facebook Follow-up Survey did not have any expenditure questions due to the nature of the Facebook Follow-up. Shopping, lodging and dining had the greatest total amount of expenditures. Considering the respondents expenditures on “dining” during their visit—28 percent of the respondents indicated that they did not spend anything on dining during their visit. Taking the remaining 72 percent of the respondents and the median amount spent (in each expenditure category) this small sub-sample of the total visitors to corridor spent a total of \$8,300.00 on their visit. Calculating a per-respondent expenditures on “dining out” during their visit is approximately \$67.00. This data also can also be used to compare expenditures across the various categories. For example, 30 percent of the visitors spent money at the “NH State Liquor Stores” and 44 percent spent money on “fresh seafood” and 34 percent on “entertainment”. Likewise only 5 percent of the respondents to the intercept follow-up survey spent money on “fines or tickets”, 4 percent spent money of “equipment rentals” and only 2 percent spent money on the “lottery or gaming”. This is somewhat surprising given that the total NH Lottery Scratch Tickets sales just surpassed \$200,000,000.00

Expenditures	\$0	<\$20	\$21-\$50	\$51-\$99	\$100-\$199	\$200-\$500	\$500-\$999	>\$1000
Lodging. (n=173)	75%	1%	4%	5%	6%	8%	~	~
Transportation. (n=173)	84%	7%	4%	5%	1%	~	~	~
Dining (n=173)	28%	15%	38%	11%	5%	4%	~	~
Drinking (n=94)	71%	13%	8%	3%	2%	3%	~	~
Fresh Seafood (n=94)	56%	18%	20%	1%	2%	1%	~	~
Groceries (n=93)	66%	14%	12%	5%	1%	2%	~	~
Entertainment (n=172)	66%	7%	19%	3%	5%	~	~	~
Guided Tours. (n=160)	95%	2%	2%	1%	~	~	~	~
Shopping in NH. (n=172)	48%	12%	22%	11%	1%	7%	~	~
Gas (n=93)	59%	21%	17%	3%	~	~	~	~
NH Liquor Stores. (n=167)	70%	10%	10%	6%	1%	4%	~	~
Camps/Lessons. (n=93)	94%	3%	2%	1%	~	~	~	~
Attractions. (n=94)	82%	4%	12%	1%	1%	2%	~	~
Equipment Rentals, (n=173)	96%	1%	2%	1%	~	~	~	~
Fines, Tickets (n=173)	95%	3%	2%	~	~	~	~	~
Lottery, gaming. (n=173)	98%	1%	1%	~	~	~	~	~
Tobacco (n=173)	96%	1%	2%	~	~	~	~	~
Parking. (n=173)	77%	11%	12%	1%	~	~	~	~

Table 1. Expenditures on selected items for the Intercept Follow-up Respondents

Use of Available Information on Corridor

Figure 11 reports the use of the various forms of “traditional media and social media” by the respondents. “Radio”(15%) had the highest proportion of visitors saying it was a “primary source” of information on the corridor for the combined sample. “Brochure Rack” (12%) and “Travel Magazines” (12%) were also identified as a *primary* source of information on the corridor. Brochure Racks (38%) *and* the NH Travel Guide was identified as a *Minor* source of information about the corridor. Relative to the “Not a Source” group, “Newspapers” (64%) and “Information Booth” (63%) had the greatest proportion of ‘Not a Source). These results suggest considerable variability relative to the relative importance of “traditional” sources of “marketing and advertising” in the seacoast. Relative to broadly defined “word of mouth and social media”. “Word of Mouth” (69%), “People from the Area” (48%), and “Social Media” (32%) had the greatest percentages of the “social media sources” in the “Primary” category. “Web Coupons” (69%), “Hospitality Workers” (67%), and “Commercial Web Site” (62%) had the greatest proportion of “Not a Source”.

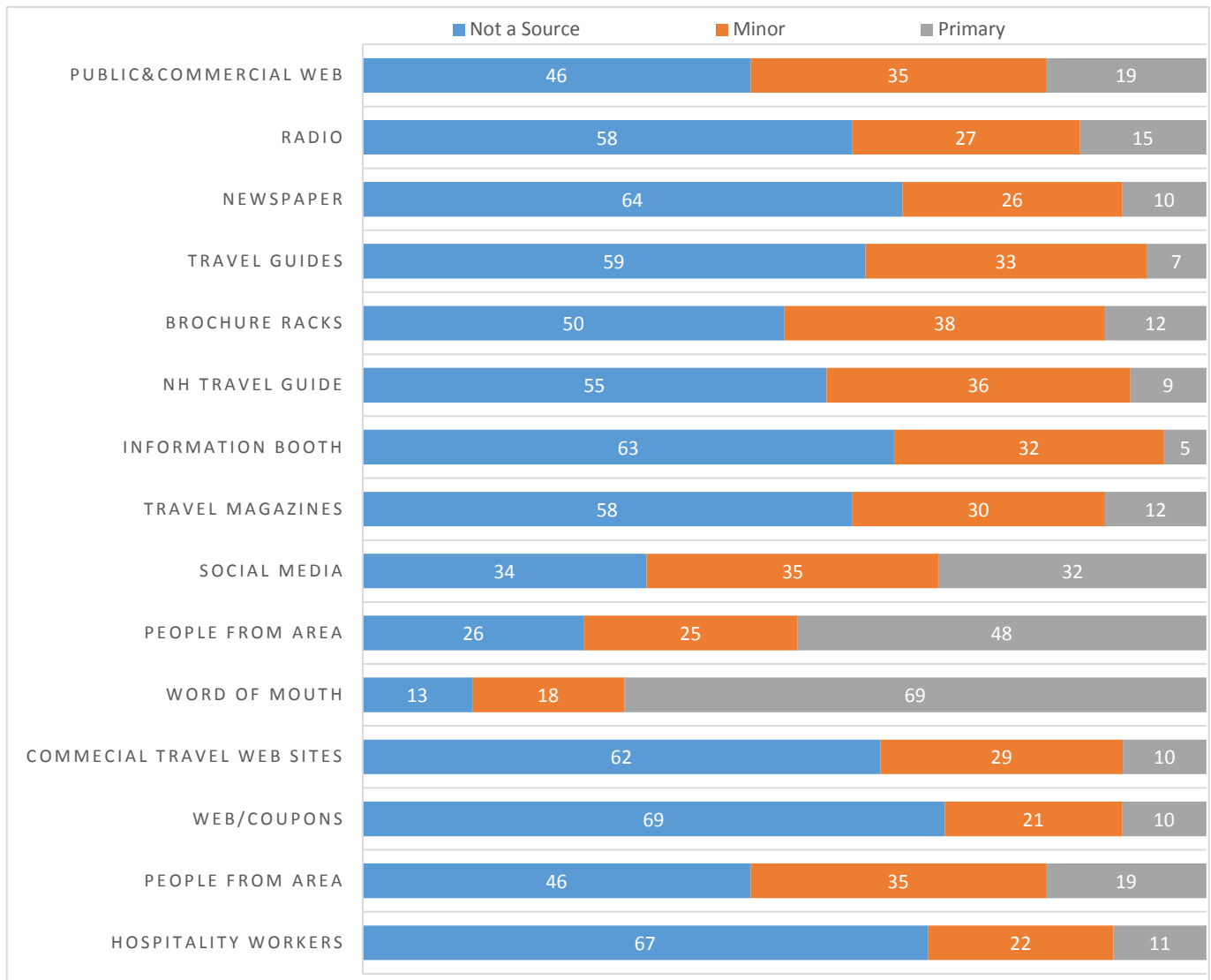


Figure 11 Use of traditional media to get information about the NH Route 1A/1B

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights which can be drawn from a more detailed examination of the visitor and respondent characteristics. The following represents some of these insights that can be thought of as both significant and meaningful:

- **Gender:** Female respondents were likely to identify “Travel Magazines” (i.e., Coastal Living, National Geographic Traveler) and “Social Buying or Coupon Web Sites (e.g., Groupon, LivingSocial, etc.)” as a primary sources of information.
- **Age Group:** The “18-29” year old age group were more likely to indicate that “Commercial Web Sites” (70%), “Social media” (59%), “Business and Public Web Sites” (26%), and “People from the Area” (69%) as primary sources of information. Persons in the “40-49” age group were the most likely to “Social Buying or Coupon Web Sites (e.g., Groupon, LivingSocial, etc.)” (38%).
- **Total Family Income.** Those respondents in the “Highest Income” Group (i.e., >\$100k) were significantly more likely to use social media.

- Comparison of Facebook and Intercept Follow-up.** Figure 12 reports that “Friends and Family” was the most important source of media for both Facebook (FB) (76%) and Intercept Survey (IS) (63%). The FB was significantly more likely to rate “friends and family” as the most important source of information than the IS sample. Across the board FB was more likely to use all sources of “internet” and “interpersonal” sources of information.

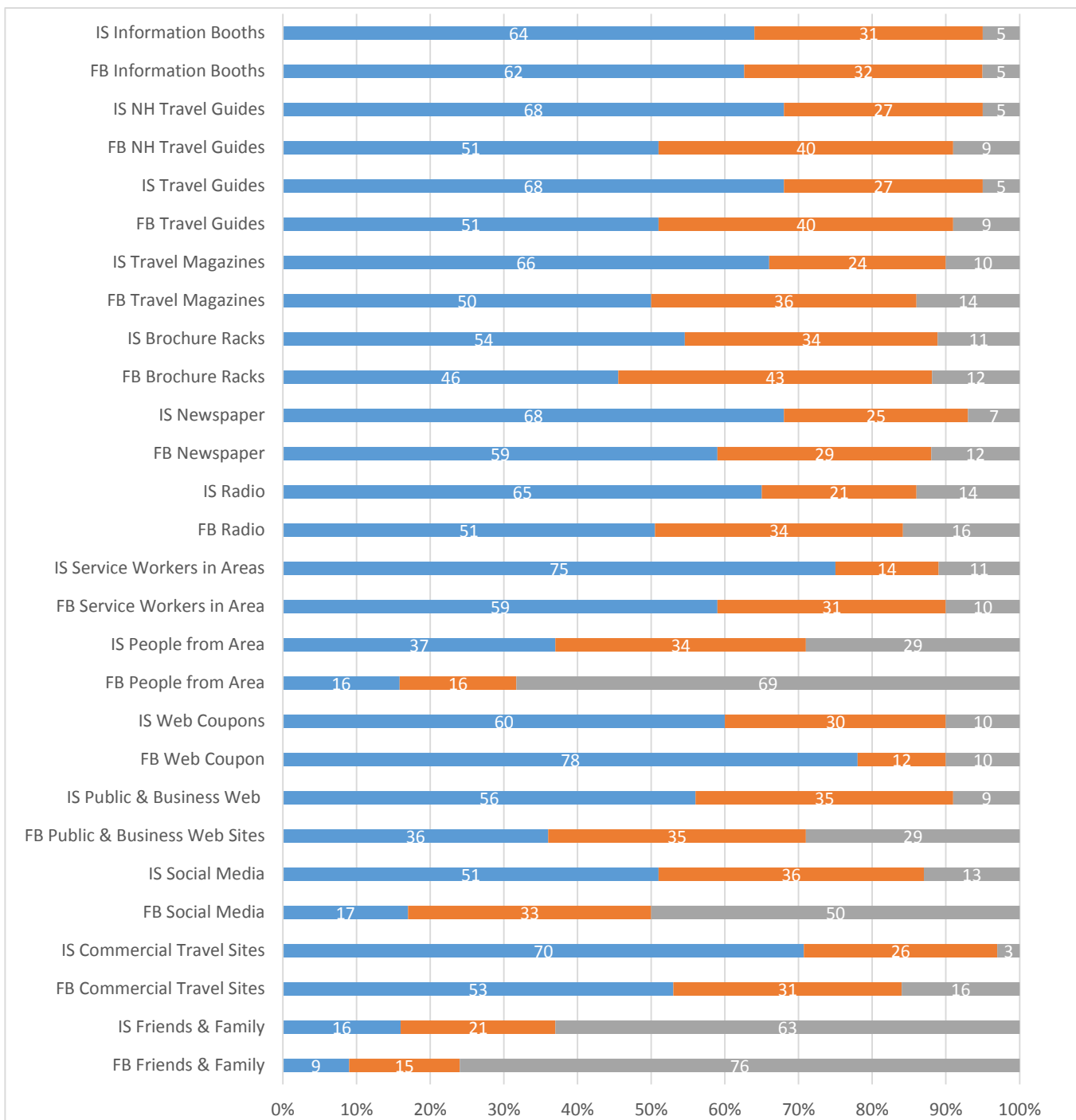


Figure 12 Information Use by Respondents to Enhance Corridor Experience for Facebook (FB) and Intercept Follow-up Survey (IS)

Information Needs to Enhance Corridor Experience

Figure 13 reports the results from a series of questions that asked respondents to both surveys “What additional information they would like to have that would enhance their corridor experience?” it was asked as a “yes” or “no” question. More information on “Dining Opportunities” (39%) and “Map with restricted parking areas” (69%) were the most important for the Follow up Survey from the Intercept.

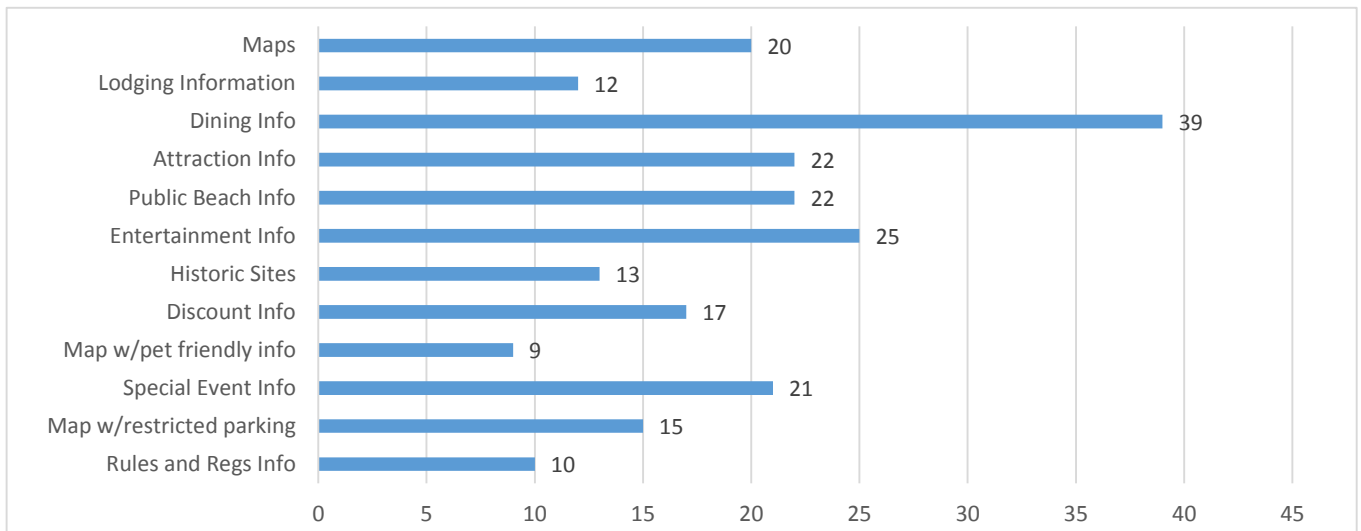


Figure 13 reports the results from a series of questions focused on identifying information needs

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights drawn from a more detailed examination of the visitor and respondent characteristics. The following represents some of these insights that can be thought of as both significant and meaningful:

- **Gender:** Female more likely to want “maps”, “restaurant info” and “beach access maps” than were male respondents.
- **Age Group:** No significant differences
- **Total Family Income:** No significant differences.
- **Comparison of Facebook and Intercept Follow-up Respondents.** Figure 14 reports the results from a comparison between the Intercept and Facebook Follow-up survey across the items in the “needs of information”. Respondents to the Intercept Follow-up survey were more likely identify information needs associated with “dining information”, “attractions information” “maps public access sites”, “entertainment information”, “information on historical attractions”, “map of restricted parking areas” and “special event information”. Overall the respondents to the Intercept Follow-up Survey were more likely to identify information needs than the respondents to the Facebook Follow-up survey.

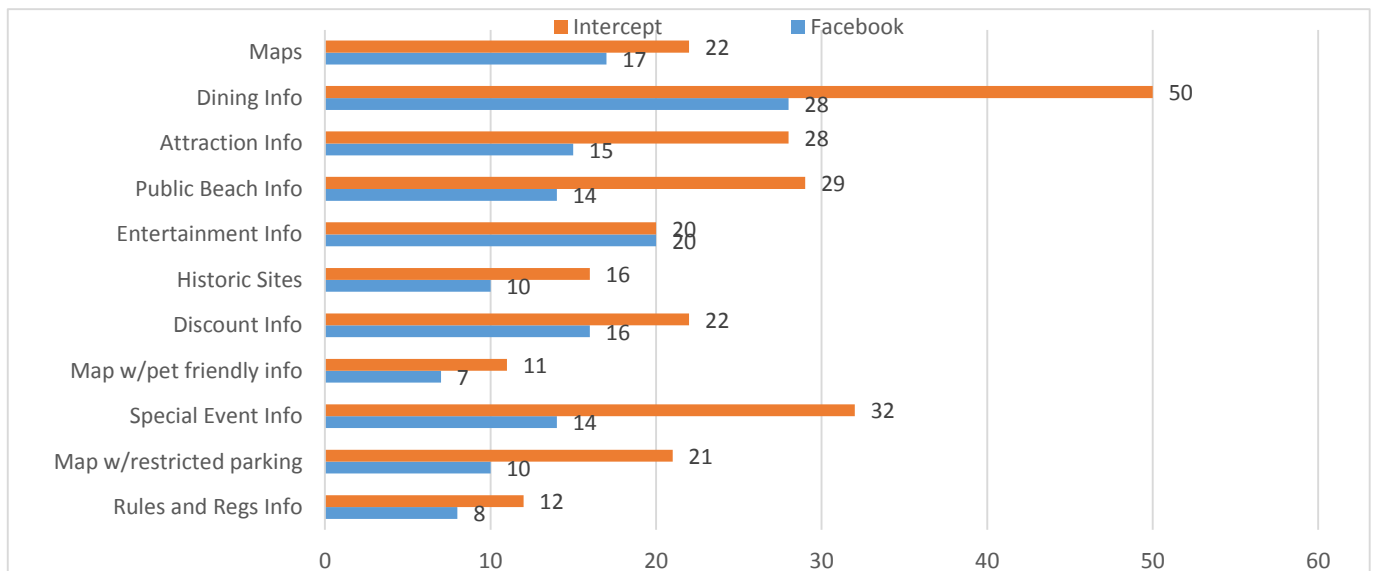


Figure 14 Information needs and Follow-up Survey Type

Management Planning and Policy Priorities

Table 2 reports the overwhelming most important priority” (60%) for the corridor was “wider Shoulders for Bicycle Riding”, the second greatest proportion was 39 percent for “limiting new commercial development adjacent to the byway”. The greatest “medium priorities” were “improve attractiveness of commercial areas along NH Route 1A/1B” (54%), “Improve warning and alert signage along the Byway” (54%), “Improve signage to recreation and historic attractions located off the Byway”(52%), “Impose restrictions on residential development” (50%), and “Improve landscaping along the Byway” (52%). In general the “management of the scenic landscape of the corridor” was a “medium priority”. “Reduce visibility of utility wires along the Byway” (50%) and “Impose restrictions on parallel parking alongside the Byway” (50%) had the greatest proportion on the “low priority” category.

Priorities for Planning and Management of NH Route 1A/1B Corridor	Low Priority	Medium Priority	High Priority
Improve attractiveness of commercial areas along NH Route 1A/1B (n=331) x=1.96	25%	54%	21%
Develop more scenic turnouts adjacent to the Byway (n=331) x=1.91	30%	50%	20%
Limit new commercial development adjacent to the Byway. (n=330) x=2.23	16%	45%	39%
Provide wider shoulders on NH Route 1A/1B marked exclusively for bike lanes. (n=332) x=2.47	13%	27%	60%
Impose greater restrictions on residential development adjacent to the Byway. (n=158) x=2.01	25%	50%	25%
Provide more pedestrian cross walks on Byway. (n=334) x=2.18	15%	51%	34%
Enhance preservation and protection of "historic character" of the Byway. (n=159) x=2.23	14%	49%	37%
Reduce visibility of utility wires along the Byway. (n=159) x=1.65)	50%	34%	16%
Impose restrictions on parallel parking alongside the Byway. (n=332) x=1.60	50%	40%	10%
Improve signage to recreation and historic attractions located off the Byway. (n=333) x=1.89	30%	52%	19%
Develop a scenic Vista, Bird/ wildlife observation tower. (n=333) x=1.89	38%	36%	26%
Improve landscaping along the Byway. (n=334) x=1.99	25%	52%	23%
Provide better road and bridge maintenance. (n=333) x=2.04	25%	46%	29%
Improve warning and alert signage along the Byway. (n=160) x=2.03	21%	54%	24%
Protect ocean access for commercial fishing industry. (n=332) x=2.02	25%	48%	27%
Educating the public about the potential impacts of sea level rise. (n=257) x=2.09	27%	38%	35%

Table 2 Respondents Corridor Planning and Management Priorities

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analysis. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender: Female respondents were likely to identify “improve landscaping along the byway” as a medium priority. Males were significantly more likely to identify improved warning and alert signs along interview;
- Age Group: The “18-29” year old age group were most likely to identify “limiting commercial development adjacent to the byway as a high priority”; “18-29” and “>60” are the most likely to identify “scenic vista bird/wildlife viewing tower as a “high priority”. The “over 60 age” group most likely to identify “protecting open access for commercial fishing” as a “high Priority”; “18-29” year olds and those “over 60” are the most likely to identify education about the impacts of sea level rise.
- Total Family Income. No Significant Differences.

- Comparison of Facebook and Intercept Follow-up Respondents:
 - The FB respondents were significantly more likely to:
 - “Limits to Commercial development adjacent to byway” “Improve roadway warning signing”, “educating the public on the impact of sea level rise” as High Priorities; “Impose restrictions on parallel parking in some locations” as a medium priorities.
 - The Intercept Follow-up respondents were significantly more likely to:
 - “Identify better road and bridge maintenance” as a High Priority; “Identify protecting ocean access for commercial fishing” as a high priority;
 - No Significant Differences on any visitor, visitor, across the following variables:
 - “Expand shoulder for bike riding; limit residential development”; and “enhance preservation and protection of characteristics of byway”.

Respondents Attitudes towards Issues associated with NH Route 1A/1B

This set of questions presented statements to both the Intercept and Facebook Follow-up surveys. Table 2 presents those statements with the highest proportion of “agree” and “strongly agree responses”. This table includes the percentage of respondents, the number of respondents and the mean score on that item. It is important to consider the number of cases included in the table. The statements that generated significant support (with the most cases) was “Preserving the cultural heritage of New England fishing communities is important to me” (63%); “I support beach closures to protected endangered plant and animal species (e.g., piping plover)” (62%); and “I would visit the seacoast more during the off season if more businesses were open” (57%).

Attitude Statements Towards NH Route 1A/1B	Disagree	Neither	Agree
I support beach closures to protected endangered plant and animal species (e.g., piping plover). (n=320) x=3.72	10%	28%	62%
Preserving the cultural heritage of New England fishing communities is important to me. (n=319) x=3.71	10%	27%	63%
The decisions that local and regional government officials make about the management of NH Route 1A/1B Corridor are important to me. (n=318) x=3.69	8%	36%	57%
Seeing commercial fishing boats contributes to the quality of my seacoast experience. (n=155) 3.73	10%	29%	61%
Watching paddle boarders and surfers enhanced my visit to NH Seacoast. (n=319) x=3.58	9%	33%	57%
The beach and surrounding areas were clean. (n=342) x=3.53	19%	31%	50%
There are adequate signs/information along the Route 1A/1B Scenic Corridor (N=326) X=3.35	16%	36%	48%
Overall road conditions in the Route 1A/1B Corridor are good. (n=325) x=3.33	24%	21%	55%
I would visit the seacoast more during the off season if more businesses were open. (n=319) x=3.55	14%	30%	57%
There are adequate signs/information along the Route 1A/1B Scenic Corridor. (n=320) x=3.35	16%	37%	48%
I would be willing to pay a nominal fee for a shuttle from NH Route 1A/1B to restaurants/bars and tourist attractions in the area. (n=318) x=3.35	22%	30%	48%
I would be willing to pay higher parking fees if a portion of the money was allocated to the enhancement/repair of infrastructure and natural resource protections. (n=321) x=3.03	31%	33%	36%
Visit to the corridor was worth the money I spent visiting there. (n=155) x=4.18	3%	13%	84%
I want to return to the NH Route 1A/1B Corridor (n=154) x=4.52	2%	6%	92%
Traffic congestion in the NH Route 1A/1B Corridor is a problem (n=154) x=3.52	20%	22%	58%

Table 3 Issues with the Largest Amount of Agreement across both Surveys

Table 4 presents those statements with the largest proportion of “neither agree nor disagree” was “I experienced problems with handicap accessibility during my visit to NH Seacoast” (64%) and “Sea level rise represents a serious threat to NH Seacoast” (47%). The two statements that generated the greatest amount of disagreement was “There is too much commercial activity on public beaches” (53%) and the “The amount of noise negatively impacted the quality of my tourism experience” (49%).

Attitude Statements Towards NH Route 1A/1B	Disagree	Neither	Agree
I wish there was more food and lodging in the NH Route 1A/1B Scenic Corridor. (n=310) \bar{x} =2.94	31%	43%	26%
There is too much commercial activity on public beaches (n=321) \bar{x} =2.53	53%	34%	13%
I had difficulty using meters at NH State Park Beaches. (n=320) \bar{x} =2.72	41%	35%	24%
I would park at a remote lot and shuttle to the beach. (n=154) \bar{x} =2.96	40%	22%	38%
The number of charity rides/walks/runs that use NH Route 1A/1B creates a traffic/congestion problems. (n=321) \bar{x} =2.56	42%	44%	15%
I found the NH Seacoast region to be pet friendly. (n=321) \bar{x} =3.27	13%	52%	35%
Paddle boarding should be restricted to particular places. (n=153) \bar{x} =2.70	41%	35%	23%
The amount of noise negatively impacted the quality of my tourism experience. (n=318) \bar{x} =2.56	49%	37%	14%
I experienced problems with handicap accessibility during my visit to NH Seacoast. (n=317) \bar{x} =2.75	27%	64%	10%
Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway. (n=318) \bar{x} =3.22	18%	43%	39%
The beach and surrounding area had little to no visible litter or debris. (n=130) \bar{x} =3.37	16%	41%	39%
Trash and recycling receptacles were clearly marked and conveniently placed. (n=130) \bar{x} =2.87	45%	17%	38%
Sea level rise represents a serious threat to NH Seacoast. (n=317) \bar{x} =3.30	13%	47%	41%

Table 4 Issues with the Largest Percentage of Disagreement across both Surveys

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analyses. These insights that can be thought of as both significant and meaningful:

- Gender:
 - Males respondents were likely to agree or strongly agree that:
 - “I would be willing to pay higher parking fees if a portion of the money was allocated to the enhancement/repair of infrastructure and natural resource protections” (46%).
 - “The decisions that local and regional government officials make about the management of NH Route 1A/1B Corridor are important to me” (67%),
 - “I would park at a remote lot and shuttle to the beach more likely to be unsure”
 - Females were significantly more likely agree or Strongly Agree that:
 - “Overall road conditions in the Route 1A/1B Corridor are good” (62%).
 - “Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway”;
 - “Improved warning and alert signs along interview”;
 - Females were significantly more likely to Disagree or Strongly Disagree that:
 - “There is too much commercial activity on public beaches (fitness classes, equipment rentals, etc.)” (68%).

- “I would park at a remote lot and ride a shuttle to the beach if this service is cheaper than parking within the Corridor” (48%).
 - “I found the NH Seacoast region to be pet friendly” (73%).
- Age Group
 - “18 to 29” age group were significantly more likely to agree or strongly agree with that:
 - “The number of charity rides/walks/runs that use NH Route 1A/1B creates a traffic/congestion problems”. (39%)
 - “40-49” age group were significantly more likely to agree or strongly agree with that:
 - “Overall, road conditions of Route 1A/1B are good”_(72%).
 - “50-59” age group were significantly more likely to agree with the statement that:
 - “I had some difficulty using the parking meters at the State Park Beaches”(32%).
 - “40 to 60” were significantly more likely to agree or strongly agree with the statement that:
 - “Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway”. (52%, 48%, and 48%)
 - “Over 60 age” were significantly more likely to agree or strongly agree with that:
 - “The amount of noise negatively impacted the quality of my tourism experience.” (25%)
- Total Family Income. No Significant Differences.
- Comparison of Facebook and Intercept Follow-up Respondents:
 - The FB respondents were significantly more likely to:
 - Agree or Strongly Agree with the following statements:
 - “Sea level rise represents a serious threat to NH Seacoast”. (46% to 37%)
 - “The decisions that local and regional government officials make about the management of NH Route 1A/1B Corridor are important to me” (63% to 51%).
 - “The amount of noise negatively impacted the quality of my tourism experience” (10% to 18%).
 - Disagree or Strongly Disagree with the following statements:
 - “The amount of noise negatively impacted the quality of my tourism experience” (18% to 11%)
 - The Intercept Follow-up respondents were significantly more likely to :
 - Agree or Strongly Agree with the following statements:
 - “Preserving the cultural heritage of New England fishing communities is important to me” (78% to 49%).
 - “Overall, road conditions of Route 1A/1B are good” (62% to 34%).
 - “Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway” (60% to 19%).
 - Disagree or Strongly Disagree with the following statements:
 - “I would be willing to pay a nominal fee for a shuttle from NH Route 1A/1B to restaurants/bars and tourist attractions in the area” (31% to 13%).
 - “Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway” (60% to 19%).
 - “I would be willing to pay higher parking fees if a portion of the money was allocated to the enhancement/repair of infrastructure and natural resource protections” (42% to 21%).
 - “I had some difficulty using the parking meters at the State Park Beaches” (52% to 32%)
 - “Unsure” with the following statements:
 - “Paddle boarding should be restricted to particular places” (56% to 14%).
 - “The number of charity rides/walks that use Route 1A/1B corridor creates a problem with congestion” (54% to 32%)

The Importance of Potential Corridor Initiatives to Respondents of Both Surveys

This section provides an overview of visitor’s opinions on how the NH Route 1A/1B Corridor can be improved. It provides insights into the facilities and services that are important to respondents to both surveys and information that will assist with the management on how to develop and manage the Corridor in a manner consistent with those visitor needs and preferences. Respondents were asked if each statement was “Very Unimportant”, “Unimportant”, “Unsure”, “Important” or “Very Important”. These 5 response categories were collapsed. Table 5 reports that “Wildlife habitat protection and salt marsh restoration programs” were identified as an “important” or “very important” by 71 percent of the respondents of the combined follow-up surveys. “Availability of on-line information on seacoast attractions” (69%) and “Protection and restoration of cultural landmarks” (73%) were also important.

Importance of Various Corridor Initiatives	Not Important	Unsure	Important
Availability of online information on seacoast attractions. (n=332) x=3.84	15%	16%	69%
Additional off highway parking capacity. (n=332) x=3.66	15%	21%	64%
Better information on corridor traffic conditions/parking availability. (n=332) x=3.66	18%	18%	64%
Public transportation/trolley linking all sites within the corridor. (n=161) x=3.51	19%	27%	54%
Availability of services in corridor (lodging, food, etc.). (n=332) x=3.41	14%	19%	68%
More nightlife and entertainment. (n=330) x=3.04	34%	28%	38%
Increased enforcement of existing glass and alcohol regulations on the beach. (n=329) x=3.22	30%	24%	46%
Improved mapping of public beach access sites. (n=160) x=3.43	9%	48%	43%
Increased availability of information on ocean temperature, wind speed and tides. (n=332) x=3.28	23%	33%	45%
Linking East Coast Greenway to Route 1A/1B Corridor via a recreational trail. (n=161) x=3.77	12%	22%	66%
Increase the number of "dog friendly" walking areas along the Byway. (n=330) x=3.00	37%	27%	36%
Beach oriented environmental education programs. (n=322) x=3.26	24%	28%	48%
Beach replenishment programs. (n=159) x=3.58	11%	35%	55%
Protection and restoration of cultural landmarks, (n=159) x=3.92	6%	21%	73%
Interpretive displays (e.g., signs at pullouts, historic markers, and exhibits at beaches/parks). (n=333) x=3.25	26%	24%	50%
Wildlife habitat protection and salt marsh restoration programs. (n=159) x=3.84	16%	13%	71%
Providing opportunity to purchase and consume alcohol in a controlled environment on the beach. (n=331) x=3.18	37%	11%	52%
Increase availability of, and information on, locally grown organic food. (n=332) x=3.08	33%	26%	41%
Improved accessibility (n=333) x=3.58	17%	23%	60%

Table 5 Importance of Potential Corridor Initiatives to Respondents of Both Surveys

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analysis. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender:
 - Males respondents identified statement as important/very important:
 - "Providing opportunity to purchase and consume alcohol in a controlled environment on the beach" (55%)
 - Females respondents identified statement as important/very important:
 - "Availability of online information on seacoast attractions" (64%).
 - "Availability of services in corridor (lodging, food, etc.)" (69%).
- Age Groups
 - "30 to 39" and "40 to 49" age groups
 - "Protection and restoration of cultural landmarks" (83% and 82%)
 - "18 to 29" and "40 to 49" age groups-
 - More nightlife and entertainment (49% and 44%)
 - "18 to 29" and "50 to 59" age groups
 - "Increase the number of "dog friendly" walking areas along the Byway" (49% and 52%).
 - "30 to 39" and "18 to 29" age groups
 - Providing opportunity to purchase and consume alcohol in a controlled environment on the beach" (68% and 61%).
 - ">Over 60" age group respondents identified these states as important/very important
 - "Increased enforcement of existing glass and alcohol regulations on the beach" (60%)
- Total Family Income. No Significant Differences.
- Comparison of Facebook and Intercept Follow-up Respondents:
 - The FB respondents were significantly more likely to:
 - Identify as "important" or "very important" with the following statements:
 - "Availability of online information on seacoast attractions" (77%).
 - "More nightlife and entertainment" (45%).
 - "Linking East Coast Greenway to Route 1A/1B Corridor via a recreational trail" (84%).
 - "Wildlife habitat protection and salt marsh restoration programs" (84%).
 - "Providing opportunity to purchase and consume alcohol in a controlled environment on the beach" (63%).
 - Identify as "Unsure" the following statements:
 - "Public transportation/trolley linking all sites within the corridor" (38%).
 - The Intercept Follow-up respondents were significantly more likely to :
 - Identify as "important" or "very important" with the following statements:
 - "Additional off highway parking capacity" (79%).
 - "Better information on corridor traffic conditions/parking availability" (70%).
 - "Availability of services in corridor (lodging, food, etc.)" (67%).
 - "Increased enforcement of existing glass and alcohol regulations on the beach" (56%).
 - "Improved mapping of public beach access sites" (51%).
 - "Increased availability of information on ocean temperature, wind speed and tides" (53%).

Corridor Services and Products

Table 6 provides the results of a set of questions that measured the "likelihood" of the respondents, from both the Intercept and Facebook Surveys, to use potential corridor services and products. Respondents were given five

response categories “Very Unlikely”, “Unlikely”, “Unsure”, “Likely” and “Very Likely”. Respondents were most likely to indicate that they would use “Fresh fish and produce stands” (81%) and “Information on Farmers Markets in the Corridor” (70%). Respondents were “unsure” as to whether or not they would use “Environmental education programs at state park beaches” (36%) and “Beach Condition Information online or on a Mobile Application” (34%). Respondents indicated that they were “Unlikely” to use “Brew Pub Tours” (39%) or “Beach Equipment rentals (i.e., chairs, umbrellas, etc.)” (38%).

Likelihood of Using Potential Corridor Services and Initiatives	Unlikely	Unsure	Likely
Beach condition information online or mobile application. (n=106) x=3.39	18%	34%	48%
Mobile application for beach parking availability (n=97) x=3.11	34%	13%	56%
Traffic condition information online or mobile application (n=97) x=3.20	28%	19%	54%
Free parking areas with shuttles to beach (Park & Rides) (n=105) x=3.37	19%	25%	56%
Bike shuttle services (i.e. bike one-way, shuttle back) (n=330) x=3.01	33%	29%	37%
Bike rental shops (n=260) x=3.01	37%	20%	43%
Biking Tour of the Seacoast (n=330) x=3.18	29%	25%	47%
Brew Pub Tours (n=80) x=2.95	39%	15%	46%
Beach Equipment rentals (i.e., chairs, umbrellas, etc.) (n=321) x=2.93	38%	28%	34%
Scenic Vista, Bird/ wildlife observation tower. (n=326) x=3.41	16%	29%	55%
Paddle board and kayak guided tours (n=312) x=3.19	20%	27%	53%
Beach Clean Ups (n=249) x=3.46	19%	28%	53%
Environmental education programs at state park beaches (n=320) x=3.17	25%	36%	39%
Information on Farmers Markets in the Corridor. (n=323) x=3.71	12%	18%	70%
Fresh fish and produce stands. (n=323) x=4.01	8%	11%	81%
Paddle and surfboard rentals and lessons. (n=329) x=3.33	20%	29%	51%

Table 6 Likelihood of Using Specific Services and Initiatives

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights can be drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analysis. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender:
 - Males respondents were significantly less likely to use or participate in:
 - “Biking Tour of the Seacoast” (34% to 23%).
- Age Group:
 - “30 to 39” and “18 to 29” age groups were significantly more likely to participate/use:
 - “Bike shuttle services (i.e. bike one-way, shuttle back)” (56% and (44%).
 - “30 to 39” and “40 to 49” age were significantly more likely to participate/use:
 - “Fresh fish and produce stands” (91% and 89%).
- Total Family Income. No Significant Differences.
- Comparison of Facebook and Intercept Follow-up Respondents:
 - The FB respondents were significantly more likely to use or participate in:
 - “Bike shuttle services (i.e. bike one-way, shuttle back)” (51% vs. 25%)
 - “Biking Tour of the Seacoast” (59% to 39%).
 - “Paddle and surfboard rentals and lessons” (61% vs.35%)
 - The Intercept Follow-up respondents were significantly more likely to :
 - “Unsure” with the following statements:
 - “Scenic Vista, Bird/ wildlife observation tower” (39% to 18%).

Change in Visitation Behavior as a Result of Congestion and/or Overcrowding

This section reports the results from a series of questions that measured the extent that respondents would change their patterns of use in response to traffic congestion reaching the site or overcrowding on the beach. The questionnaire provided eight statements that relate to their past, current and future use of the corridor. The questionnaire instructed the respondents to circle “yes” or “no” to each statement concerning their visits to the Route 1A/1B Corridor.

Table 7 shows the percent who responded “no” or “yes” to each of the listed statements. The results show that nearly sixty percent of the sample indicated that they have not changed the amount that they visit the corridor. However, there is considerable support for the notion that people change the way that they use the corridor. For example, *fifty percent of the sample of visitors said they visit the corridor during the week to avoid traffic, 31 percent visit in the morning, and 27 percent visit during the off season. There is some evidence that traffic congestion is having a minor impact of total visitation with eight percent of sample indicating that they will not visit the corridor again in response to problems associated with traffic congestion.*

Change in Behavior	NO	YES
I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends (n=338)	78%	22%
I use the Corridor less than I used to because of traffic congestion and/or crowding on beach.	51%	49%
I visit the Corridor in the early morning to avoid afternoon traffic congestion and/or crowding on the beach. (n=338)	42%	58%
I have not changed the amount or times that I visit the Corridor as a result of traffic congestion and/crowding on the beach. (n=337)	46%	54%
I will not visit the Corridor again due to traffic congestion and/or crowding on the beach.	92%	8%
I visit the Corridor more in shoulder and off season to avoid traffic congestion and/or crowding on the beach. (n=338)	52%	48%
I visit the Corridor more as a result of crowding and traffic congestion at beaches in Maine and Massachusetts (n=262)	67%	33%
I visit the Corridor and/or beach more often than I have in the past. (n=249)	53%	47%

Table 7 Change in Use Patterns of the Corridor for Intercept and Facebook Follow-up Surveys

Comparisons across Visitor Characteristics and Survey Respondent Type

The following bulleted statements highlight some of the interesting insights drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analysis. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender: No Significant Differences
- Age Groups:
 - “40 to 49” age groups were significantly more likely to respond “yes” to:
 - “I have not changed the amount or times that I visit the Corridor as a result of traffic congestion and/crowding on the beach” (70%).
 - “18 to 29” age group were significantly more likely to respond “yes” to:
 - “I will not visit the Corridor again due to traffic congestion and/or crowding on the beach” (15%).
 - “Over 60” age group was significantly more likely to respond “yes” to:
 - “I visit the Corridor more as a result of crowding and traffic congestion at beaches in Maine and Massachusetts” (63%).
- Total Family Income: No Significant Differences.

- Comparison of Facebook and Intercept Follow-up Respondents:
 - Table 8 reports the significant differences (in bold) between the Respondents to the Intercept and Facebook Survey relative to Changing the amount or way they Use the corridor as a results of congestion reaching the seacoast or overcrowding at the site. The percentages listed represent the percent of visitors for the “iPad” and the “Facebook” who responded in the affirmative to each statement. Facebook respondents were more likely to change the “amount” they visit the corridor, the “time of day” and “time year they visit the corridor” than the respondents to Intercept Follow up. Fourteen percent of the Facebook respondents indicated that they would not visit the corridor again, compared to only 2 percent of the respondents to the Intercept Follow up survey.

Change in Use Behavior Year/Method & Method Data	iPad Intercept (n=171)	Facebook (n=168)
I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends	77%	79%
I use the Corridor less than I used to because of traffic congestion and/or crowding on beach.	46%	51%
I visit the Corridor in the early morning to avoid afternoon traffic congestion and/or crowding on the beach.	59%	57%
I have not changed the amount or times that I visit the Corridor as a result of traffic congestion and/crowding on the beach.	61%	47%
I will not visit the Corridor again due to traffic congestion and/or crowding on the beach.	2%	14%
I visit the Corridor more in shoulder and off season to avoid traffic congestion and/or crowding on the beach.	44%	53%
I visit the Corridor more as a result of crowding and traffic congestion at beaches in Maine and Massachusetts (Intercept n=171/Facebook n=89)	25%	48%
I visit the Corridor and/or beach more often than I have in the past. (Intercept n=171/Facebook n=89)	55%	30%

Table 8 Change in Use Patterns of the Corridor for Intercept and Facebook Follow-up Surveys

Use of Facebook

Figure 16 reports the percentage of the respondents who utilize Facebook. The results show that 75 percent of the respondents use Facebook. Thirty-one percent of the Intercept Respondents did not use Facebook, compared to 16 percent of the Facebook Respondents (i.e., 31 respondents to the Facebook Survey, gained access to the survey via a shared link email link from a personal contact who does use Facebook or were students who did not use Facebook). There were no significant differences between those respondents who use Facebook and those who do not across (i.e., gender, income, and age group).

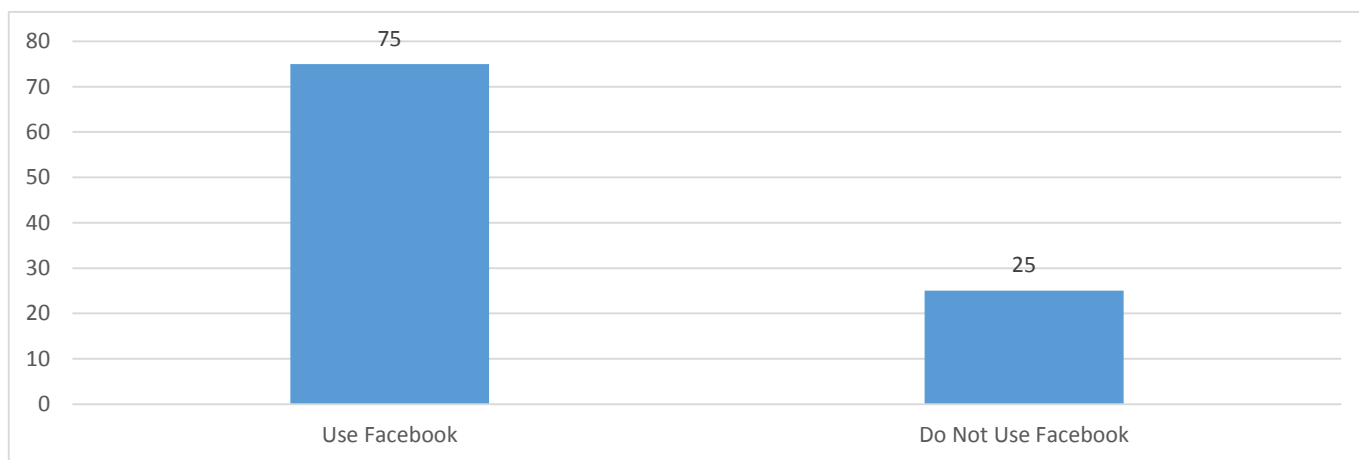


Figure 16 Use of Facebook by Respondents to Combined Intercept and Facebook Surveys

Figure 17 reports the reasons why the respondents use Facebook for those who use Facebook (n=253). The Results show that the greatest proportion respondents use Facebook to communicate with “Family and Friends” (94%) and to “Post and Share Photos” (76%). The respondents were less likely to use for “Information and Discounts” (20%) and to “like” Businesses.

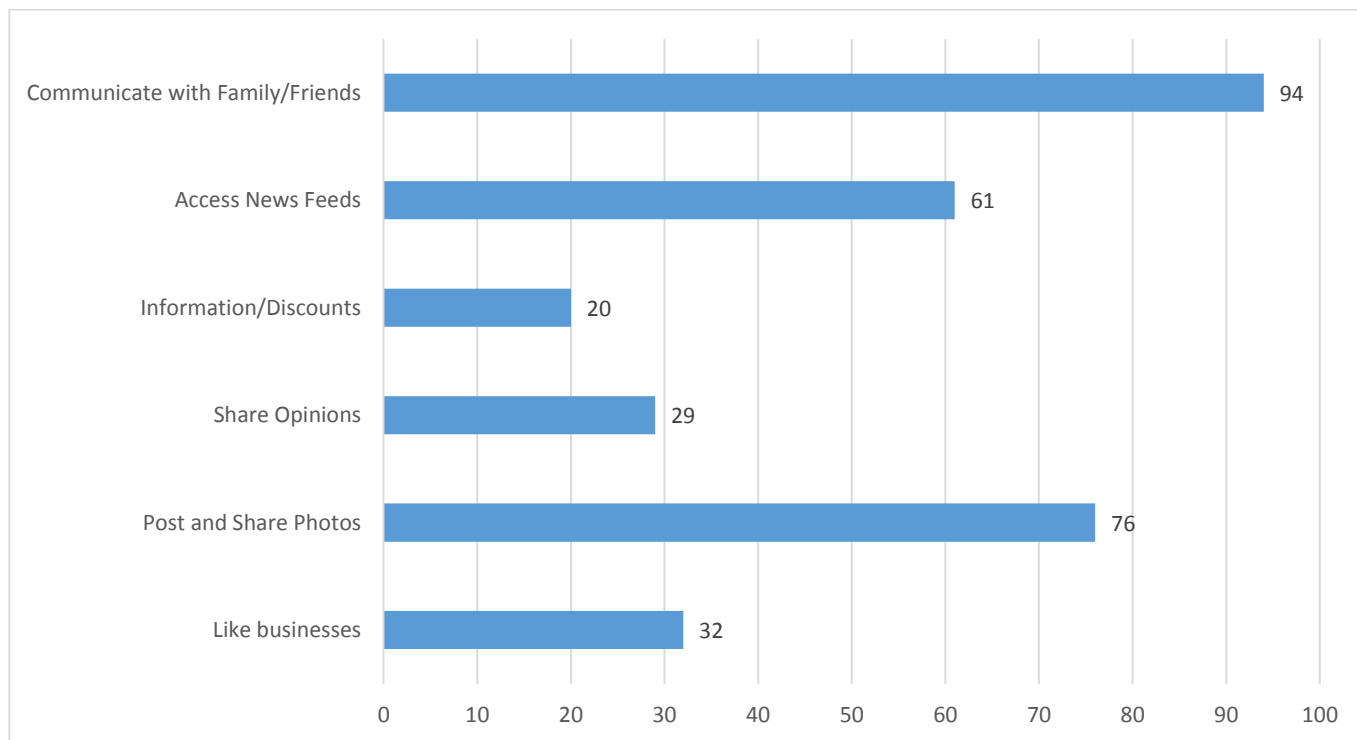


Figure 17 Reasons why Respondents to Intercept and Facebook Survey Use Facebook

Comparisons across Visitor Characteristics

The following bulleted statements highlight some of the interesting insights that can be drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analyses. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender: No significant Differences
- Age Group:
 - “Over 60” age group is significantly more likely to respond “Yes” to using Facebook” to:
 - “access news feeds” (72%).
- Income: No significant Differences
- Comparison of Facebook and Intercept Follow-up Respondents:
 - The FB respondents were significantly more likely to:
 - “Post and Share Photos” (88% vs. 63%).
 - The Intercept respondents were significantly more likely to:
 - “To like businesses” (39% vs. 26%).

Interest in Getting Summary of Results

Figure 18 shows the results from a question that asked the combined sample if they were interested in getting a summary of the results from NH Route 1A/1B Scenic Byway Study. Sixty-eight percent (n=204) of sample were interested in getting a summary of the results and 32% (n=97) were not interested. Of those who responded “yes” that they wanted more information seventy-seven percent reported that they use Facebook.

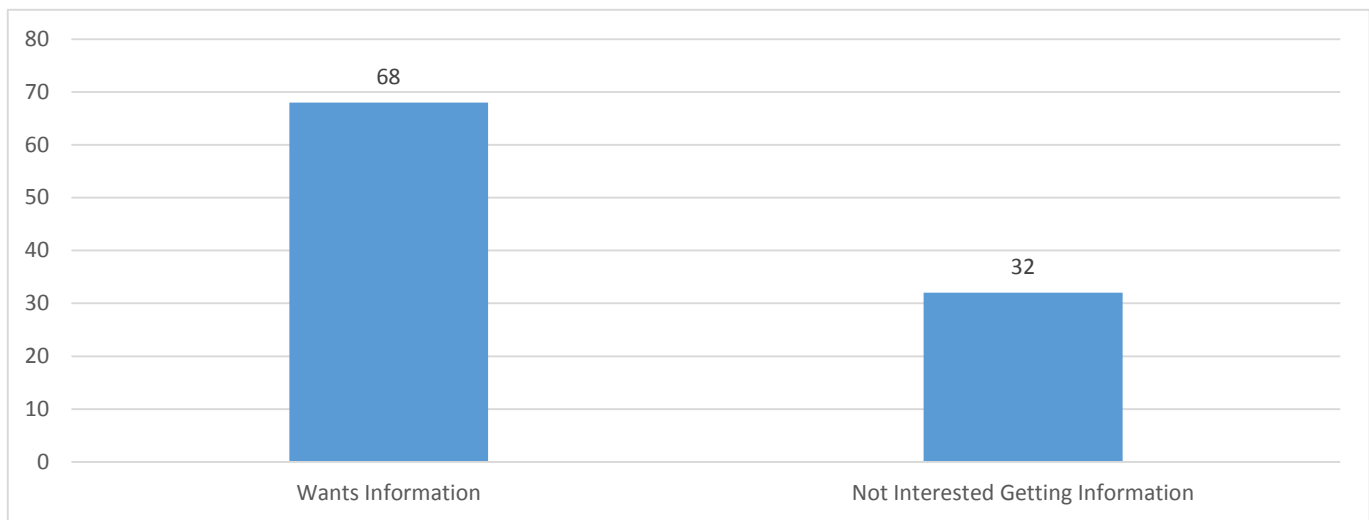


Figure 18 Interest in receiving results from Study both Intercept and Facebook Surveys

Preferred Sources of Information

Table 9 reports the results from a series of “yes” or “no” questions that identify different ways of delivering the results from the study. The greatest proportion of the respondents indicated that “A pdf file highlighting the results from this study emailed to them” (48%). The second most popular means of getting the results was a Facebook Posting (44%), followed by “A web site specifically for communicating the results from the study” (37%). The least popular means of getting the results from the study were “Attending public presentations around the seacoast with door prizes” (6%), Rockingham Planning Commission Web Site” (7%), and “Attending informational meetings at the University of New Hampshire, hosted by UNHs Tourism Planning and Development Program and presented by students who assisted with the study” (8%).

Interest in Getting Results from Study	NO	YES
Attending public presentation of results around the seacoast (n=204)	86%	14%
Rockingham Planning Commission Web Site (n=204)	93%	7%
New Hampshire Department of Transportation Web Site (n=204)	89%	11%
A Web Site designed specifically for communicating the results from this study	63%	37%
A pdf file highlighting the results from this study emailed to you (n=204)	52%	48%
Attending public presentations around the seacoast with door prizes (n=204)	94%	6%
Attending meetings at the University of New Hampshire, hosted by UNHs Tourism Planning and Development Program and presented by students who assisted with the study. (n=204)	92%	8%
Facebook Posting (n=204)	56%	44%
University of New Hampshire Web Site Link to the Study (n=204)	79%	21%

Table 9 Preferred Sources of Information for Combined Facebook and Intercept

Comparisons across Visitor Characteristics

The following bulleted statements highlight some of the interesting insights drawn from a more detailed examination of the visitor and respondent characteristics that are appropriate for additional analyses. The following represents some of these insights that can be thought of as both significant and meaningful:

- Gender:
 - Males were significantly more likely to seek want to receive study results from:
 - “NH Department of Transportation Web Site” (16% vs. 6%)
 - “A Web Site designed specifically for communicating the results from this study” (44% vs. 29%).

- Age Group:
 - “30 to 39” and “50-59” are significantly more likely to respond “yes” to:
 - “Rockingham Planning Commission Web Site” (19% and 15%)
 - “Over 60” age group is significantly more likely to respond “Yes” to using Facebook”
- Income:
 - Respondents with total family income of less than \$100,000. Were significantly more likely:
 - “A pdf file highlighting the results from this study emailed to you” (58% vs. 41%).
- Figure 19 reports the comparison between iPad Intercept and Facebook Follow-up Respondents:
 - Facebook Respondents are significantly more likely to respond “yes” to:
 - “Attending public presentation of results around the seacoast” (20% vs. 8%).
 - “New Hampshire Department of Transportation Web Site” (17% vs. 5%).
 - “Facebook Posting” (55% vs. 34%).
 - Intercept Respondents are significantly more likely to respond “yes” to:
 - “University of New Hampshire Web Site Link to the Study” (30% vs. 10%).
- There were no significant differences between:
 - The “intercept survey follow up” and the Facebook Site for receiving information via a “Attending an informational meeting at UNH”; being “emailed a PDF of Results” and the “RPC Web Site” and a “Study Specific Web Site”.

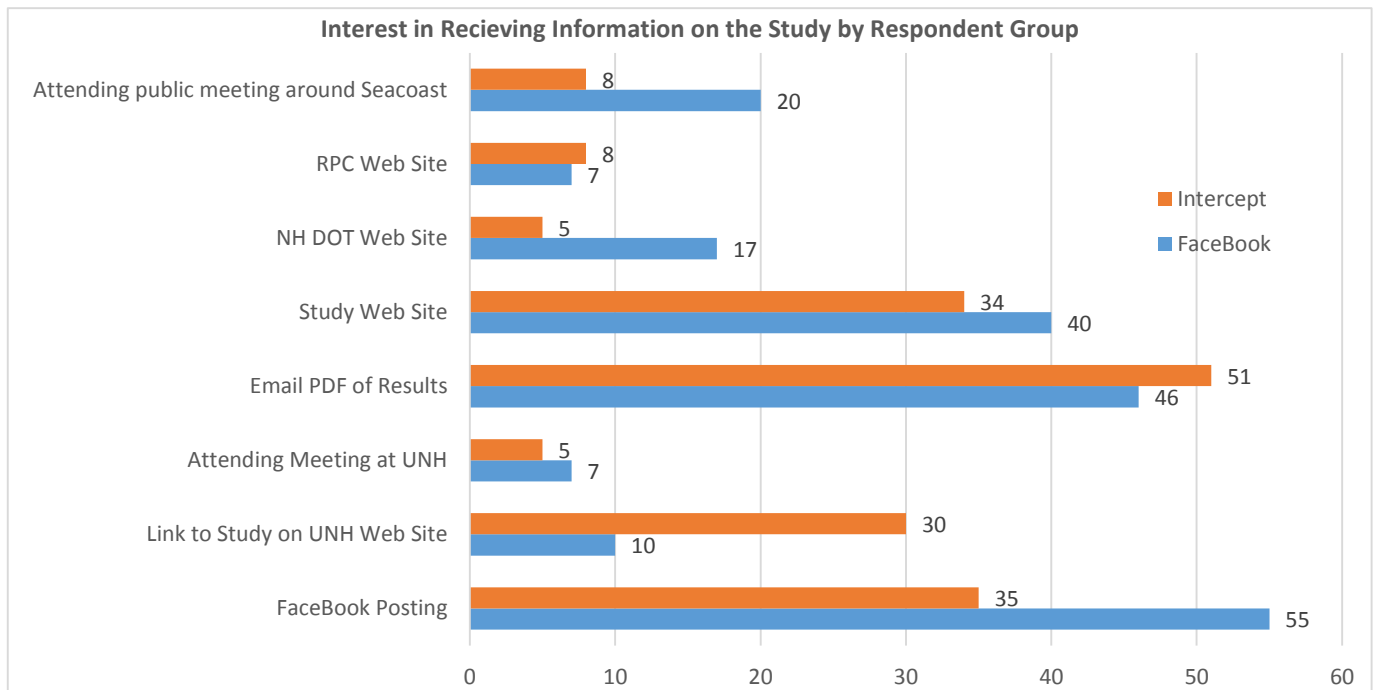


Figure 19 Preferred Method of Receiving Results from Study by Respondent Group

SUMMARY AND HIGHLIGHTS

The overwhelming most important priority” (60%) for the corridor was “wider Shoulders for Bicycle Riding”, the second greatest proportion was 39 percent for “limiting new commercial development adjacent to the byway”. Respondents to the Follow up Surveys were most likely to indicate that they would use “Fresh fish and produce stands” and “Information on Farmers Markets in the Corridor”. Respondents were most likely to have a favorable attitudes towards “Preserving the cultural heritage of New England fishing communities”; “Protection of endangered plant and animal species (e.g., piping plover)”; and “Would visit the seacoast more during the off season if more businesses were open”. Respondent also identified each of the following as important management

activities within the Corridor: “Wildlife habitat protection and salt marsh restoration programs”; “Availability of on-line information on seacoast attractions”; and “Protection and restoration of cultural landmarks”.

A majority of the respondents indicated that they have not changed the amount that they visit the corridor. Respondents have changed the way that they use the corridor. Half of the respondents said that they have changed their as a result of traffic and overcrowding by “visiting the corridor during the week” (31%); “visit in the morning” (27%) and “visit during the off season” (48%). There is some evidence that traffic congestion is having a minor impact of total visitation with eight percent of sample indicating that they will not visit the corridor again in response to problems associated with traffic congestion.

The results indicate that there are significant and important differences between the data collected via the iPad Intercept Follow Up and the self-selected Facebook posting. iPad Intercept respondents were significantly more likely to be younger, female, and lived closer to corridor than participants in the Facebook Survey. FB Survey was significantly more likely to rate “friends and family” as the most important source of information that the IS sample. Across the board FB was more likely to use all sources of “internet” and “interpersonal” sources of information. iPad Intercept respondents were also significantly more likely identify information needs associated with “dining information”, “attractions information” “maps public access sites”, “entertainment information”, “information on historical attractions”, “map of restricted parking areas” and “special event information” than participants in the Facebook Survey. There were significant difference across the two studies across of variety of variables of interest.

Comparison between Results from the 1996 and the 2014 NH Route 1A/1B Scenic Byway Studies

INTRODUCTION

This section presents the results from a preliminary comparison between the results from the Study's completed in 1996 and the 2014 on the Visitors and the Inventory associated with NH Route 1A/1B Scenic Byway. This narrative reports the results from a comparison of both studies and is intended to serve as a point of reference, highlighting some of the similarities and differences across the studies.

Goals of the Comparison of the 1996 and 2014 Studies:

The following represents a brief overview of the specific goals of completing a comparison between a studies completed in '1996-1997' and "2013-2015" focused on the NH Seacoast and NH Route 1A/1B Scenic Byway. Both of these studies had the same basic objectives and actively engaged the same or similar stakeholder groups. The studies were completed by the same Principal Investigator at the University of New Hampshire. Both studies were facilitated/sponsored by the Rockingham Planning Commission with State and Federal Support. The specific objectives of the comparison these two studies are:

- (1) To compare data across subjects and across time while controlling methods, setting and objectives. This opportunity will allow for a better understanding of what has changed and what has stayed the same relative to tourism infrastructure (i.e., restaurants, lodging and attractions) and the sample of visitors (i.e., characteristics, behaviors, attitudes, opinions and desires) in the NH Route 1A/1B Scenic Byway/Corridor.
- (2) To compare the utility of alternative methods of data collection employed in both studies and the ramification of these changes relative to both the "quality" and quantity of data collected. The comparison will also serve to identify the positive and less than positive changes in the "quality" of visitor experiences across the time frame of both of studies.

Overview of this Section of the Report

Each component of this section will begin with a description of methodologies utilized to collect the data reported in that section of the report. This report will begin with a comparison of the methods employed to complete the inventory in 1996 and 2014 and the results from the inventory in terms changes in the quantity of "dining" and "lodging" available in the corridor and the number of "tourist attractions". This will be followed by comparison of the methods and results from the intercept and follow-up surveys. More specifically, it will compare respondents and response rates for both studies. This will be followed by a comparison the respondents and their responses to all of the common components of the study. The chapter will conclude with a brief overview of issues not addressed in both studies.

Inventory of Tourism Resources

This section will begin with a description and comparison of the methods used to complete the inventory in both the "1996-1997" and the "2013-2014" Inventories. Next it will graphically report the results from both inventories focusing on the similarities and the differences between the two. It will conclude with a brief overview of changes that have occurred in "Tourism Resources" that occurred in the corridor over the intervening "17 years".

Methods for the Inventory

The 1996-1997 inventory of Tourism Resources was accomplished in three steps. The first step in this inventory process was the compilation of available inventory data from existing sources (e.g., NH Office of Travel and Tourism Development, Seacoast Council for Tourism; Hampton Beach Chamber of Commerce) and to compile those data in excel spread sheets. The second step of the inventory process was to complete a field check of tourism attractions identified in the data bases. The third step was an assessment of those all attractions identified in the listing. The inventory of tourism attractions attempted to identify all attractions within a one mile corridor of Route 1A & 1B, with the exception of the restaurants and accommodations (only those restaurants and accommodations adjacent to Route 1A & 1B were included in the inventory 1996/1997).

The 2013-2014 Inventory of Tourism Resources was essentially a replication and update of the 1996-1997 Inventory. The Principal Investigator utilized the Excel spread sheets from the inventory completed in the 1996 study which essentially provided the baseline of the inventory. The second step of the inventory process (not available to the 1996-1997 Inventory) was a content analysis of web resources (i.e., web sites, social media, and other on-line resources). The second step updated the inventory of the attractions identified in the 1996 inventory. The third step was to update the inventory included in the Excel Spreadsheets in 1996-1997 with the social media data with “inventory” data made available by the Portsmouth Chamber of Commerce. The inventory of tourism attractions attempted to identify all attractions within a one mile corridor of Route 1A & 1B, with the exception of the restaurants and accommodations (those restaurants and accommodations within a short walk from NH Route 1A & 1B were included in the inventory).

Lodging Facilities

This section provides a brief summary of the results from the inventory of lodging facilities adjacent to Route 1A/1B. The inventory process in 1996-1997 identified, fifty- four lodging facilities within the corridor (considered only those facilities adjacent to NH Route 1A/1B) and only identified lodging facilities in 3 corridor communities. The inventory process identified in the 2013-2014 inventory identified sixty-five properties within a short walk of NH Route 1A/1B. Figure 1 represents the relative distribution of the lodging facilities by town which were identified in the 1996-1997 study with those in the 2013-2014 studies. In 1996-1997 Vacation Rentals by Owner (VBRO) did not exist. The 2013-2014 Inventory identified 200 VBRO rentals in the 2015 Inventory. Hampton Beach and Rye have the greatest number of VBRO rentals with 103 and 46 respectively.

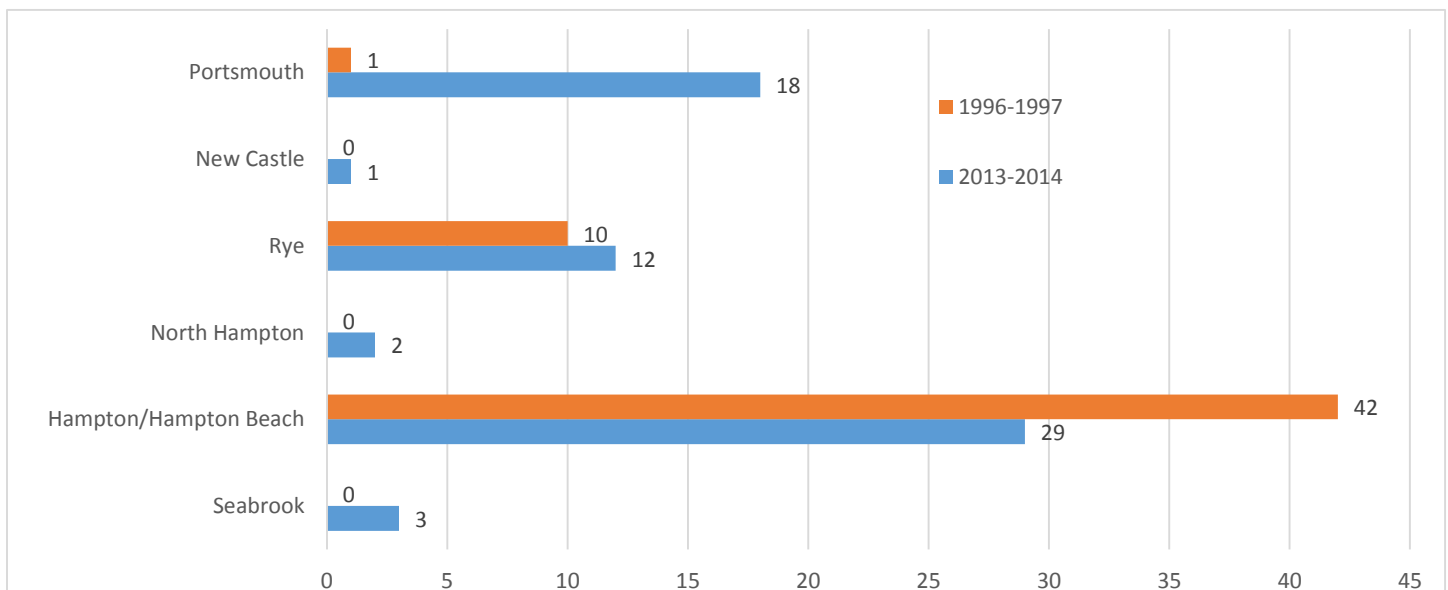


Figure 1 Comparison of Lodging Facilities Identified by Town and Inventory Year

Restaurant Facilities

Figure 2 provides a comparison between the number of dining facilities identified in the 1996-1997 Inventory and those identified in the 2013-2014 Inventory. The 1996-1997 inventory identified six different towns with restaurant facilities and identified thirty-five restaurants. The 1996-1997 Inventory only included restaurant facilities adjacent to NH Route 1A/1B. The 2013-2014 Inventory identified restaurants within a short walk of NH Route 1A/1B. It categorized restaurant facilities were categorized into three groups. These groups include Fast Food (i.e., Coffee, Ice Cream Shops, Fast Food, and Breakfast), Casual Dining and Fine Dining. A total of 167 restaurants were identified in the 2013-2014 Inventory. Portsmouth had the most options eating out with 79 restaurants. Portsmouth also had the most options for both Casual and Fine Dining.

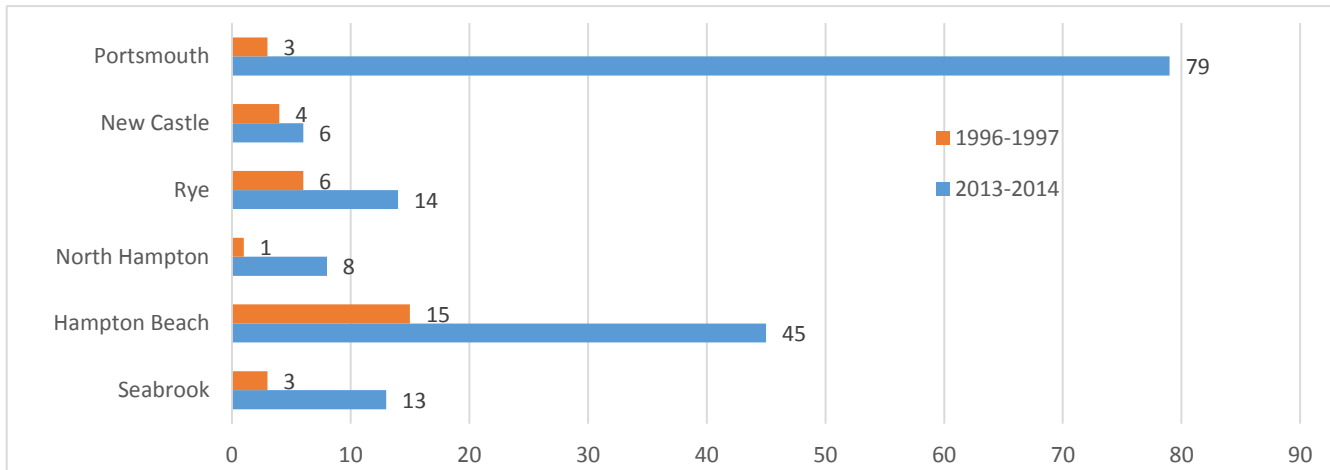


Figure 2 Comparison of Restaurant Facilities Identified by Town and Inventory Year

Tourist Attractions

Figure 3 provides a comparison between the number of Tourist Attractions identified in the 1996-1997 Inventory and those identified in the 2013-2014 Inventory. The 1996-1997 inventory identified six different towns with tourist attractions. The inventory resulted in the identification of 65 tourism attractions with a one mile radius of NH Route 1A/1B. Each attraction was grouped as either scenic, educational, historical, cultural, or recreational. This section provides a brief summary of the results from the inventory of tourist attractions located within a one mile corridor of the Route 1A/1B Scenic Byway. The inventory resulted in the identification of 157 tourist attractions within a one mile radius of NH Route 1A/1B. A vast majority of the growth in attractions took place in the event category.

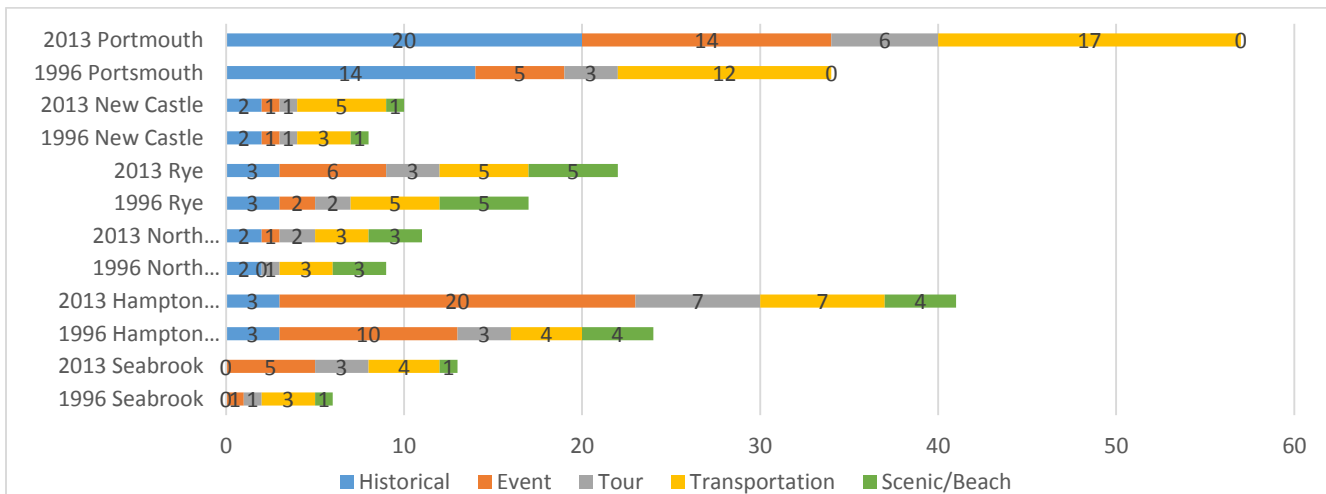


Figure 3 Comparison of Number of Attractions

THE NH ROUTE 1A/1B CORRIDOR TOURISM EXPERIENCE

This section will begin with a description and comparison of the methods used to complete the Tourism Needs Assessment in both the “1996-1997” and the “2013-2014” Inventories. Next it will graphically report the results from both Needs Assessments. It will conclude with a brief overview of changes that have occurred that occurred in the corridor and the visitors to the corridor over the intervening “17 years”.

Comparison of Methods for 1996-1997 and 2013-2014 NH Route 1A/1B Studies

This section will compare and contrast the methods used in both the 1996-1997 and 2013-2014 Study. It will focus primarily on inputs and outcomes. More specifically it will consider funding sources and levels, methods of community engagement, sample design, data collection strategy and tools.

Funding Source and Level. Funding for the 1996-1997 Study was primarily from the United States Department of Transportation’s Federal Highway Administration (via the Rockingham Planning Commission and the New Hampshire Office of State Planning’s Scenic and Cultural Byways Program--\$6,000) and the University of New Hampshire’s Undesignated Gifts Grant Program (\$5,000), with some contributions from UNH’s Department of Resource Economics and Development (staff and administrative support) and the College of Life Sciences and Agriculture (NH AES support for both materials, travel and NH AES also supplied support for a Graduate Research Assistance—approx. \$20,000 over life of this project). At the time of the study the Principal investigator had numerous other externally funded research projects, a NH Agricultural Research Experiment Station Research appointment, a well-functioning research team and institutional support.

Financial support for the 2013-2014 Project was from the Rockingham Planning Commission (\$12,000) via the U.S. Department of Transportation-Federal Highway Administration, the NH Department of Transportation, University of New Hampshire’s Department of Natural Resources and the Environment (\$1200), and the NH Agricultural Experiment Station Project “NH00570” entitled “Web-Based Tools for Engaging with Stakeholders of Natural and Agricultural Resource Management Policies and Programs” (approx. \$13,000 over a three year period) were used to complete an applied social science entitled “New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory”. The Principal Investigator did not receive any supplemental salary for this project and in order to complete this project it was necessary for the PI to teach a summer a course during the summer of 2013, 2014 and 2015. The PI did not submit any expenses and used the vast majority of resources for “student hourly labor” and equipment (iPads). All student hourly labor costs were current undergraduate students and recent graduates. There was minimal institutional or administrative support for the 2013-2014 Project.

Funding sources for the two studies were similar. Rockingham Planning Commission provided excellent feedback and assistance in all stages of both projects. The extent of research capacity, the level of institutional and administrative support provided by the two projects by the University of New Hampshire differed significantly. The 1996-1997 had considerably more funding in terms of “graduate research support”, “principal investigator support” and “administrative/secretarial support”. These differences in support likely had minor impact on the quality of the data collected and the associated analysis. It did however have significant impact on the time required to reach end of project.

Methods of Community Engagement. The method and level of community engagement were very similar and in both cases were coordinated by the Rockingham Planning Commission. The 1996-1997 included the creation of a Citizen Corridor Advisory Committee (CCAC). In the 2013-2014 Study a “NH Route 1A/1B Corridor Study Advisory Committee” was created by the Rockingham Planning Committee (August 2013) in cooperation with the Study PI and NH DOT. Six members overlapped across both the 1996-1997 and 2013-2014 Study. The Advisory Committees included two New Hampshire State Senators, five elected members of seacoast community’s board of selectman or town councils, representatives of NH State Parks, local town beach commissioners and community planning board members, the executives of the two Seacoast Chamber of Commerce’s, and representatives from a collection of non-profit organizations

focused on environmental education and environmental conservation. Both of the Advisory Committees provided input that served to frame the study, select the sample location and design the intercept surveys and follow-up surveys. The 2013-2014 Advisory Committee was far engaged in both the Tourism Needs Assessment and Inventory process and associated Corridor Management Plan than the 1996-1997 Study in terms of both the quantity and the quality of input and engagement. The 2013-2014 Study also utilized a social media (Facebook) to engage and communicate with more specific stakeholders and a broader audience.

Sampling Design. The 1996-1997 and 2013-2014 Studies used essentially the same interview sites and overall sampling strategy with a couple significant changes. The primary difference was the increased focus on the Intercept survey for the 2013-2014 Study. The sample size for the Intercept Survey in 2013-2014 was increased to three thousand (N=3000) as compared to the eighteen hundred (N=1800) intercept surveys completed in the 1996-1997 Study. The 2013-2014 Intercept Survey included additional sampling sites in Portsmouth and the addition of three boating access sites.

Data Collection Strategy and Tools. The intercept survey were administered by a trained interviewers in both studies. The student interviewers were trained in the proper personal interview consent protocols approved by UNH IRB (e.g., potential respondents were informed that participating in study was optional and only to interview adults over the age of 18) randomly contacted at the previously identified sampling locations and times. Interviewers were instructed to contact people randomly and not to interview people who approach them to be interviewed. Students worked in teams of male and female students. Team size varied from a minimum of 2 to a maximum of 5 at a single location in order to minimize travel time and cost. The Interview Team Leader was a Master's of Science degree candidate in the 1996-1997 Study and a recent graduate of UNH's Tourism Planning and Development Program and a retired US Navy Veteran in the 2013-2014 Study.

A decision was made to use iPads to administer the on-site intercept interview in the 2013-2014 Assessment as opposed to pen, paper and clip boards used in the 1996-1997. Part of the rationale for this change was to evaluate the utility of the iPads in collecting the on-site intercept interviews and the web follow-up when compared to the 1996-1997 study that using pen and paper for the intercept interview and an 8 page mail questionnaire with postage paid return follow-up to include three follow-up contacts. The iPad Intercept and Web Follow-up used in the 2013-2014 Study reduced to zero the data entry, printing, postage costs associated with the project. It also eliminated the labor costs associated with tracking and mailing the questionnaire in the 1996-1997 Study. The 2013-2014 Study required the one time purchase of 6 iPad (at \$400 each to include a no-fault repair warranty for two years and \$69 each shock proof and weather proof cases). The off-line application was purchased from Qualtrics (\$500 for 2013 and was raised to \$1000 the second year, and was negotiated to be included in the University of New Hampshire Site License for Qualtrics when in January 2015, after the data was collection phase of the project was complete). Other sources of funding were used to purchase four of 6 iPads.

The iPad off-line application from Qualtrics allowed for a completely anonymous interview, unless the person provided their name and email contact information to participate in the Web Follow-up Survey in which case the respondents contact information was uploaded to both the UNH and the Qualtrics Servers. This information was shared with respondents and definitely served to discourage respondents from agreeing to participate in the web follow-up survey. During the summers of 2013-2014 the Edward Snowden release of classified documents and details of the National Security Agency was in full bloom and a number of data breaches for commercial web-sites were popular news stories. See the "Follow-up Survey Chapter of this report for a more detailed discussion of the methods for 2013-2014 Study. Essentially four contacts were made with the iPad Intercept Web Survey and the length of the 2013-2014 iPad Intercept Survey was significantly longer than the pen and paper intercept. This was a function of the PI decision to collect the most important data via the intercept and to increase the number of on-site interviews completed in order to both collect "better" data and "harvest more names" for the follow-up survey. It did result in the collection of more participants".

Figure 4 include reports a comparison of the number of respondents across the various components of the study. For example there were 18 percent of overall sample answered the last question of the survey in the affirmative. Of those 33 percent (n=179) failed to give an accurate e-mail address. Leaving a total of 328 active email addresses. This is a potential source of bias for the survey, in that essentially only 11 percent of the people interviewed for the intercept survey provided

an active/accurate email address fifty-three percent of those actually giving an email address completed or partially completed the follow-up survey (n=173). Additional analysis will consider the differences between those who gave an email address with those who did not.) An additional 171 cases were collected via social media (see Chapter 3 for a detailed description of methods). The 1996-1997 comparisons data was a combination of the Intercept and the Mail Follow-up. The 2013-2014 data are at this point in the data analysis treated as separate and comparisons are from independent samples. The number of cases in both the 1996-1997 and the 2013-2014 will vary by the variable and will be reported so the relative differences between the studies can be interpreted if not statistically validated.

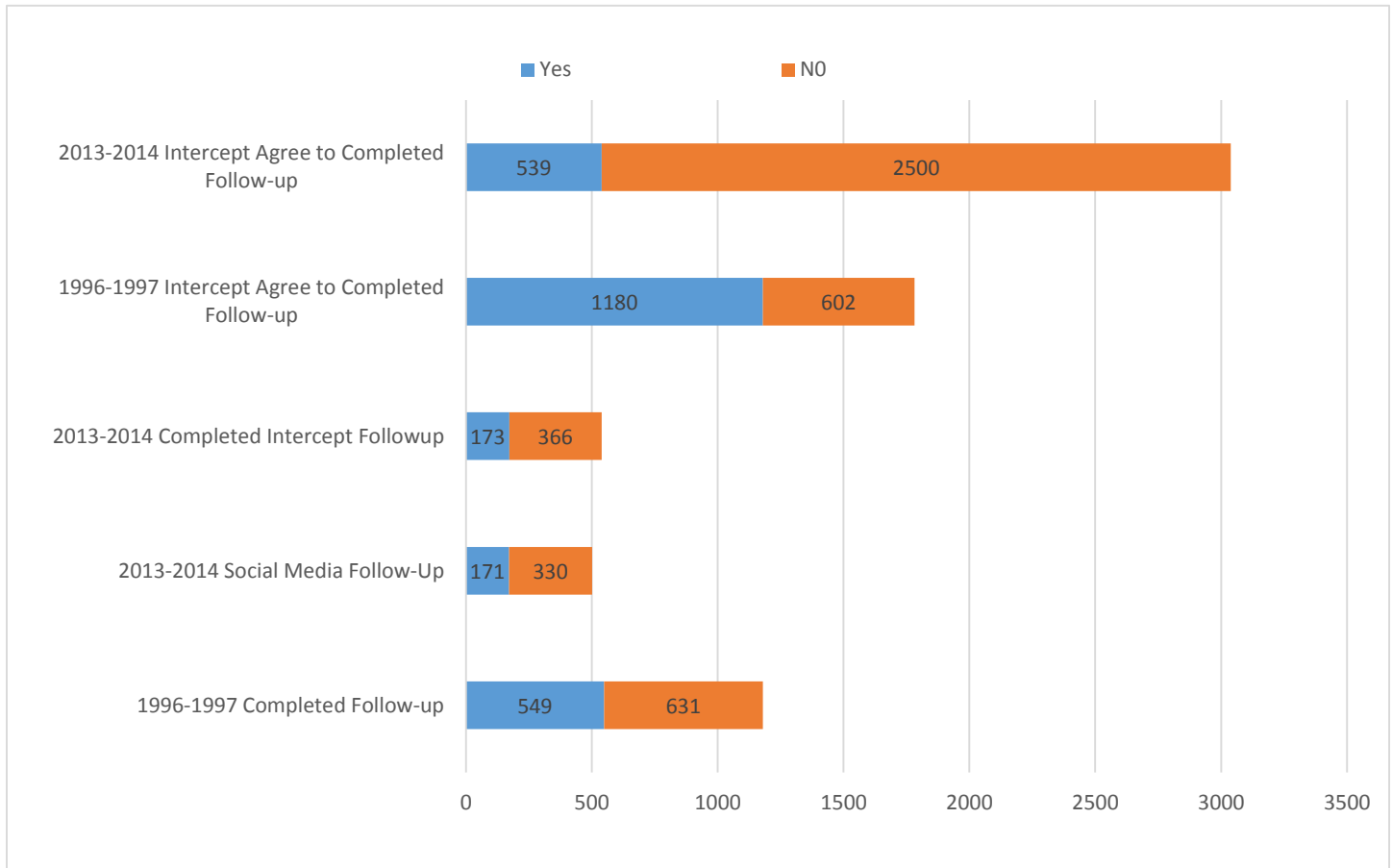


Figure 4 Number of Respondents to Intercept and Follow-up for the 2013-2014 and 1996-1997

Comparison of Visitor Profiles and Sample Characteristics between 1996-1997 and 2013-2014 Studies

This section of the report will make comparisons between the 1996-1997 and the 2013-2014 Assessments across both. Effort was in the designs made to have common questions across the two surveys. The constraints of the alternative methods and sample sizes will be reported. Some questions were included in the intercept survey in 2013-2014 that were only included on the follow-up survey in the 1996-1997 Assessment. The review will follow the question order of the 2013-2014 Assessment.

Overview of Interview Location and Schedule. This subsection reports the location of the interviews, month of interview, type of day of interview, and time of day of interview. Figure 5 presents the percent of total number of on-site interviews completed at each of the sampling locations for both studies. The greatest difference between the two studies was the percent total (and overall number) of interviews completed at Hampton Beach. The 1996-1997 Study under-represented visitors to Hampton Beach and the 2013-2014 corrected that by doubling the number of interviews completed in Hampton Beach. There are strengths and weaknesses in both studies relative to the distribution of interviews. This is likely a function of both changes in research design and changes in level of use.

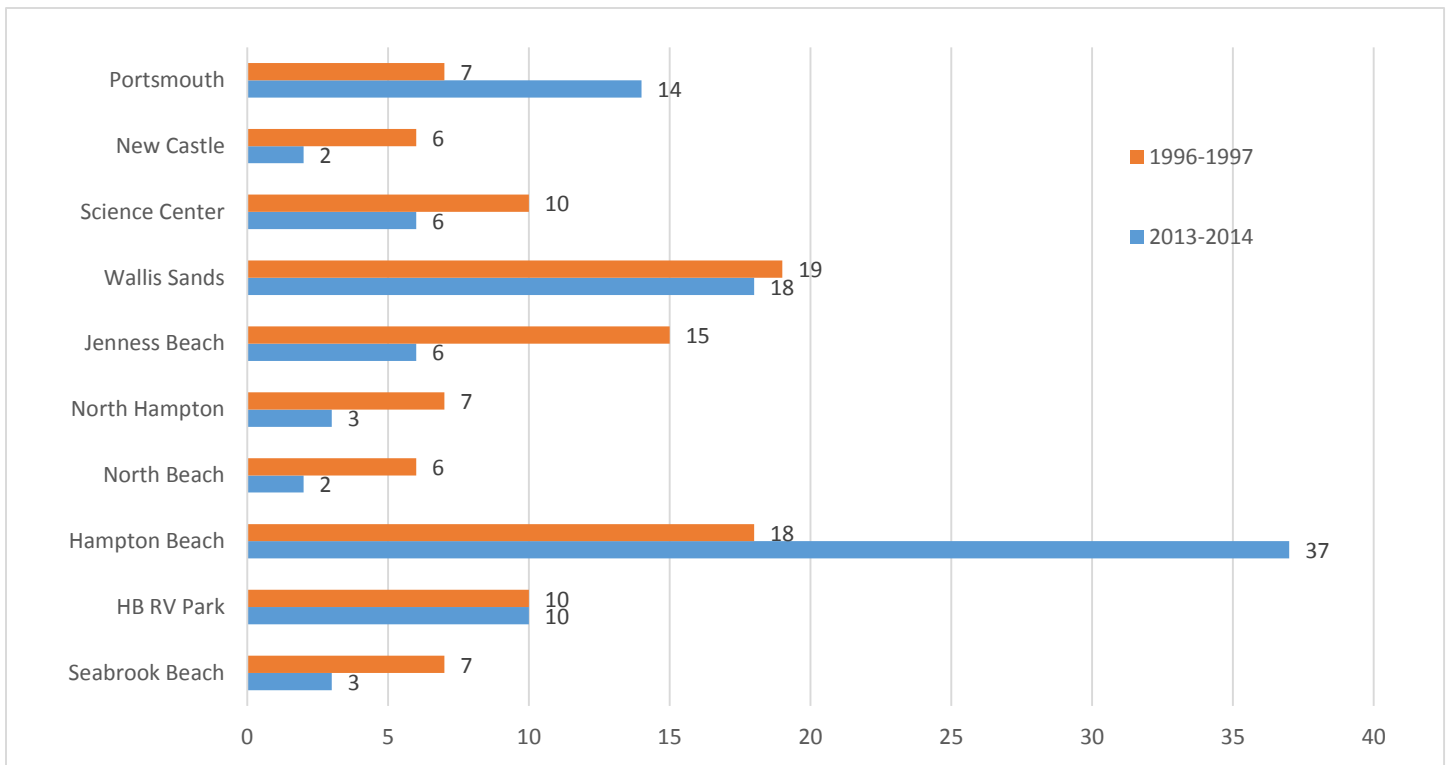


Figure 5 Sample Site and Percentage of Intercept Interviews

Figure 6 reports the percentage of intercept interviews completed according to the type of “Day of Week” the interviews were completed on across the two studies. A majority of both studies were completed during week-days. The 2013-2014 included more weekend interviews and less Holiday Weekend” days than the 196-1997 Studies.

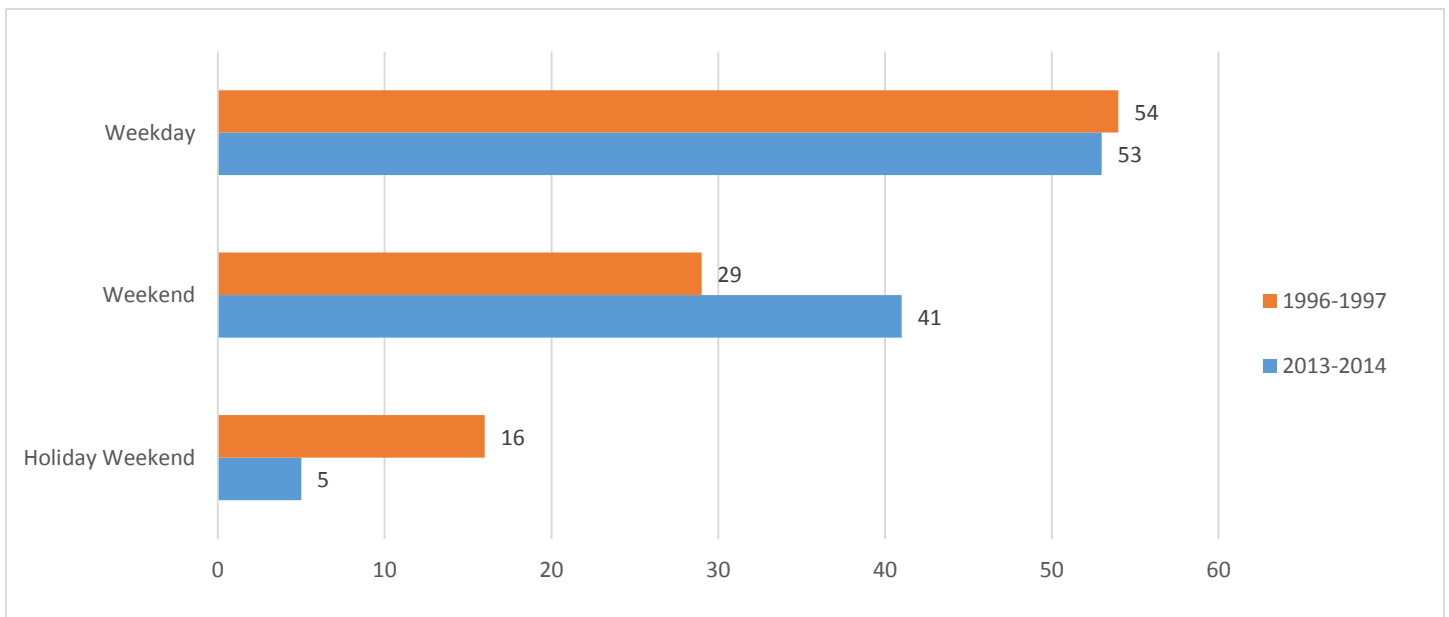


Figure 6 Percentage of Interviews by three sampling “Day of Week”.

Figure 7 reports the relative proportion of interview completed in by month of “interview”. There were significant differences in month of interview. The differences between the studies were a function of availability of human and fiscal resources. The 2013-2014 Study spread the interviews across the months of May, June and July and the 1996-1997 Study completed an overwhelming number of interviews (81%) in August. The combined data from both studies likely provide an accurate representation of total use across the months.

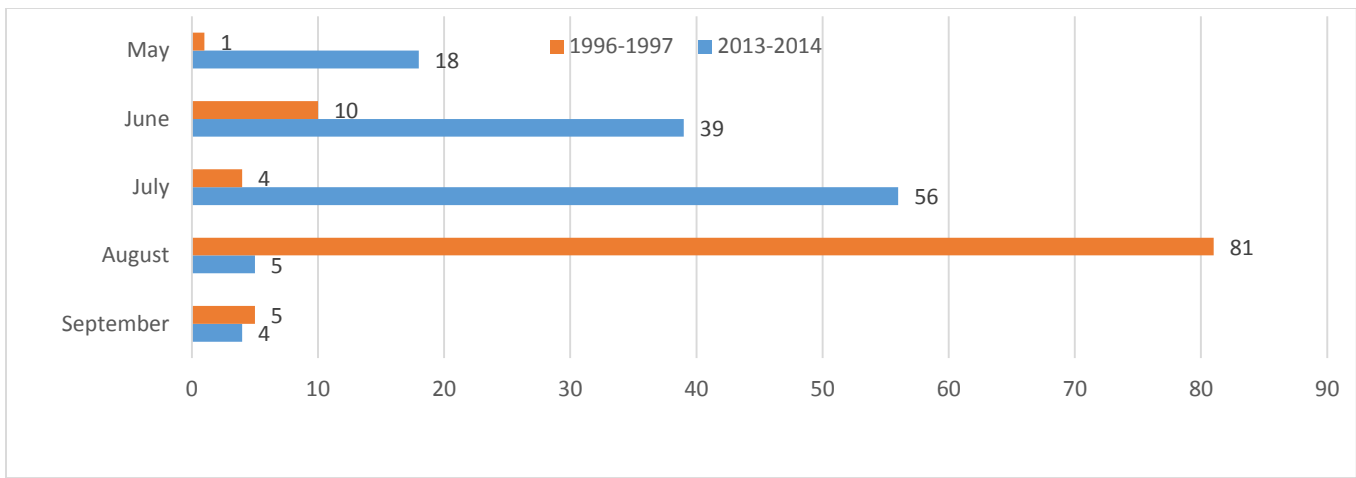


Figure 7 Percentage of Intercept Interviews by Month of Interview across Studies

Figure 8 reports the comparison between the two studies and state of home residence. The results show that there were differences in the “state of home residence” between the two studies. There was a greater proportion of respondents from NH in the 2013-2014 Study. There were no differences in the percentage of respondents from ME & VT, MA, Other US and International locations. There was a larger percentage of visitors from the Northeast in the 1996-1997 study.

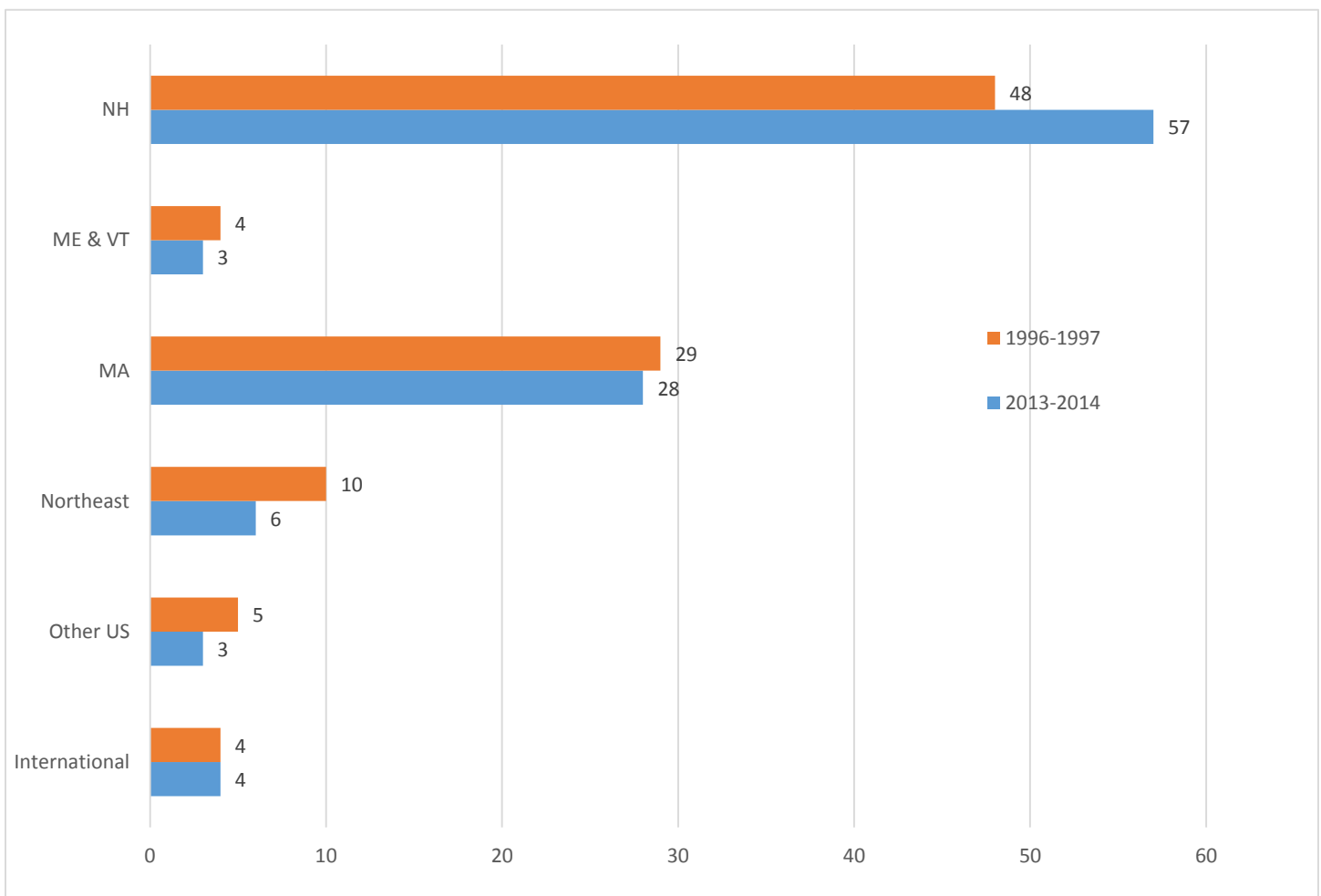


Figure 8 Location of Home Residence between the Two Studies

Figure 9 show that there was only a slight difference relative to the gender of the participants of the studies. There were slightly greater proportion of females in the 1996-1997 Study (62% versus 57%).

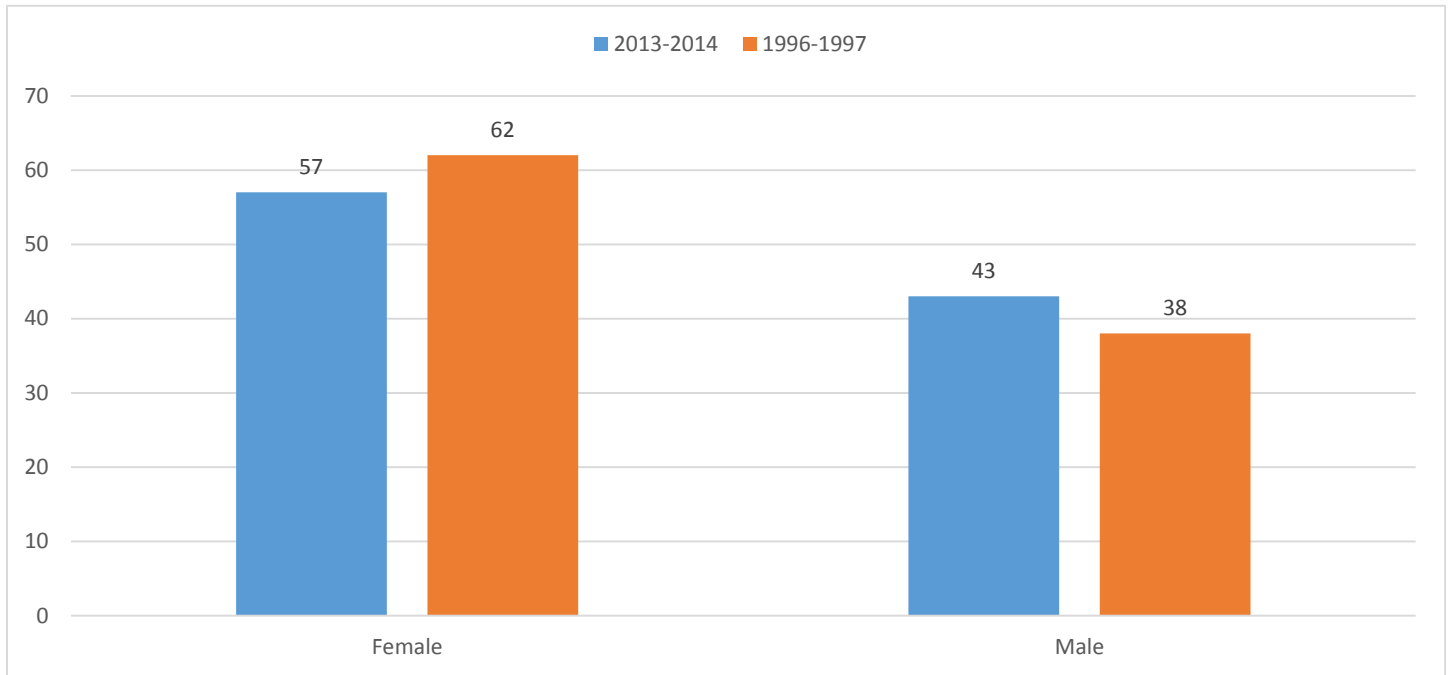


Figure 9 Gender of Respondents across both Studies

Figure 10 shows the results of a comparison between the studies across the type of group they visited the corridor in. The results show that the participants in the 2013-2014 Study were more likely to be in “Friends Only” Group and less likely to be in a “Family Only” group. There were no real difference between the two studies in terms of the proportion of those visiting in “Family and Friends”, “Alone” and visitors traveling in “Groups”.

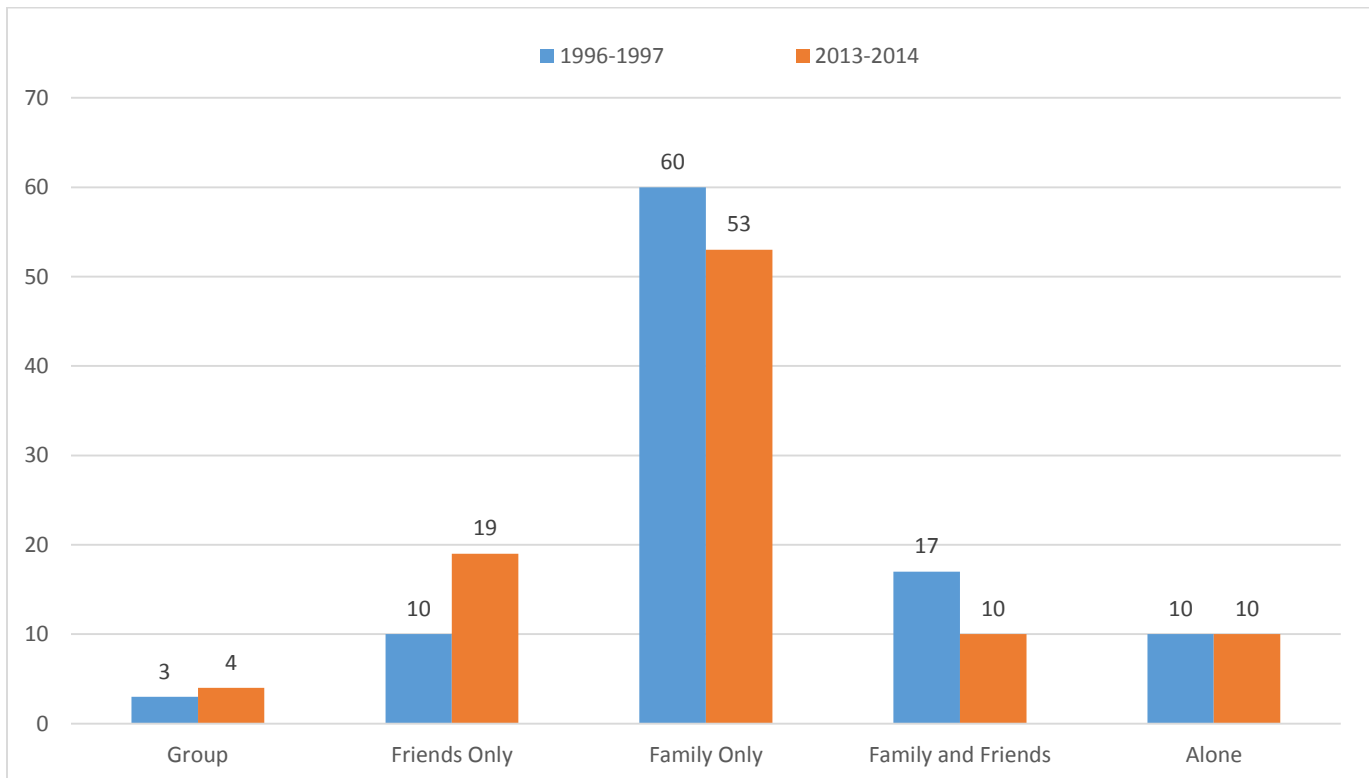


Figure 10 Type of Group across the Two Studies

Figure 11 shows proportion of visitors represented in each study across five across “age group categories”. 1996-1997 Study had a greater proportion of visitors in their “20-30s” and “40s”. While a greater proportion of visitors were participating in the 2013-2014 study were in their “50s”, “60s” and “70s”.

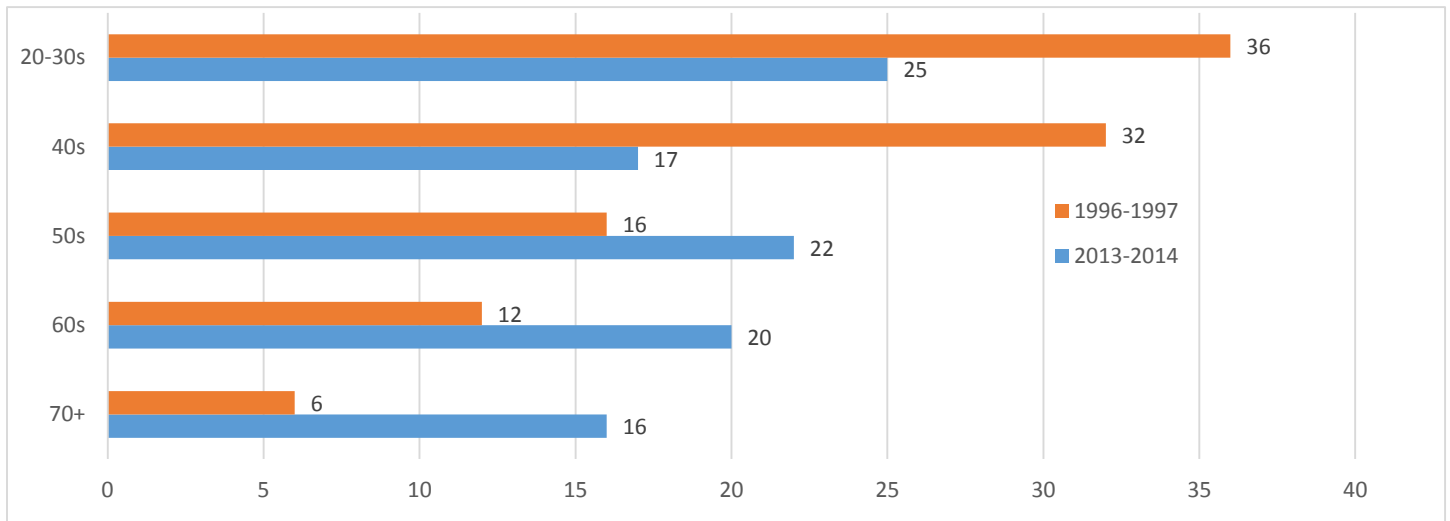


Figure 11 Proportion for visitors in the five “age” group categories across the two studies

Figure 12 compares to the two studies as to the distance traveled from home residence to visit the NH Route 1A/1B Corridor. The most dramatic difference between the 1996-1997 and the 2013-2014 Study were within the groups that traveled the least and those who traveled the most. Forty percent of the 2013-2014 Study traveled “20 miles of less” as compared just 17 percent who traveled “20 miles or less” in the “1996-1997” Study. While 20 percent of the participants in the 1996-1997 Study travel “one hundred miles or more” compared to just 8 percent of the participants in the 2013-2014 Study.

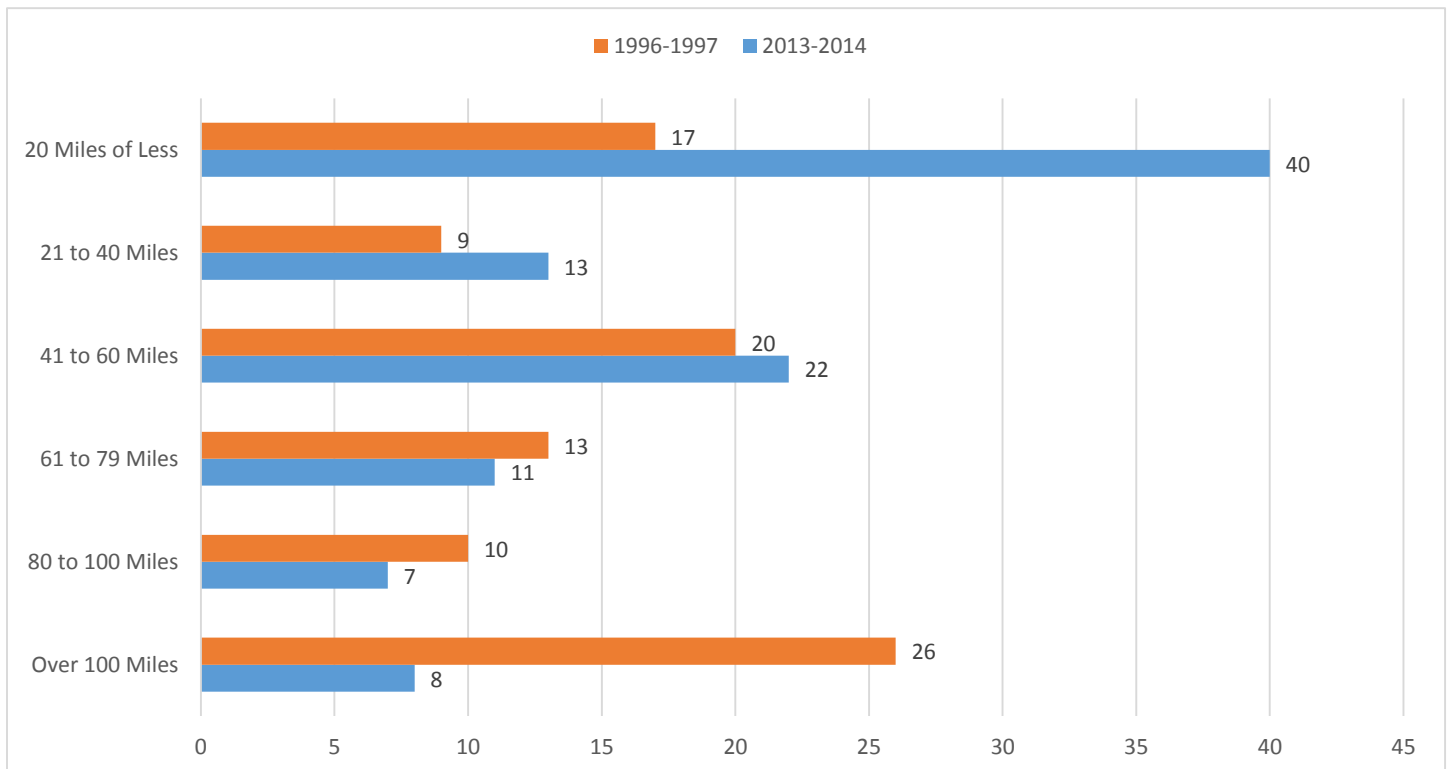


Figure 12 Distance traveled from home across two studies.

Figure 13 reports a comparison between the studies across three questions about their visits to the corridor. The figure reports the percentage of “yes” response to each question. There were important differences across two of the three questions. Participants in the 1996-1997 Study were more likely to include an “overnight stay as part of their visit” (34% versus 24%) and more likely to be on their first visit to the corridor (20% versus 9%). There were no important differences between the two studies in whether or not they had traveled the entire length of the corridor.

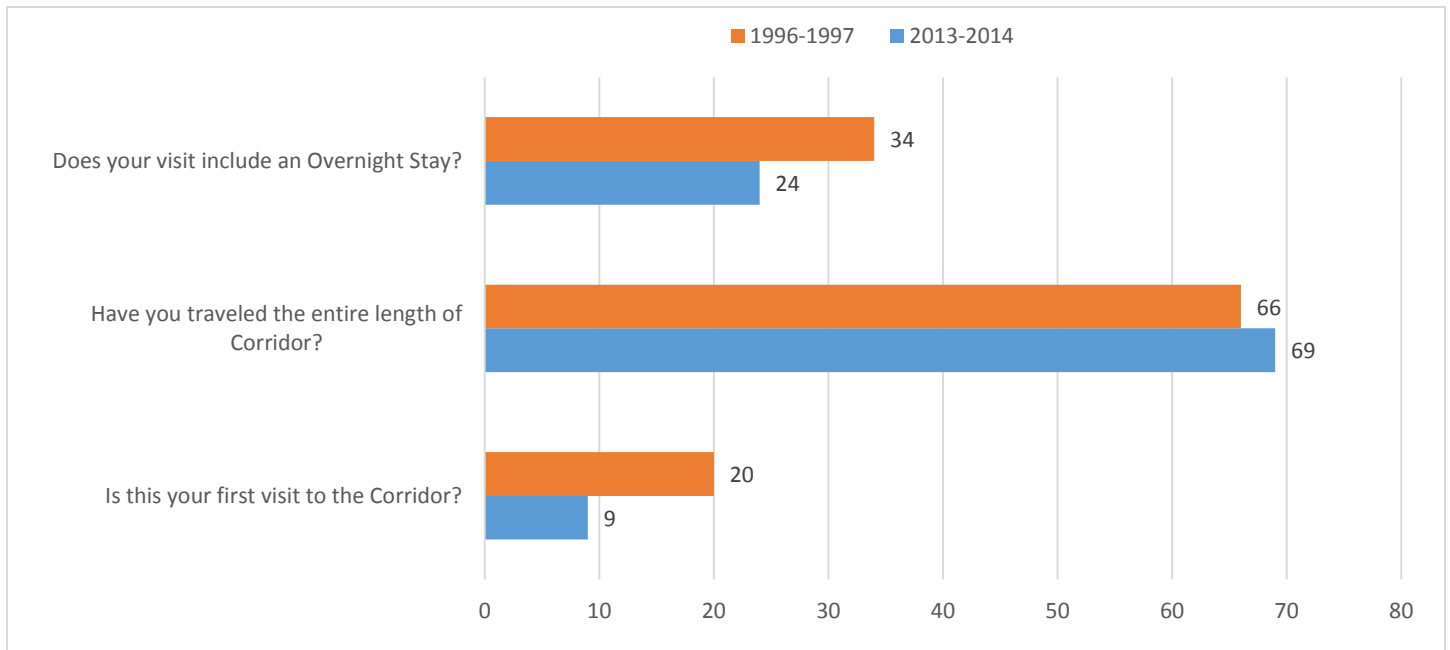


Figure 13 Comparisons between the two studies across visit characteristics

Figure 14 reports a comparison across the two studies relative to the number of nights the respondents stays in the corridor. The results show that overnight visitors in 1996-1997 Study were more likely to stay in the corridor between “8-20 nights” (16% to 5%). Overnight visitors in the 2013-2014 study were more like to be staying “6-7 nights” is the corridor (24% to 19%). The results show a general trend for participants in the 2013-2014 to stay a week or less.

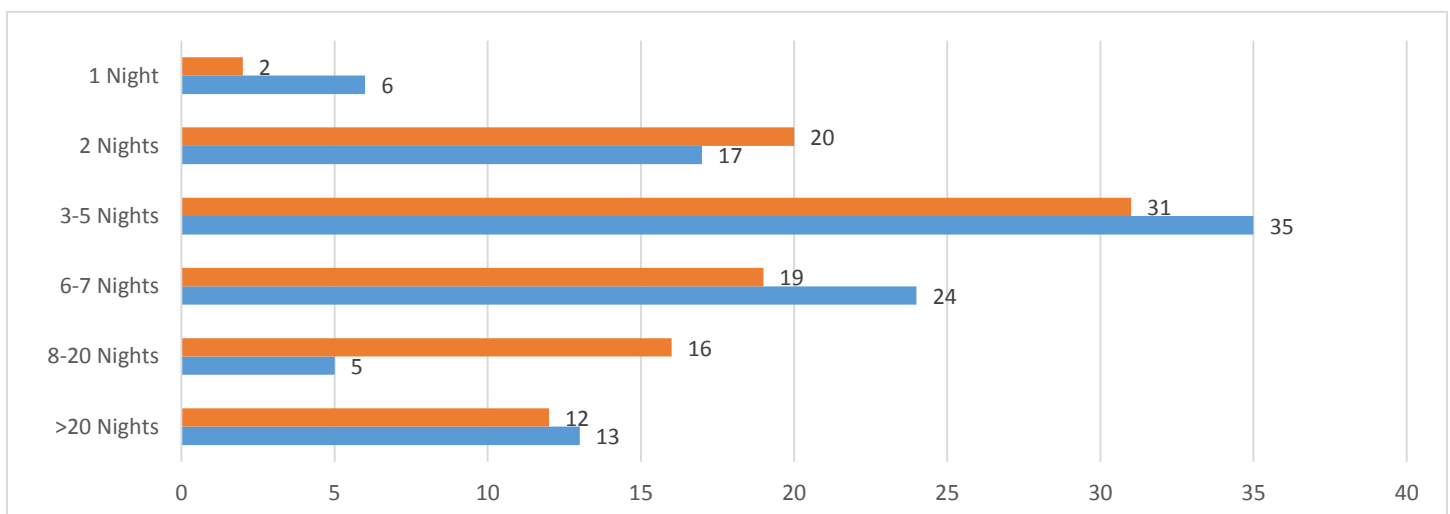


Figure 14 Comparison across studies of the number of nights that overnight visitors stay in the Corridor

Figure 15 reports the results from a question that asked the respondents to both studies “How many hours do you plan to stay at the interview site?”. The results show that participants in the 2013-2014 study were most likely to stay “3-5 hours” (43% to 31%).

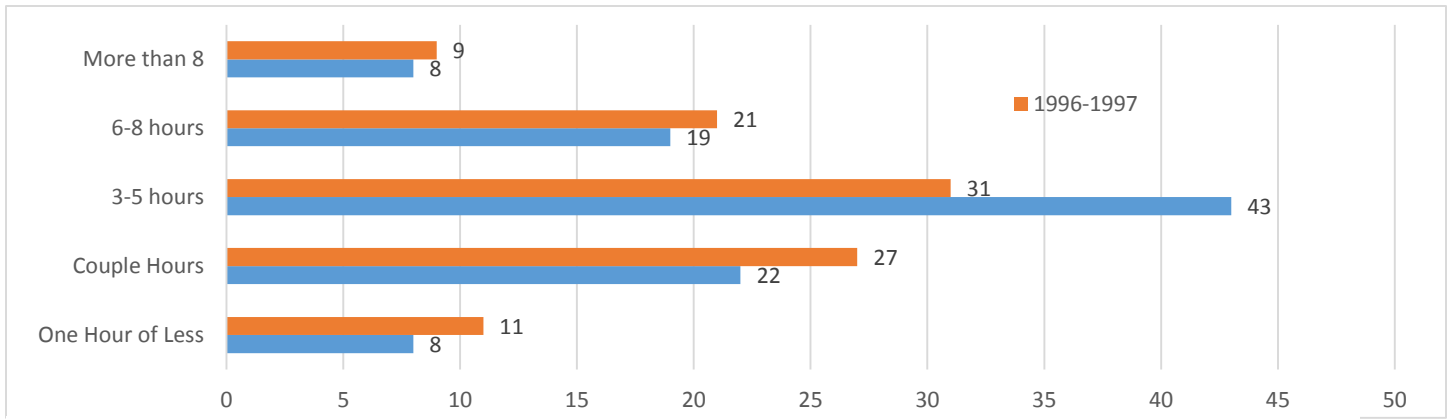


Figure 15 Comparison of the Hours visiting the interview site across the studies

Figure 16 allows for the comparison of the two studies by the number of visits of the respondents made to the corridor. The results show significant that there is considerable variation between the two studies. Participants in the 1996-1997 were more likely to be on their first visit to the site (20% versus 9%). While more participants in the 2013-2014 were more likely to visit “once a year or less” and “2-4 time a year” and participants in the 1996-1997 study were more likely to visit “once a week or so”. This suggests a potential shift in who is visiting the corridor. For example, visitors participating in the 1996-1997 Study were more likely to be a “first time” visitor to the corridor suggesting that the Corridor is a maturing market. This suggestion is consistent with the data presented in Figure 11 which showed a general shift in the age of the participants consistent with overall ageing of the U.S. population (baby boomers getting older).

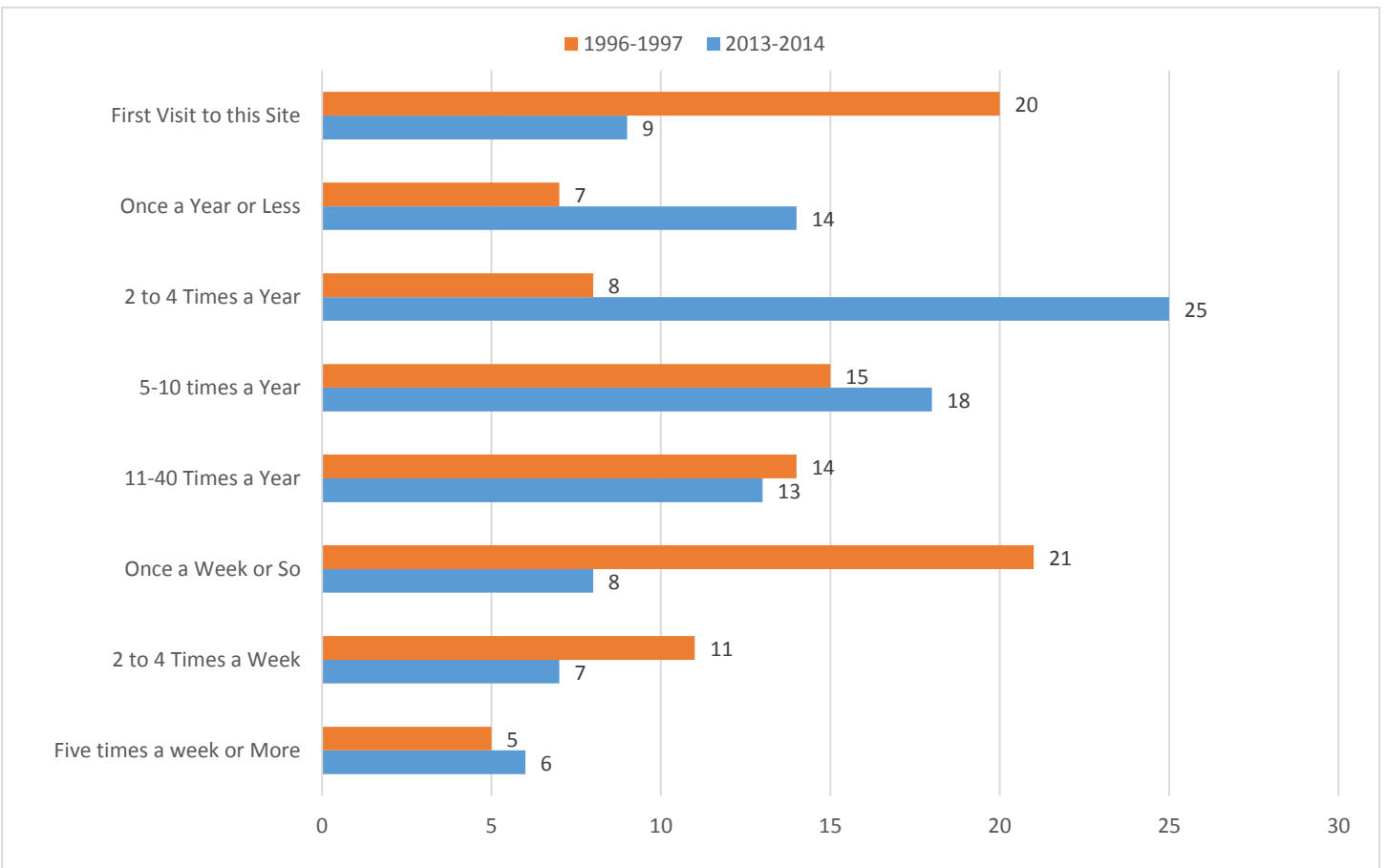


Figure 16 Comparison of Number of Visit to the Corridor across the two studies

Figure 17 reports the results from a comparison of the percentage of visitors from both studies who visited specific tourism destinations within the corridor. The general trend is that a greater percentage of participants in the 2013-2014 Study visited a majority of sites within the corridor with the exception of Hampton Beach and Strawberry Bank. This finding is most likely a function of the methods of data collection and low response rate in the Follow Up study completed in 2013-2014.

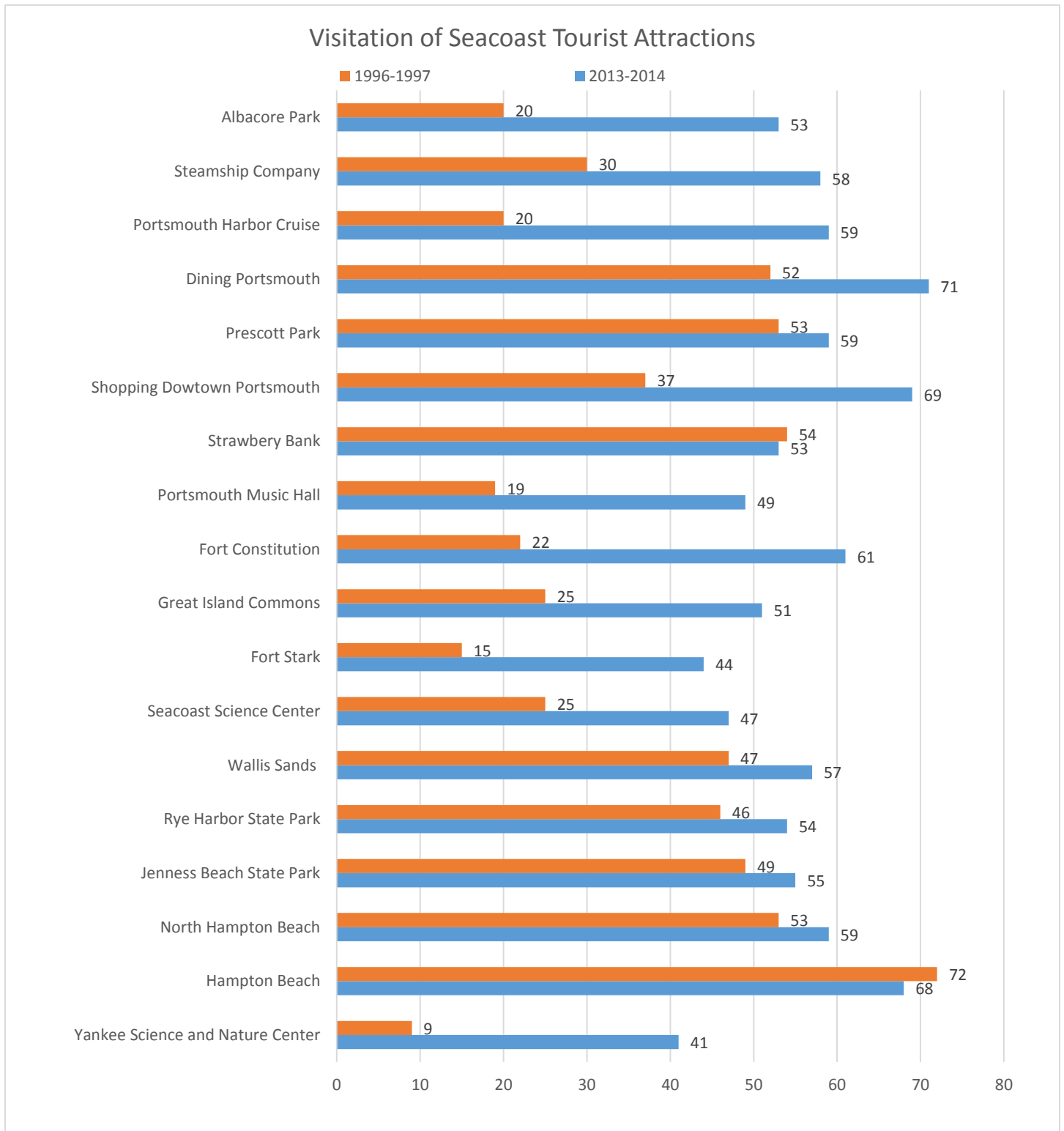


Figure 17 Comparison across Studies in Visits to Corridor Attractions

Figure 18 reports the results from a comparison of the percentage of visitors from both studies who participated in specific recreation activities within the corridor. The general trend is that participants in 2013-2014 Study were more likely to participate in most of the identified recreation activities. This finding is most likely a function of the methods of data collection and low response rate in the Follow Up study completed in 2013-2014. “Dining” (85%), “Bicycling” (73%) and “Driving for Pleasure” (72%) were the most popular activities in the 2013-2014. While dining (52%) and “Shopping” (37%) were the most popular activities in the 1996-1997 Study

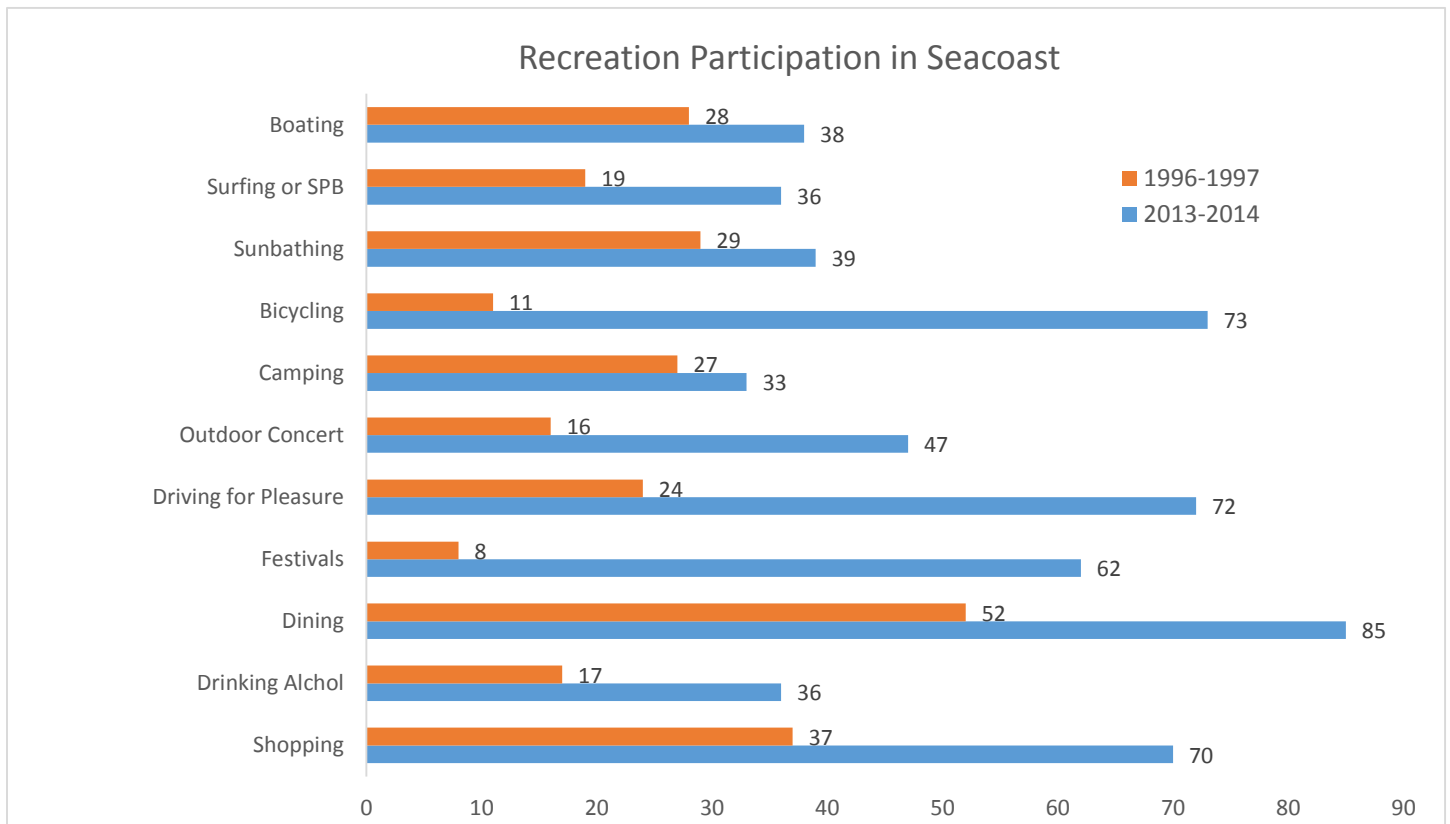


Figure 18 Comparison across studies in participation in specific recreation activities within the corridor

Figure 19 reports the use of the various forms of “traditional media and social media” by the respondents across both studies. The results show that “word of mouth” was the most important source of information for both studies. The second most important overall was “social media” (32%) in the 2013-2014 Study (not on the 2013-2014 Study) and the second most important source of information for the 1996-1997 was the “newspaper”.

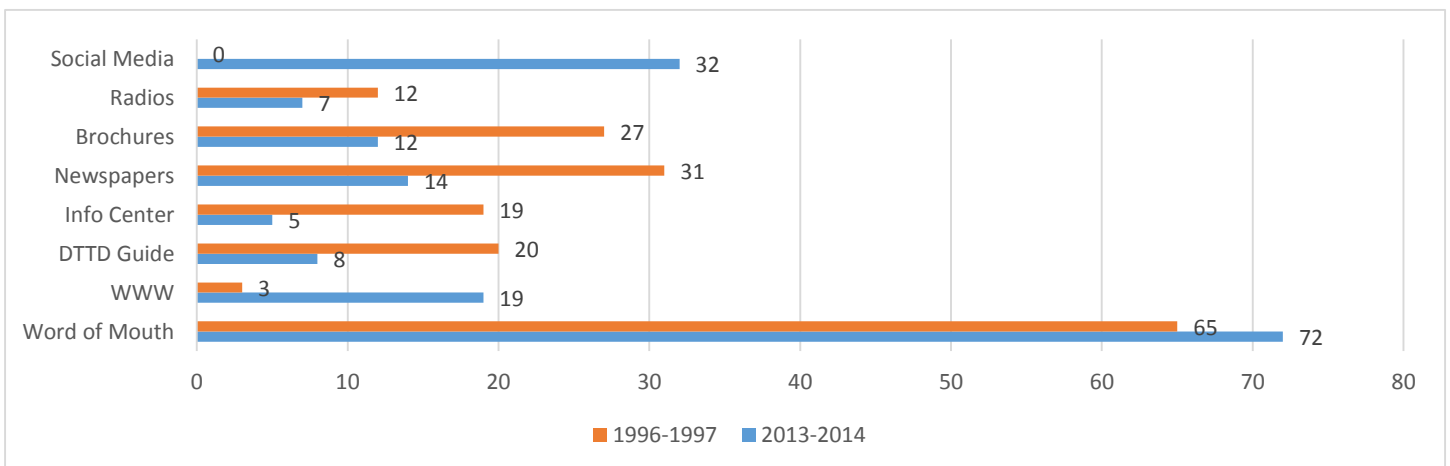


Figure 19 Information Sources about the Corridor across the two studies

EVALUATION OF THE CONDITIONS OF SPECIFIC ATTRIBUTES OF THE CORRIDOR. This section reports the results of a comparison of evaluation of the “Cleanliness and Availability of Restrooms”, “Congestion in reaching the interview site (e.g., traffic, long waits, etc.)”, and perceived “Value for Money Spent” across the 1996-1997 and 2013-2014 Studies. This section uses the intercept data (n=3019) from the 2013-2014 Study with the Mail Follow-Up data (n=596) from the 1996-1997. These data are solid and have large number of interviews to make valid comparisons.

Figure 20 reports the comparison on the participant’s evaluation of the “Restroom Cleanliness and Availability”. The results show a major increase (+26%) of in the proportion of “A” for the 2013-2014 Study and decrease (13%) in the percentage of “C” evaluations when compared to the 1996-1997 Study.

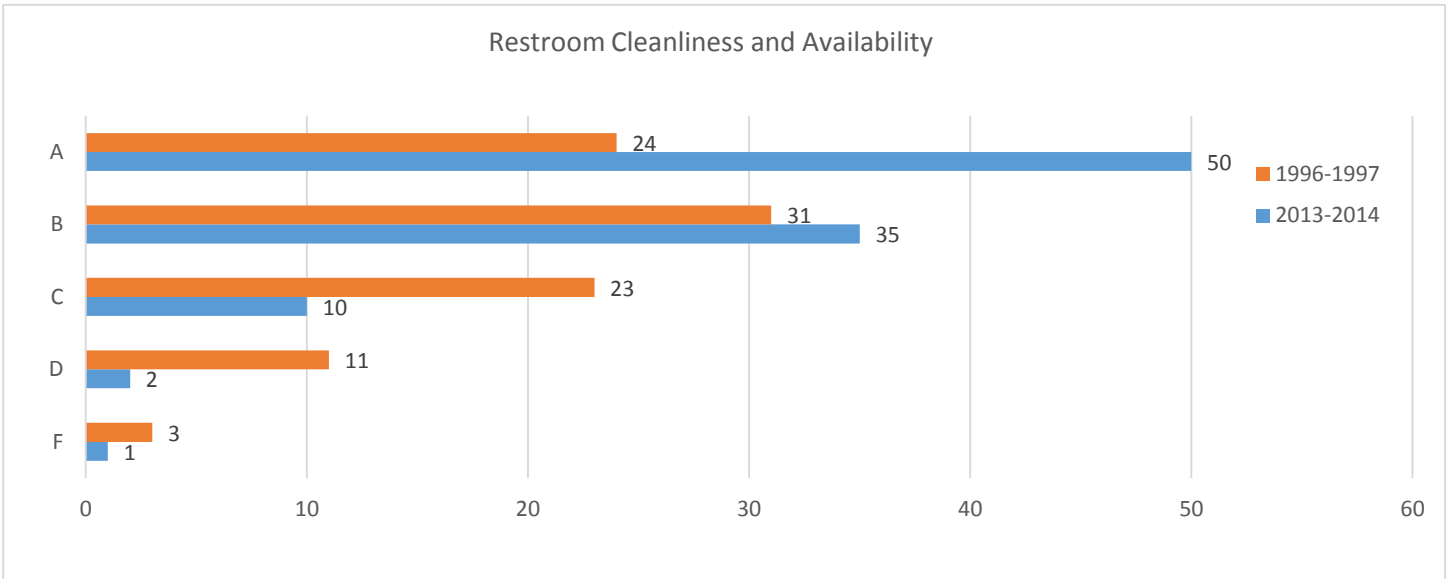


Figure 20 Comparison between 1996-1997 and 2013-2104 Study across Evaluation of the Cleanliness and Availability of Restrooms.

Figure 21 reports the comparison 1996-1997 and 2013-2014 of participant’s evaluation of “Congestion Reaching the Interview Site”. The results show a major increase (A+24% and B+20%) for the 2013-2014 Study when compared to the 1996-1997 Study. This generally shows that visitors in 2013-2014 had less problems with traffic congestions reaching the interview site.

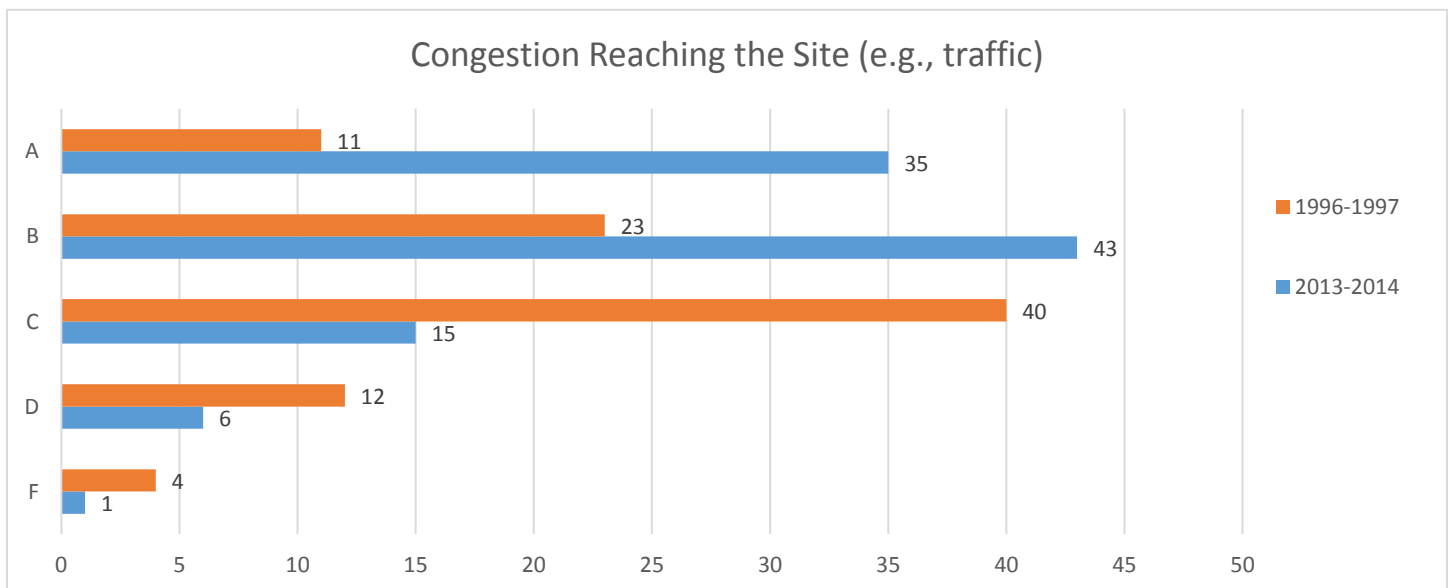


Figure 21 Comparison between 1996-1997 and 2013-2014 Study across Evaluation Congestion Reaching the Site.

Figure 22 shows the comparison of visitor’s evaluation of parking at the interview site across the 1996-1997 Study with the 2013-2014 Studies. The 1996-1997 Study used one measure that combined “availability and cost of parking” while the 2013-2014 Study used to separate measures and a satisfaction scales as opposed to a report card format. The measures of availability and cost were combined and the satisfaction with parking attributes were converted to the report card format. There were 2964 visitors answering these questions in the 2013-2014 Study (iPad Intercept Interview) and 566 visitors answering in 1996-1997 Study (mail follow-up survey). Overall the results show that evaluations of “parking” has not changed over time.

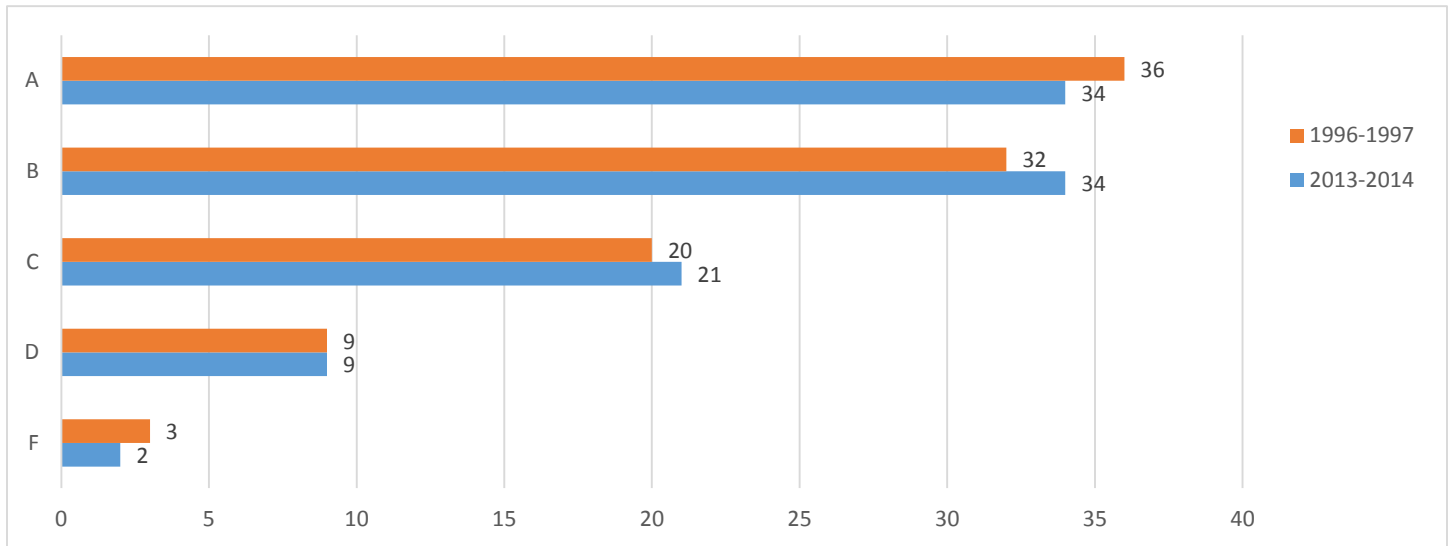


Figure 22 Comparison between 1996-1997 and 2013-2014 Study across Evaluation of “Parking Conditions”.

Figure 23 reports the comparison between the two studies 1996-1997 and 2013-2014 participant’s evaluation of the “Value for money spent” at the interview site. The results show that only slight difference between the two studies with participants in the 2013-2014 Study having slightly greater proportion of “A’s” and “B’s”.

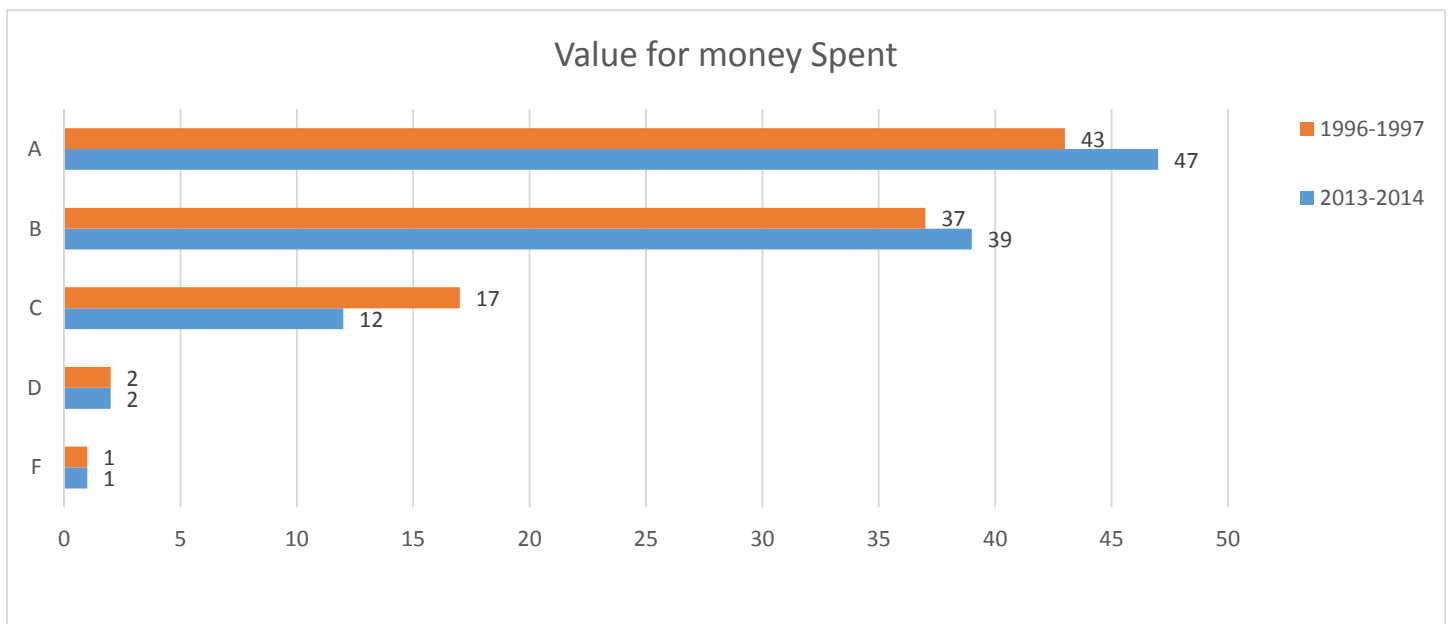


Figure 23 Comparison between 1996-1997 and 2013-2014 Study across Evaluation “Value for Money Spent”.

Table 1 reports a comparison between additional evaluations 1996-1997 and the 2013-2014. The sample sizes between the two studies varied considerably from a sample size ranging from 407 to 539 for the 1996-1997; and ranging for 141 to 279 for the 2013-2014 Study depending on the specific variable. All of the 1996-1997 evaluations were collected via the follow-up mail survey and all the 2013-2014 Study were collected via the iPad on-site interview study with smaller sample sizes. These results should be interpreted with a consideration of the substantial differences in the number of interviews across the studies. Generally the results suggest that visitors interviewed in the 2013-2014 were more likely to positively evaluate the site conditions. The most significant improvements were in site evaluation were for the “overall cleanliness”, “helpfulness of area employees” and “safety and security of location”.

Evaluation of Site Conditions	A Excellent		B Good		C Average		D/F Poor-Failure	
	96-97	13-14	96-97	13-14	96-97	13-14	96-97	13-14
Comparisons 1996-1997 and 2013-2014								
Overall Cleanliness and lack of Litter	46%	74%	40%	23%	13%	1%	1.2%	1.5%
Helpfulness of Area Employees	38%	73%	41%	25%	19%	2%	3%	0%
Water safety (i.e., info., lifeguards)	38%	53%	36%	41%	19%	6%	7%	1%
Friendliness of other guests & visitors	28%	54%	47%	40%	22%	6%	3%	1%
Accuracy of information about site	27%	43%	42%	45%	26%	8%	5%	4%
Youth Orientated Activities	20%	49%	38%	30%	26%	18%	16%	3%
Availability of food and beverage services	25%	59%	36%	26%	25%	12%	14%	3%
Safety and Security of Location	51%	82%	37%	17%	11%	1%	1%	.5%
Congestion/Over Crowding at Site*	41%	40%	29%	38%	18%	15%	12%	6%

Table 1 Ratings of Site Attributes with small sub-sample of iPad Intercept Interviews

Figure 24 reports the results from a comparison between the 1996-1997 and 2013-2014 Studies relative to the visitor’s willingness to use specific transportation related offering within the corridor. The results show that 2013-2014 are more likely to respond yes to a question that asked if they would use a designated bike lane or path than the 1996-1997 Study. There were no substantial differences between the two studies relative to whether or not they would use public transportation to reach the corridor or if they would use a shuttle service within the corridor between the two studies.

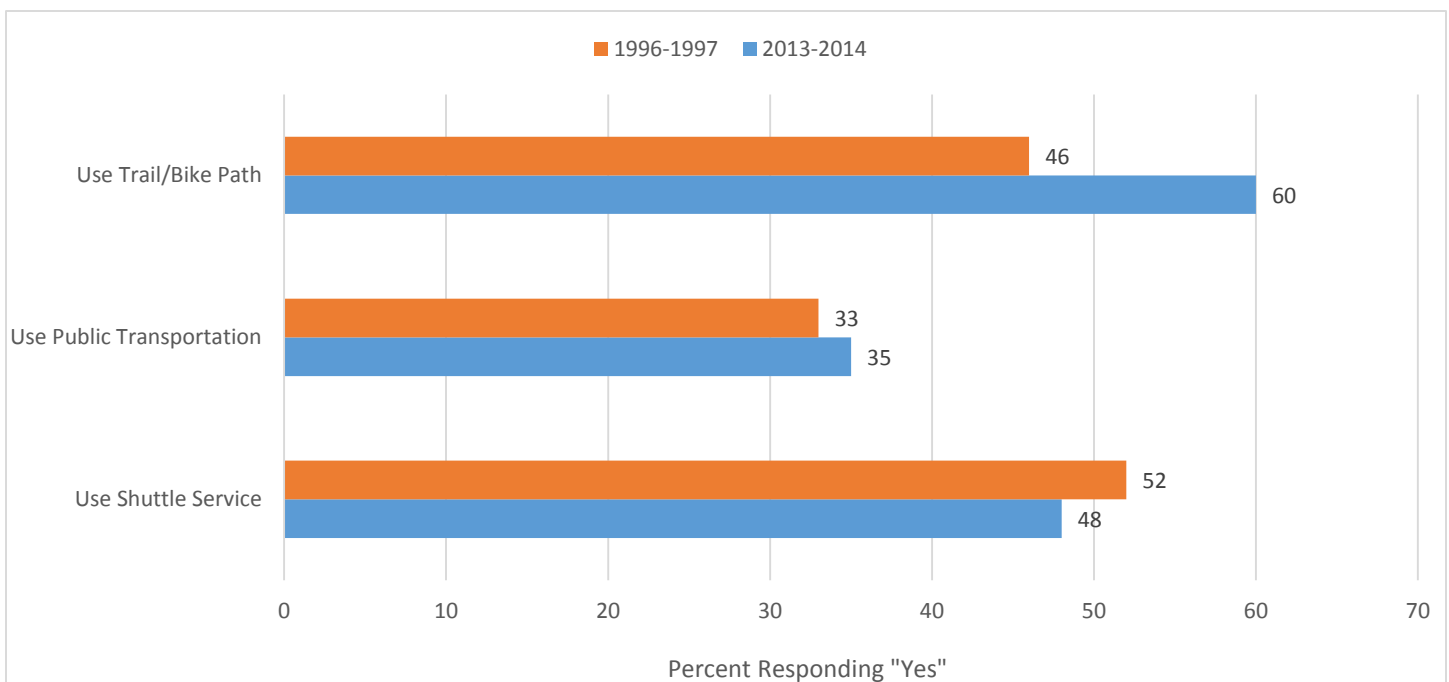


Figure 24 Comparison between 1996-1997 and 2013-2014 Study for visitors “willingness to use specific transportation initiatives”.

Figure 25 reports a comparisons between the “1996-1997” and “2013-2014” across visitor’s level of satisfaction with their corridor experience. The results show only a slight difference with visitors participating in the 2013-2014 having a slightly larger (4%) percentage in the “high” satisfaction group and visitors participating in the 1996-1997 study having a slightly larger (4%) in the “low” satisfaction group.

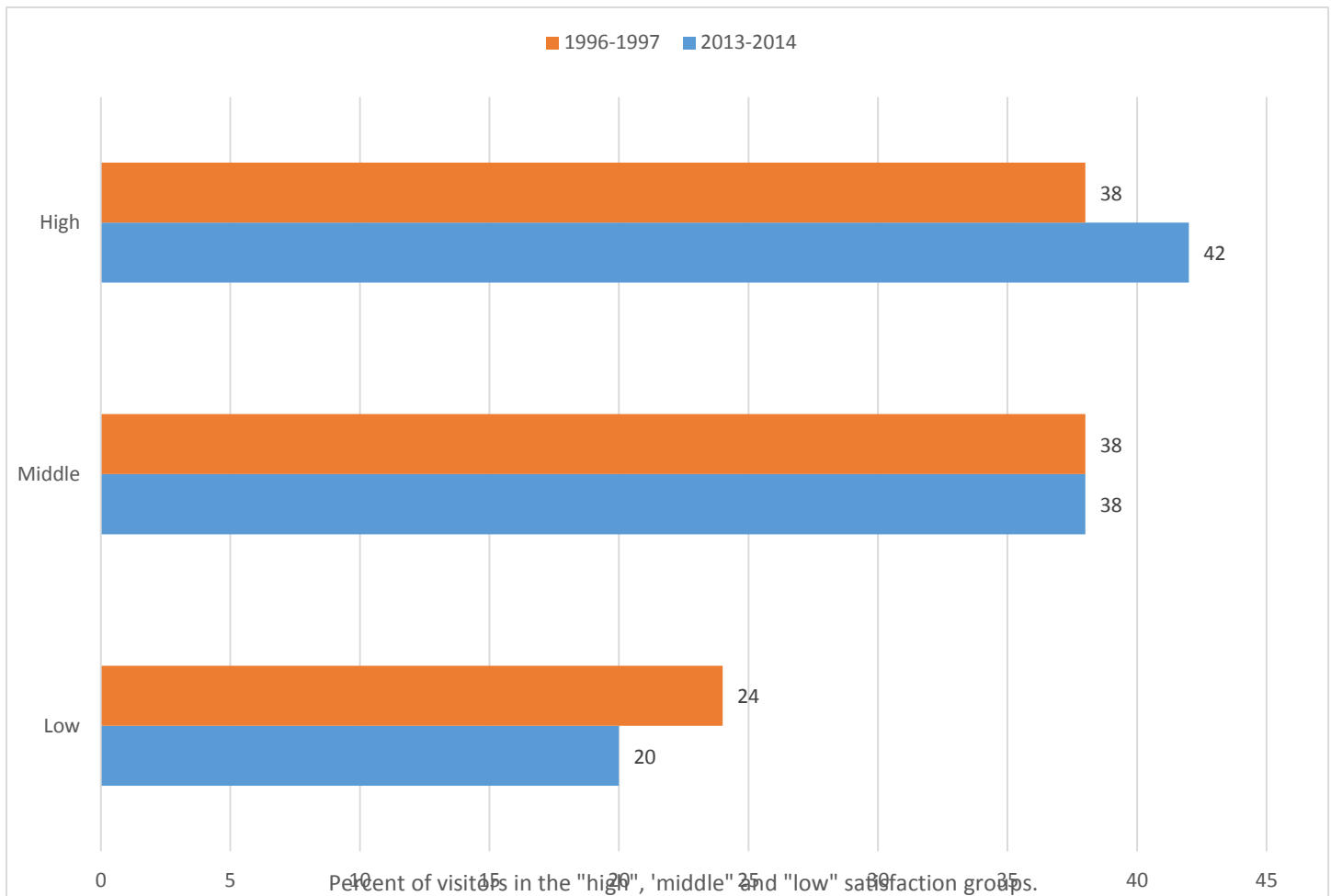


Figure 25 Comparison between 1996-1997 and 2013-2014 Study of visitors is the three levels of satisfaction groups.

Table 2 allows for a comparison between the 1996-1997 and 2013-2014 Studies relative to the management and development priorities in the corridor. The number of cases varied across the two studies and the “wording” of the question varied, as did the response categories. Effort was made in the design of the 2013-2014 study to be as consistent as possible and reporting the comparisons effort was made to compare apples to apples. The items listed in this table and all the remaining tables and figures in this section are marked with an asterisk (*) if the two studies used alterative wording and/or response categories.

The items with greatest percentage of “High Priority” votes for 1996-1997 Study were: Improve attractiveness of commercial areas along NH Route 1A/1B; and (2) Enhance preservation and protection of "historic character" of the Byway. For the 2013-2014 Study the top two priorities were: Provide wider shoulders on NH Route 1A/1B marked exclusively for bike lanes; and (2) Limit new commercial development adjacent to the Byway. The “Medium Priorities” for the 1996-1997 Study were to “Improve attractiveness of commercial areas along NH Route 1A/1B”. The low priority for the 1996-1997 Study was “Improve signage to recreation and historic attractions located off the Byway” and for the low priority was 2013-2014 Study was “Develop a scenic Vista, Bird/ wildlife observation tower”.

Priorities for Planning and Management of NH Route 1A/1B Corridor	Low Priority		Medium Priority		High Priority	
	96-97	13-14	96-97	13-14	96-97	13-14
Year of Study						
Improve attractiveness of commercial areas along NH Route 1A/1B.*	3%	25%	5%	54%	92%	21%
Develop more scenic turnouts adjacent to the Byway.*	13%	30%	55%	50%	10%	20%
Limit new commercial development adjacent to the Byway.	28%	16%	31%	45%	40%	39%
Provide wider shoulders on NH Route 1A/1B marked exclusively for bike lanes.	20%	13%	44%	27%	37%	60%
Impose greater restrictions on residential development adjacent to the Byway.*	28%	25%	31%	50%	41%	25%
Enhance preservation and protection of "historic character" of the Byway.	13%	14%	29%	49%	57%	37%
Improve signage to recreation and historic attractions located off the Byway.	35%	30%	38%	52%	27%	19%
Develop a scenic Vista, Bird/ wildlife observation tower.	33%	38%	45%	36%	22%	26%

Table 2 Comparison between 1996-1997 and 2013-2014 across Corridor Planning and Management Priorities

Table 3 compares the extent that respondents to the 1996-1997 and 2013-2014 Studies agree with a set of statements focused on measuring visitor's agreement with a series of related to their visit to the corridor. The results are fairly consistent across the two studies. The results are very similar with a few notable exceptions. Visitors participating in 2013-2014 were more likely to identify traffic congestion as a problem. Visitors 2013-2014 were less likely to agree with the statement "I wish there was more food and lodging Corridor".

Attitude Statements Towards NH Route 1A/1B	Disagree		Neither		Agree	
	96-97	13-14	96-97	13-14	96-97	13-14
Year of Study						
I support beach closures to protected endangered plant and animal species (e.g., piping plover).	19%	10%	27%	28%	54%	62%
The beach and surrounding areas were clean.*	4%	19%	23%	31%	73%	50%
There are adequate signs/information along the Route 1A/1B Scenic Corridor.*	13%	16%	60%	36%	27%	48%
I would be willing to pay a nominal fee for a shuttle from NH Route 1A/1B to restaurants/bars and tourist attractions in the area.	50%	22%	27%	30%	23%	48%
I would be willing to pay higher parking fees if a portion of the money was allocated to the enhancement/repair of infrastructure and natural resource protections.	38%	31%	31%	33%	31%	36%
Visit to the corridor was worth the money I spent visiting there.	5%	3%	10%	13%	85%	84%
I want to return to the NH Route 1A/1B Corridor.	3%	2%	4%	6%	94%	92%
Traffic congestion in the NH Route 1A/1B Corridor is a problem.	20%	20%	31%	22%	49%	58%
I wish there was more food and lodging in the NH Route 1A/1B Scenic Corridor.	25%	31%	36%	43%	39%	26%
I would park at a remote lot and shuttle to the beach.	40%	40%	25%	22%	35%	38%
Pollution did not seem to be a significant problem along the Route 1A/ 1B Byway.*	4%	18%	23%	43%	73%	39%

Table 3 Issues with the Largest Amount of Agreement across both Surveys

Table 4 reports the comparison across the relative of importance of a variety of initiatives across the 1996-1997 and 2013-2014 Study. Generally respondents in the 2013-2014 Study were generally more likely to identify issues as important with the exclusion of "Increased enforcement of existing glass and alcohol regulations on the beach*" and "Beach replenishment programs". In addition, the results across the two studies are fairly consistent with a few notable exceptions. For example the "Public transportation/trolley linking sites within the corridor"; "Wildlife Habitat protection and salt marsh restoration programs"; "More nightlife and entertainment"; and "Protection and restoration of cultural landmarks*" were identified as more important priority in 2013-2014.

Importance of Various Corridor Initiatives	Not Important		Unsure		Important	
	96-97	13-14	96-97	13-14	96-97	13-14
Additional off highway parking capacity.	11%	15%	34%	21%	56%	64%
Public transportation/trolley linking all sites within the corridor.	49%	19%	45%	27%	7%	54%
Availability of services in corridor (lodging, food, etc.).*	25%	14%	36%	19%	39%	68%
More nightlife and entertainment.	47%	34%	42%	28%	11%	38%
Increased enforcement of existing glass and alcohol regulations on the beach.*	15%	30%	33%	24%	52%	46%
Improved mapping of public beach access sites.	29%	9%	38%	48%	33%	43%
Linking East Coast Greenway to Route 1A/1B Corridor via a recreational trail.*	24%	12%	29%	22%	47%	66%
Beach oriented environmental education programs.	28%	24%	36%	28%	36%	48%
Beach replenishment programs.*	15%	11%	24%	35%	60%	55%
Protection and restoration of cultural landmarks.*	3%	6%	39%	21%	57%	73%
Interpretive displays (e.g., signs at pullouts, historic markers, and exhibits at beaches/parks).	35%	26%	38%	24%	27%	50%
Wildlife habitat protection and salt marsh restoration programs.	19%	16%	27%	13%	54%	71%
Providing opportunity to purchase and consume alcohol in a controlled environment on the beach.*	56%	37%	22%	11%	12%	52%

Table 4 Importance of Potential Corridor Initiatives across the 1996-1997 Studies

Table 5 reports the results for a comparison of the relative likelihood of that visitors would use specific programs or services across the 1996-1997 and 2013-2014 Study. Generally respondents in the 2013-2014 Study were more likely to indicate that they would be likely to use the identified service or program.

Likelihood of Using Potential Corridor Services and Initiatives	Unlikely		Unsure		Likely	
	96-97	13-14	96-97	13-14	96-97	13-14
More information on corridor traffic conditions (mobile application).*	35%	18%	37%	34%	27%	48%
Free parking areas with shuttles to beach (Park & Rides).*	47%	19%	29%	25%	24%	56%
Bike shuttle services (i.e. bike one-way, shuttle back).	67%	33%	26%	29%	8%	37%
Bike rental shops.	72%	37%	22%	20%	7%	43%
Brew Pub Tours.*	53%	39%	29%	15%	24%	46%
Beach Equipment rentals (i.e., chairs, umbrellas, etc.).*	80%	38%	17%	28%	3%	34%
Scenic Vista, Bird/ wildlife observation tower.*	33%	16%	45%	29%	22%	55%
Beach Clean Ups.	41%	19%	52%	28%	7%	53%
Environmental education programs at state park beaches	42%	25%	45%	36%	12%	39%
Paddle and surfboard, kayak, lessons and tours	51%	20%	42%	29%	7%	51%

Table 5 Likelihood of Using Specific Services and Initiatives

Table 6 reports the results from the comparison of a series of questions that measured the extent that respondents would change their patterns of use in response to traffic congestion reaching the site or overcrowding on the beach. The questionnaire provided eight statements that relate to their past, current and future use of the corridor. Table 6 shows the percent who “yes” to each of the listed statements for the 1996/1997 Study and the 2013/2014 Studies (i.e., Web

Follow-up to iPad Intercept and Face Book). The results show generally that participants in the 2013-2014 Study are more likely to change the way they use the corridor as a results of congestion reaching the site and crowding at the site. For example, participants in the 1996-1997 Study were substantially less (49% versus 78%) likely to respond “yes” to the statement “I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends” than the participants in the 2013-2014 Study. Likewise, they were also less likely (31% versus 58%) to respond “yes” to the statement “I visit the Corridor in the early morning to avoid afternoon traffic congestion and/or crowding on the beach” than the participants in 2013-2014 Study.

Change in Use Behavior Year/Method & Method Data (n=#cases)	96/97 Mail Follow-up (n=586)	13/14 Intercept (n=170)	13/14 FB (n=167)	13/14 Combined Intercept/FB (n=337)
I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends	49%	77%	79%	78%
I use the Corridor less than I used to because of traffic congestion and/or crowding on beach.	25%	46%	51%	49%
I visit the Corridor in the early morning to avoid afternoon traffic congestion and/or crowding on the beach.	31%	59%	57%	58%
I have not changed the amount or times that I visit the Corridor as a result of traffic congestion and/crowding on the beach.	58%	61%	47%	54%
I will not visit the Corridor again due to traffic congestion and/or crowding on the beach.	3%	2%	14%	8%
I visit the Corridor more in shoulder and off season to avoid traffic congestion and/or crowding on the beach.	27%	44%	53%	48%
I visit the Corridor more as a result of crowding and traffic congestion at beaches in Maine and Massachusetts**	25%	25%	48%	33%
I visit the Corridor and/or beach more often than I have in the past.	25%	55%	30%	47%

Table 6 Change in Use Patterns of the Corridor for Intercept and Facebook Follow-up Surveys

SUMMARY AND HIGHLIGHTS

This section compares and contrasts the 1996-1997 and 2013-2014 Studies. It reports a non-statistical comparison between each of the common components of the two studies to include both the inventory, the intercept and follow up surveys. The inventory process in 1996-1997 identified, fifty- four lodging facilities within the corridor (considered only those facilities adjacent to NH Route 1A/1B) and only identified lodging facilities in 3 corridor communities. The inventory process identified in the 2013-2014 inventory identified sixty-five properties within a short walk of NH Route 1A/1B. The 2013-2014 Inventory identified 200 VBRO rentals in the 2015 Inventory. Hampton Beach and Rye have the greatest number of VBRO rentals with 103 and 46 respectively. The 1996-1997 inventory identified six different towns with restaurants facilities and identified thirty-five restaurants. . A total of 167 restaurants were identified in the 2013-2014 Inventory. Portsmouth had the most options eating out with 79 restaurants. Portsmouth also had the most options for both Casual and Fine Dining. The inventory resulted in the identification of 65 tourism attractions with a one mile radius of NH Route 1A/1B. Each attraction was grouped as either scenic, educational, historical, cultural, or recreational. The

2013-2014 Inventory resulted in the identification of 157 tourist attractions within a one mile radius of NH Route 1A/1B. A vast majority of the growth in attractions between the two studies took place in the event category.

The greatest difference between the two studies was the percent total (and overall number) of interviews completed at Hampton Beach. The 1996-1997 Study under-represented visitors to Hampton Beach and the 2013-2014 corrected that by doubling the number of interviews completed in Hampton Beach. There are strengths and weaknesses in both studies relative to the distribution of interviews. The differences between the studies were a function of availability of human and fiscal resources. The 2013-2014 Study spread the interviews across the months of May, June and July and the 1996-1997 Study completed an overwhelming number of interviews (81%) in August. The combined data from both studies likely provide an accurate representation of total use across the months. The results show that there were differences in the "state of home residence" between the two studies. There was a greater proportion of respondents from NH in the 2013-2014 Study. There were no differences in the percentage of respondents from ME & VT, MA, Other US and International locations. There was a larger percentage of visitors from the Northeast in the 1996-1997 study.

The results show that participants in the 2013-2014 study were most likely to stay "3-5 hours" (43% to 31%). Participants in the 1996-1997 were more likely to be on their first visit to the site (20% versus 9%). While more participants in the 2013-2014 were more likely to visit "once a year or less" and "2-4 time a year" and participants in the 1996-1997 study were more likely to visit "once a week or so". This suggests a potential shift in who is visiting the corridor.

The comparison on the participant's evaluation of the "Restroom Cleanliness and Availability" show a major increase (+26%) of in the proportion of "A" for the 2013-2014 Study and decrease (13%) in the percentage of "C" evaluations when compared to the 1996-1997 Study. The comparison 1996-1997 and 2013-2014 of participant's evaluation of "Congestion Reaching the Interview Site". The results show a major increase (A+24% and B+20%) for the 2013-2014 Study when compared to the 1996-1997 Study. This generally shows that visitors in 2013-2014 had less problems with traffic congestions reaching the interview site. The results show that 2013-2014 are more likely to respond yes to a question that asked if they would use a designated bike lane or path than the 1996-1997 Study. There were no substantial differences between the two studies relative to whether or not they would use public transportation to reach the corridor or if they would use a shuttle service within the corridor between the two studies. Corridor

A comparison management and development priorities between the 1996-1997 and 2013-2014 Studies show that great percentage "High Priority" issues 1996-1997 Study were: (1) Improve attractiveness of commercial areas along NH Route 1A/1B; and (2) Enhance preservation and protection of "historic character" of the Byway. For the 2013-2014 Study the top two priorities were: (1) Provide wider shoulders on NH Route 1A/1B marked exclusively for bike lanes; and (2) Limit new commercial development adjacent to the Byway.

The results show generally that participants in the 2013-2014 Study are more likely to change the way they use the corridor as a results of congestion reaching the site and crowding at the site. For example, participants in the 1996-1997 Study were substantially less (49% versus 78%) likely to respond "yes" to the statement "I visit the Corridor on the weekdays to avoid the traffic congestion and/or crowding on the beach on weekends" than the participants in the 2013-2014 Study. Likewise, they were also less likely (31% versus 58%) to respond "yes" to the statement "I visit the Corridor in the early morning to avoid afternoon traffic congestion and/or crowding on the beach" than the participants in 2013-2014 Study.

ROUTE 1A/1B SCENIC CORRIDOR TOURISM INVENTORY AND VISITOR NEEDS ASSESSMENT

Rob Robertson, Associate Professor

UNH--Department of Natural Resources and the Environment,

INTRODUCTION

The University of New Hampshire (UNH) is committed to providing undergraduate student with the opportunity to interact with one another, with faculty members, resource management and planning professions, community leaders and elected officials in applied research activities that are relevant to the citizens of the State of New Hampshire. These opportunities and the associated applied research activities are intended to facilitate the appropriate use and management of the state's coastal, cultural and human resources. In pursuit of these goals, UNH faculty and students collaborated with the Rockingham Planning Commission and the NH Corridor Advisory Committee, with financial support from U.S. Department of Transportation-Federal Highway Administration, the NH Department of Transportation, the Department of Natural Resources and the Environment, and the NH Agricultural Experiment Station to complete an applied social science entitled "New Hampshire Coastal Byway Corridor Visitor Needs Assessment and Tourism Inventory".

This study was completed to demonstrate the value of the use of an applied research project as a tool for integrating the teaching, research and service missions of the University of New Hampshire. The project provided the opportunities of students from a variety of programs across the Campus to talk and to work with one another in a dynamic and professional setting. The project also serves to demonstrate the commitment of the UNH to the state's tourism industry, local communities, the citizens of the State of New Hampshire and visitors to New Hampshire's Coastal Byway.

The data collected and shared in this report is intended to assist planners, managers and policy makers in identifying appropriate approaches to the management and protection of coastal resources, economic development, community problem solving. It is based upon the notion that the critical issue facing is not one of achieving growth, but one of maintaining quality that is consistent with sustaining the corridors natural/coastal, cultural and human resources. From a practical point of view, anyone interested in developing or enhancing services or facilities for tourists and residents require a reasonably detailed knowledge of their market and their customers' needs and wants.

This study generates ideas for future tourism attractions and provides important information about visitor to the corridor for resource managers, planners and visitor service suppliers to be incorporate this information into the scenic byway planning and decision making process. Hopefully it will allow for a better match between available resources and the demands and preferences of actual and potential tourists. This study is built on previous research that has identified and investigated the many and varied factors that influence the relationship (or fit) between the tourism resources and visitor demand, in order to have a more complete understanding of the concept of a "quality tourism destination". This narrative reports the results of the study and is intended to be a concise summary of the findings, as well as conclusions and recommendations drawn from these findings. It will also highlight some findings of general interest and serve as a more detailed reference for the study.

Goals of the Study:

The following represents a brief overview of the formal goals of the NH Route 1A/1B Scenic Byway Tourism Visitor Needs Assessment and Inventory of Tourism Resources:

- (1) To gain a preliminary understanding of where people come from, what they do, how they learned about the site and how they evaluate the places they are visiting within the Route 1A/1B Scenic Byway Corridor.
- (2) To provide the opportunity for visitors to share their perspective about their experience. The results from this visitor needs assessment for tourists visiting various sites within Route 1A & 1B Corridor. The visitors needs assessment that includes their evaluations, attitudes, and demand for existing tourism attractions and services; preferences for the future development of the corridor; and potential demand for those attractions and services.
- (3) To complete an inventory and characterization of a wide range of tourism resources within the NH Route 1A & 1B Corridor. This basic inventory and description of available tourism resources, support services and attractions are critically important to the planning and decision making processes associated with the enhancement and protection of the coastal byway and associated resources.
- (4) To integrate the research, service and dimension missions of the University of New Hampshire (UNH) and its New Hampshire Agriculture Research Experiment Station (NHAES) with the natural resource, transportation and community planning responsibilities of the Rockingham Planning Commission (RPC). More specifically: (a) to engage students from various degree programs and provide them the opportunity to be involved in a multi-disciplinary research program that integrate applied social science research with methodological research that informs and facilitates the sustainable use and development of the NH Route 1A/1B Scenic Byway Corridor; (b) to expose undergraduate and graduate students to real time issues and political and budgetary realities of managing a linear multi-jurisdiction and multi-purpose corridor; (c) to communicate the commitment of the both the UNH and RPC to educating students, the tourism industry, local communities, visitors to the NH Seacoast, the citizens of New Hampshire.

Description of the Study Area

The Setting for this study is New Hampshire's Coastal Scenic Byway, following NH Route 1A and NH Route 1B from Seabrook to Portsmouth. The New Hampshire Coastal Scenic Byway, designated in 1994, extends 21.8 miles from Seabrook to Portsmouth, traversing six communities along NH Routes 1A and 1B and covering the entire length of New Hampshire's Seacoast. While the population of the six corridor communities is approximately 56,000, the NH Seacoast is the destination for over 7.65 million visitor trips annually, and the Byway connects many of the Seacoast's major visitor destinations. The Byway includes a broad range of historic, cultural, natural, scenic and recreational resources that shape the experience of both visitors and seasonal and year round visitors. These include 10 units of the NH State Park System, from Hampton Beach State Park to Fort Constitution; natural resources from Gulf of Maine tide pools to the extensive salt marsh ecosystem of the Hampton Seabrook Estuary; an enormous range of historic resources ranging from colonial settlements to World War II era fortifications; and miles of scenic coastline with varied recreational opportunities and interpretive installations.

The Corridor is characterized by spectacular views of the Atlantic Ocean across rocky and sandy shores on one side and lined by turn-of-the-century estates on the other. Highly developed commercial and residential areas serving both tourists and seasonal residents are interspersed throughout the length of the corridor. The original Corridor Management Plan for the NH Coastal Byway was completed in 1996 by Dr. Rob Robertson, the Principal Investigator

on this component of the project, in cooperation with the Rockingham Planning Commission and NH Scenic Byways Program in 1996 (approved by UNH IRB). The Route 1A/1B Scenic Byway Corridor was formally designated as a Scenic and Cultural Byway, June 29, 1994 by the Scenic and Cultural Byways Council (so authorized by the Legislature in 1992).

Overview of the Study

Data collected for this study and report consists of four primary components/sections: (1) iPad Intercept on-site personal interview visitors to the corridor; (2) inventory of tourism attractions; (3) a follow up web survey with participants self-selected sample of participant to in iPad Intercept Interviews along with a convenient and directed web-survey utilizing social media of people who visited the corridor in the past year; (4) a comparison of results collected in the 1996-1997 Study with those collected in 2014-2015.

Each component/section will begin with a general overview of the component, a detailed description of methodologies utilized to collect the data and a report of the associated findings, to include conclusions and recommendations based on these findings. More specifically, each section of this report will contain an overview, stand-a-lone findings, and a description of the policy implications (e.g., a broader view of the research findings relative to current and future policies local and state policies and programs); practical applications (e.g., examines how and why specific findings are relevant to the development, implementation and evaluation of Route 1A/1B Scenic Byway programs and initiatives), and research recommendations (i.e., identifies the need for additional data analysis and data collection to complement and validate this research).

INTERCEPT ON-SITE INTERVIEW

This section will provide the results from the iPad Intercept Interviews that took place within the NH Route 1A/1B Scenic Corridor during 2013-2014. It will begin a detailed description of approach to this research and the specific methods utilized to complete the iPad Intercept Interview. This will be followed by a profile of the visitors participating in the iPad Intercept Interviews. The visitor profile information will provide a better understanding of who the sample of visitors to the NH Route 1A/1B Corridor are and where they are from. This information will also assist in the interpretation of the results presented in later in this section. This will be followed by a listing of the recreation activities that they participated in on the day they were contacted and where the specific site they were visiting when contacted to complete the interview. Next, will be an overview of the reasons why the sample of visitors chose to visit the corridor, how they generally learned about the corridor region and the details of this specific visit to the corridor. Next will be an overview of the visitor's perception of their current tourism experience within the corridor, their opinions or evaluation of some specific attributes of their corridor experience and will conclude with an overview of the visitor's opinions towards a few specific management and corridor development options. The section will conclude with a focused description of the policy implications, practical applications, and recommendation for further research.

Methodology for the iPad Intercept Interviews

Design of Intercept Survey. The first step of this process was to participation in the initial meeting of the NH Route 1A/1B Corridor Study Advisory Committee (CSA) hosted by the Rockingham Planning Committee (August 2013). The advisory committee completed a SWAT Analysis intended on inform the RPC on local and regional leaders perspectives of the "issues" facing the Scenic Byway. The RPC Corridor Advisory Committee also provided input into

identification of the sampling locations (see below). Input from the advisory committee also incorporated into the Intercept Survey. The resultant intercept survey took about 10-12 minutes to complete.

The intercept survey provided the information needed to gain a preliminary understanding of where people visiting the NH Route 1A/1B Corridor come from, what they do, how they learned about the site, and how visitors evaluate site attributes (i.e., restroom, parking, value, safety, etc.) as well as their overall tourist experience in the NH Route 1A/1B Visitor Experience. The intercept survey also asked four questions focus on the likely hood that they would ride a bike or take public transportation on a few different scenarios. The intercept concluded with a few socio-demographic questions. Three different versions of the intercept survey were utilized. During the summer of 2013 a longer version of the iPad intercept survey was utilized. It collected data on more site attributes and individual characterizations of the specific tourist destination, as well as some questions on the East Coast Greenway. Approximately 300 surveys were completed using the longer intercept questionnaire. During the spring and summer of 2014 the survey was shortened to speed up the interview process. This shortening of the instrument was necessary in that, a smaller number of participants agreed to provide their name and email address to participate in a follow up longer web survey.

The intercept-survey was also used as a mechanism of identifying of visitors willing to complete a more detailed web-mail questionnaire. This issue will be discussed in more detail in the “web follow up section of this report”. The Intercept Survey were pretested with RPC and UNH faculty/staff, and a convenient sample of visitors to the corridor.

Use of iPads for Intercept Surveys. A decision was made to use iPads to administer the on-site intercept interview as opposed to pen, paper and clip boards (method used in the 1996 Study). This use of iPads allowed the questions to appear on the iPad and the visitors answers to be entered by interviewer and saved on the I Pad. This reduced to zero the data entry costs of the project. Other sources of funding were used to purchase six additional iPads. The iPad Application allowed for a completely anonymous interview, unless the person provided their name and email contact information. This information was shared with respondents. The off-line application was purchased from Qualtrics and was overlaid upon UNH Qualtrics site license. The individual interviews completed via the iPads were able to upload when to the server when 4G service was available. UNH Survey Research Center staff provided technical assistant in the design, installation, hosting the web-survey on multiple servers.

Training Interviewers and Interview Protocol. The Intercept Survey was administered by a trained interviewer using an iPad that allowed for the data to be via a Qualtrics Application. The student interviewers were trained in the proper personal interview consent protocols approved by UNH IRB (e.g., potential respondents will be informed that participating in study in optional and only to interview adults over the age of 18 who are randomly contacted at the previously identified sampling locations). Students received both formal training and on-site supervision by the Principal Investigator. Fourteen UNH undergraduate student received formal training and on-site supervision. Student worked in teams of male and female students. Team size varied from a minimum of 2 to a maximum of 5 at a single location.

Sampling Sites: Ten sampling areas were identified by the CSA. These include a Portsmouth sampling site (i.e., Portsmouth Harbor Trail, Pierce Island, Prescott Park and Piscataqua River Boating Access); a New Castle sampling site (i.e., New Castle Commons, New Castle/Back Bay Boating Access); an Odiorne sampling site (i.e., Ordione State Park, Odiorne State Park and Boating Access, and the Seacoast Science Center); a Jenness Beach site (i.e., Rye Harbor Marina, Jenness Beach, Sawyer Beach, Philbricks Beach); North Beach; North Hampton Beach; Hampton Beach (to include the length of the beach and Hampton Marina/Atlantic Ocean Boating Access); Hampton RV Park; and Seabrook Beach. A total of 258 intercept surveys were completed at these sample sites during the late summer and early fall of 2013. An additional 36 intercept surveys were completed in the mid to late fall of 2013 using a shorter version of the survey. The knowledge gained from the summer and fall of 2013 and the data collected were used in the design of the spring and summer of 2014. This version of the survey was administered across the each of the

sampling sites for a total of 2736 intercept interviews. A grand total of 3,030 interviews are represented in the data base that was utilized in this section of the report.

Overview of Interview Location and Schedule. This subsection reports the location of the interviews, month of interview, type of day of interview, and time of day of interview. Figure 1 presents the total number of on-site interviews completed at each of the sampling locations. Thirty-seven percent of the interviews were completed at various locations on Hampton Beach. The destination that has the greatest capacity to attract and host visitors. Wallis Sands and Portsmouth were identified as the next two destinations within the corridor to host and attraction visitors. Eighteen percent of the sample were collected from visitor to Wallace Sands and 14 percent were collected from visitors while in Portsmouth sampling locations. The third tier of destinations were identified as Odione State Park/Seacoast Science Center (6r, the Hampton Beach RV Park. Fourth and final tier includes New Castle (2%), North Hampton (3%), North Beach (2%) and Seabrook Beach (2%). Interviewers were instructed to contact people randomly and not to interview people who approach them to be interviewed. A post card with a description of the study and a scan able UPC code. The “creative sampling” strategy was to send students out every day with a destination and instructions for allocating their interviews. If a team went out they were expected to come back with a 20 interviews. Students worked and would start at a specific location a four hour shift and the understanding was that the group of interviewers needed to complete a minimum of 20 per 4 hour shift. Another separate but equal directive was collecting a minimum number surveys per site of 100 at each of the interview sites. That goal was achieved at 7 sites and missed at 3. This was below the desired number but it exceeds the minimum number of cases (n=25) to use particular types of Chi Squared analysis.

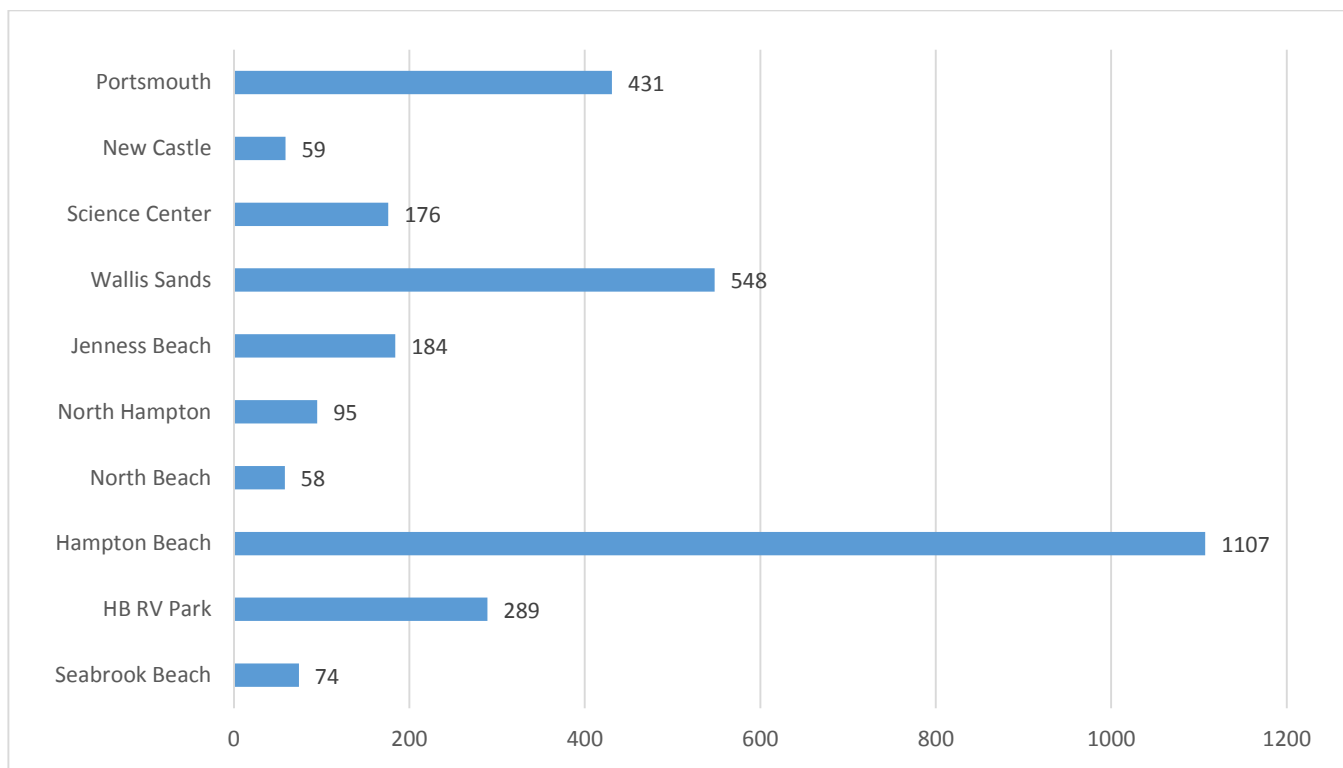


Figure 1 Sample Site and Number of Intercept Interviews

Potential respondents were randomly contacted at each sampling location across two types of days (weekdays, weekends, and holiday weekends). Figure 2 shows that 53 percent of the interviews took place on a weekday and 41 percent on weekends, and 6 percent on holiday weekend. Considering the total number of interview days in the interview period (roughly 150 potential interview days), the sample did a fairly good job of replicating the visitors to spring, and summer visitors to the corridor. All things being equal we would have expected that 62 percent of

the interviews would have taken place on weekdays, 29% on weekends, and 8% of holiday weekends. Therefore the sample under-represents weekdays by 9%, weekend days are over represented by 11% and holiday weekend under represented days by 4%. This given the lack the lack of any solid data on actual visitation rates and the notion that the corridor is at or near capacity on weekends and exceeds capacity on holiday weekends—it is not expected that this variation represents a serious threat the quality of the data. This is mostly due to that over sampling weekend days is the best alternative since weekend visitors share more in common with Holiday weekend visitors and less in common with weekday visitors.

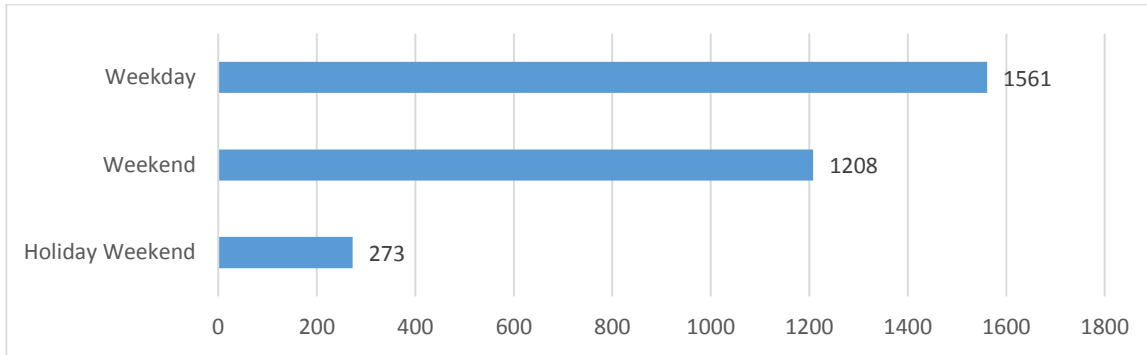


Figure 2 Number of Interviews by three sampling times.

Figure 3 illustrates the number of interviews completed in each of three interview blocks (i.e., 10am to 1pm; 1pm to 4pm; and 5pm to 8pm). Thirty-three percent of the interviews were completed between 10am and 1pm and 48 percent of the interview took place during the 1-4pm time block, with the remaining 13 percent of the interviews taking place during the 4-8pm.

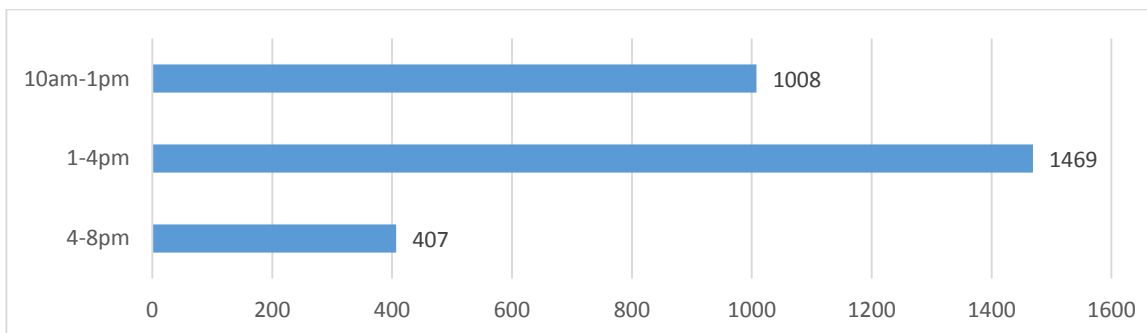


Figure 3 Number of Intercept interviews by Time of Day

Figure 4 reports the relative proportion of interview completed in by month of interview. Ten percent of the total interviews took place in late august, September and early October of 2013. The interviews completed in 2013 utilized a longer survey that took more time administer. Sixteen percent were completed in May 2014, 38 percent were completed during June of 2014, and 31 percent were completed during the July, August and early September of 2014. Statistical test revealed no differences between those data collected Late Summer of 2013 and those collected mid-to late summer of 2014 so to increase cell counts those August and September of 2013 and July and August of 2014. The intercept interviews were combined, meaning that 41 percent of the total interviews were collected in July, August, with a few interviews in October, 2013.

Appendix B - NH Coastal Scenic Byway (Route 1A & Route 1B)
Corridor Management Plan
Community Resident Survey Results



The Rockingham Planning Commission is conducting a Corridor Study of the NH Coastal Scenic Byway, which follows Route 1A and Route 1B from Seabrook to Portsmouth. Route 1A is locally known as Ocean Boulevard through Seabrook, Hampton, North Hampton and much of Rye; and also known as Pioneer Road, Sagamore Road and Miller Avenue through Rye and Portsmouth. Route 1B through Portsmouth and New Castle follows Marcy Street, New Castle Avenue, Portsmouth Avenue, Main Street and Wentworth Road.

The purpose of the study is to gather input from residents and visitors to the corridor to shape a plan for protecting the corridor's scenic, cultural and natural resources and addressing traffic concerns, while accommodating tourism and recreation. The study includes an extensive survey of visitors to the corridor, as well as this survey of residents of coastal communities along the Byway (Seabrook, Hampton, North Hampton, Rye, New Castle and Portsmouth). By filling out and returning this survey, you will be helping us identify issues to consider when developing recommendations for the study.

Some of the following questions ask specifically about the highway, and refer to Route 1A/1B. In other questions we refer to the Corridor, which is meant to encompass both the highway and attractions along it that are destinations for users of the highway.

For more information please contact Scott Bogle at the Rockingham Planning Commission at (603) 778-0885 or sbogle@rpc-nh.org.

1. In what city or town do you live? Rye (133), Hampton (133), New Castle (87), Portsmouth (82), North Hampton (29), Seabrook (16), No Answer (24), Other (21 – includes seasonal and former residents). Total responses as of 4/2/14 = 525.

2. About how many times do you travel on Route 1A or 1B using each of the following modes of transportation during a typical month in each season?

Spring

	Never	Once or twice a month	Once or twice a week	More than twice a week	Total Responses
Drive	2%	18%	17%	63%	511
Bicycle	44%	27%	14%	14%	410
Walk	19%	24%	16%	41%	444
Transit	91%	3%	1%	5%	363

Summer

	Never	Once or twice a month	Once or twice a week	More than twice a week	Total Responses
Drive	1%	11%	12%	76%	512
Bicycle	37%	22%	17%	25%	424
Walk	15%	19%	18%	48%	452
Transit	91%	2%	1%	6%	361

Fall

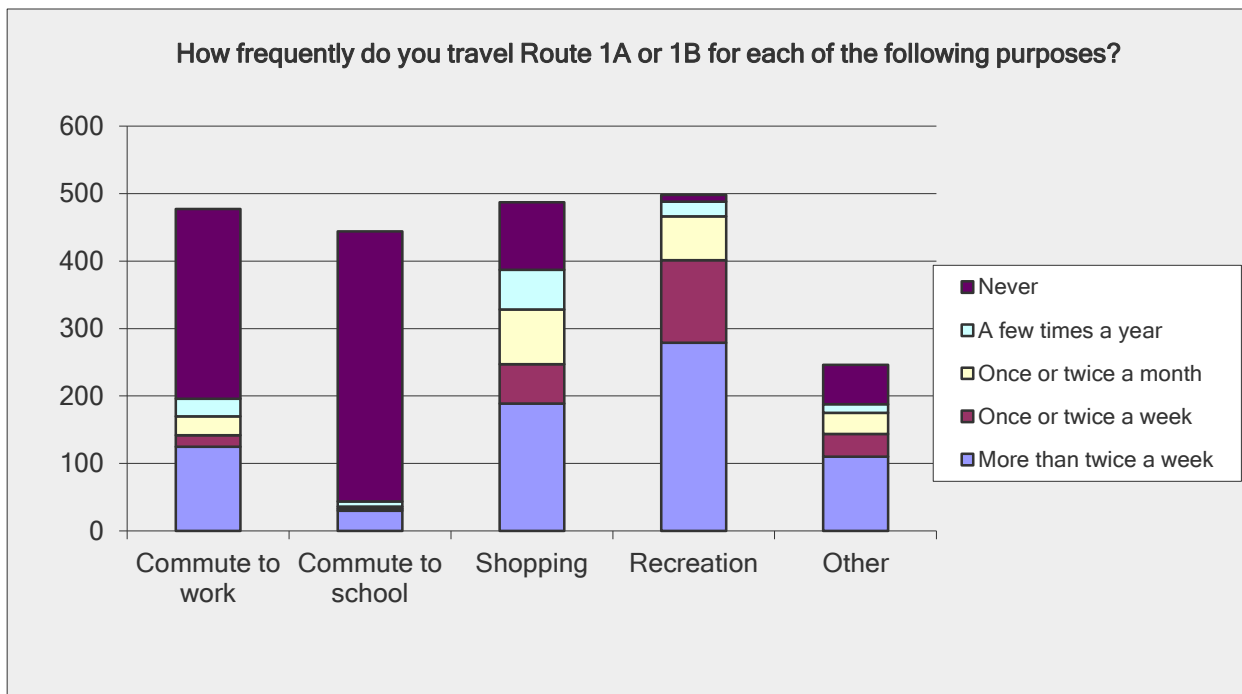
	Never	Once or twice a month	Once or twice a week	More than twice a week	Total Responses
Drive	1%	18%	16%	65%	507
Bicycle	41%	27%	16%	16%	409
Walk	18%	25%	18%	39%	438
Transit	91%	3%	1%	6%	360

Winter

	Never	Once or twice a month	Once or twice a week	More than twice a week	Total Responses
Drive	6%	26%	13%	56%	505
Bicycle	81%	13%	3%	2%	395
Walk	34%	25%	14%	26%	428
Transit	92%	3%	1%	5%	356

3. How frequently do you travel Route 1A or 1B for each of the following purposes?

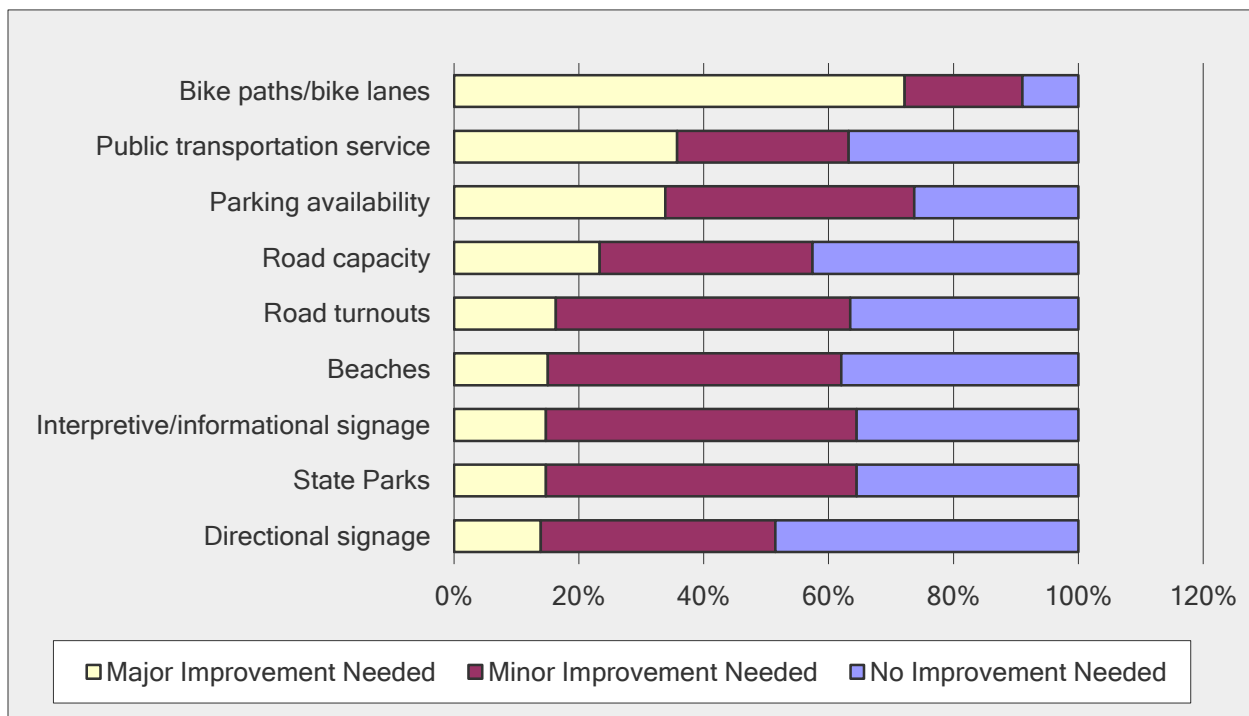
	Never	A few times a year	Once or twice a month	Once or twice a week	More than twice a week
Commute to work	59%	5%	6%	4%	26%
Commute to school	90%	2%	1%	1%	7%
Shopping	21%	12%	17%	12%	39%
Recreation	2%	4%	13%	24%	56%
Other	24%	5%	13%	43%	45%



If you noted "Other", please specify below: **SEE DETAILED RESPONSES AT END OF DOCUMENT**

4. Please indicate whether you think each of the following features found along the Route 1A/IB corridor needs major improvement, minor improvement, or no improvement at all:

	Major Improvement Needed	Minor Improvement Needed	No Improvement Needed	Total Responses
Bike paths/bike lanes	73%	19%	9%	503
Public transportation service	36%	27%	37%	470
Parking availability	34%	40%	26%	479
Road capacity	23%	34%	43%	484
Road turnouts	16%	47%	37%	460
Informational signage	15%	50%	36%	476
State Parks	15%	50%	36%	476
Beaches	15%	47%	38%	479
Directional Signage	14%	38%	49%	474
Other	58%	7%	35%	115



If you noted "Other", please specify below: **SEE DETAILED RESPONSES AT END OF DOCUMENT**

5. Please indicate whether you support or oppose the following types of new development in each of the following segments of the Route 1A/1B corridor:

A. Northern Segment (Portsmouth)

	Generally Support	Generally Oppose	No Opinion	Total Responses
New restaurants	55%	25%	20%	432
New lodging	37%	41%	23%	429
New retail shops or stores	52%	30%	18%	429
New residential development	32%	48%	19%	430
New public recreational facilities	70%	17%	13%	426
Other type of development	16%	34%	51%	192

If you noted "other", please specify: **SEE DETAILED RESPONSES AT END OF DOCUMENT**

B. Central Segment (New Castle, Rye, North Hampton)

	Generally Support	Generally Oppose	No Opinion	Total Responses
New restaurants	51%	37%	11%	458
New lodging	27%	54%	18%	452
New retail shops or stores	42%	45%	13%	452
New residential development	23%	64%	13%	452
New public recreational facilities	62%	28%	10%	448
Other type of development	15%	38%	46%	194

If you noted "other", please specify: **SEE DETAILED RESPONSES AT END OF DOCUMENT**

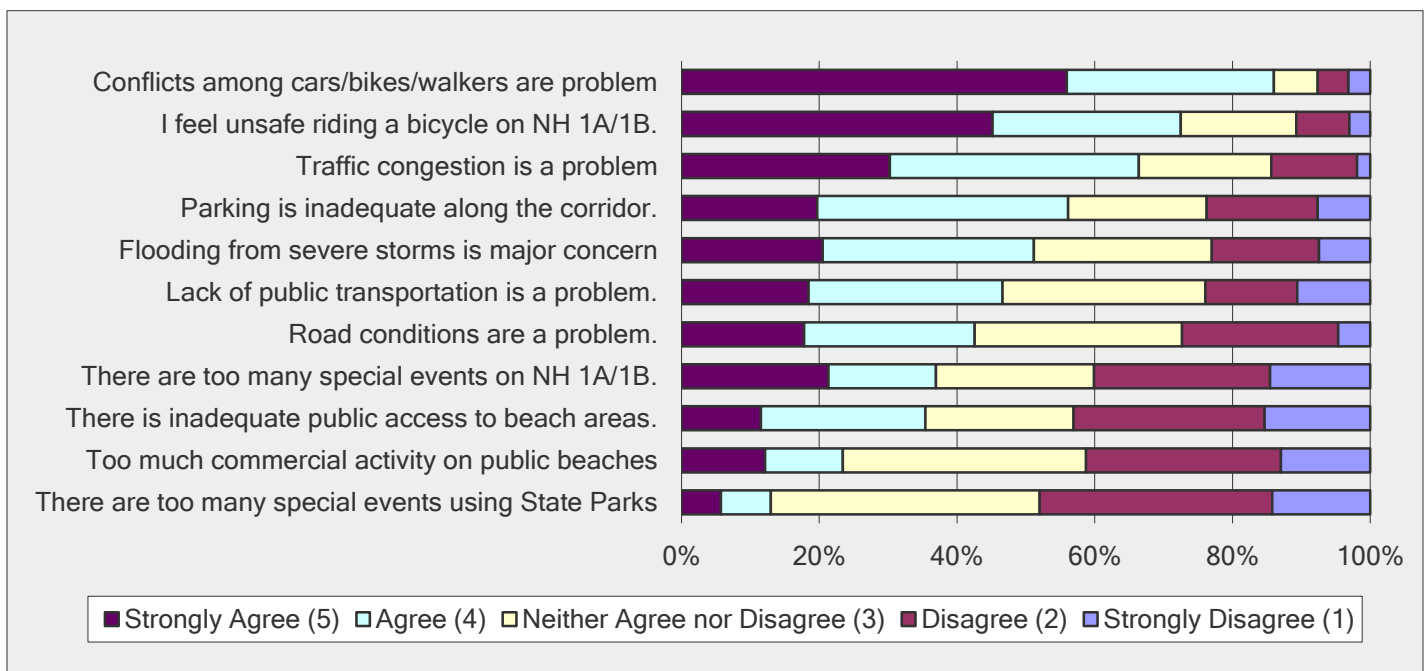
C. Southern Segment (Hampton, Seabrook)

	Generally Support	Generally Oppose	No Opinion	Total Responses
New restaurants	50%	17%	32%	434
New lodging	39%	28%	33%	430
New retail shops or stores	45%	26%	29%	431
New residential development	30%	40%	30%	429
New public recreational facilities	62%	17%	22%	426
Other type of development	18%	24%	58%	191

If you noted "other", please specify: **SEE DETAILED RESPONSES AT END OF DOCUMENT**

6. Please consider the following statements. To what extent do you personally agree or disagree with each of the following statements? Please check one response from each statement.

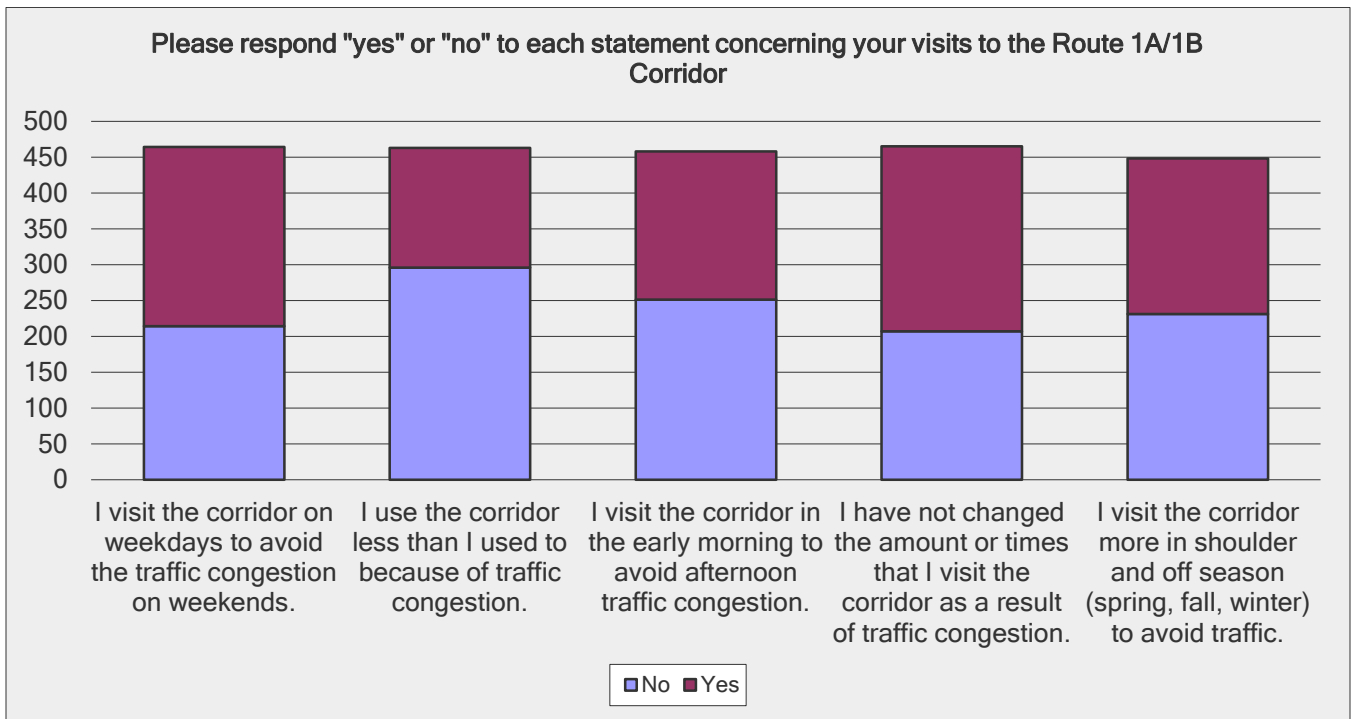
	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
Conflicts among cars/bikes/walkers are problem	3%	4%	6%	30%	56%
I feel unsafe riding a bicycle on NH 1A/1B.	3%	8%	17%	27%	45%
Traffic congestion is a problem	2%	12%	19%	36%	30%
There are too many special events on NH 1A/1B.	15%	26%	23%	16%	21%
Parking is inadequate along the corridor.	8%	16%	20%	36%	20%
Flooding from severe storms is major concern	7%	16%	26%	31%	20%
Road conditions are a problem.	5%	23%	30%	25%	18%
Lack of public transportation is a problem.	11%	13%	29%	28%	18%
Too much commercial activity on public beaches	13%	28%	35%	11%	12%
There is inadequate public access to beach areas.	15%	28%	22%	24%	12%
There are too many special events using State Parks	14%	34%	39%	7%	6%



CHANGING PATTERNS OF USE DUE TO CONGESTION

7. Please respond "yes" or "no" to each statement concerning your visits to the NH Route 1A/1B Corridor

	Yes	No	Total Responses
I have not changed the amount or times that I visit the Corridor as a result of traffic congestion	55%	45%	465
I visit the Corridor on weekdays to avoid the traffic congestion on weekends	54%	46%	464
I visit the Corridor more in shoulder and off season (spring, fall, winter) to avoid traffic	48%	52%	448
I visit the Corridor in the early morning to avoid afternoon traffic congestion	45%	55%	458
I use the Corridor less than I used to because of traffic congestion	36%	64%	463



Feel Free to note any comments below on how traffic congestion may affect your use of the corridor:

SEE WRITTEN COMMENTS FOR QUESTION 7 AT BACK OF DOCUMENT

CORRIDOR MANAGEMENT PRIORITIES

8. If you were to decide how resources are allocated within the New Hampshire Route 1A/1B Scenic Corridor, would you identify each of these items as a LOW, MEDIUM, or HIGH priority? Remember that resources are limited, so if some actions, projects and policies are identified as a HIGH Priority, others must be identified as LOW or MEDIUM. (Please check appropriate box.)

Corridor Improvement/Management Changes	Low Priority	Medium Priority	High Priority	High + Medium
Wider shoulders on NH Route 1A/1B marked as bike lanes	12%	21%	68%	88%
Walking paths along Route 1A/1B separated from traffic	12%	28%	60%	88%
Cooperative work by communities to manage and protect resources	13%	40%	47%	87%
Preservation and protection of historic character of the byway	14%	38%	48%	86%
Investments in public road infrastructure to help reduce impacts of coastal flooding and erosion due to more frequent severe storms	15%	37%	48%	85%
New design standards for private development to help reduce impacts of coastal flooding and erosion due to more frequent severe storms	17%	34%	50%	83%
Better road and bridge maintenance	22%	44%	33%	78%
Protect ocean access for commercial fishing industry	23%	40%	38%	77%
Greater restrictions on residential development adjacent to the Byway	24%	39%	37%	76%
Limit new commercial development adjacent to the Byway	26%	35%	39%	74%
More pedestrian cross walks along Route 1A/1B	33%	36%	31%	67%
Restrictions on shoulder/on-road parking alongside the Byway	34%	39%	28%	66%
Expand availability of off-street parking along the Byway	34%	39%	27%	66%
Develop a remote parking area with shuttle connections to Hampton Beach	36%	37%	27%	64%
Develop trolley or transit service connecting destinations on the corridor	37%	35%	28%	63%
Improve attractiveness of commercial areas along NH Route 1A/1B (Byway)	41%	40%	20%	59%
Increase law enforcement on beaches	44%	34%	23%	56%
Improve the streetscape and landscaping along the Byway	45%	37%	18%	55%
Increase law enforcement on highway	45%	34%	20%	55%
Cooperative work by communities to promote the corridor	46%	29%	25%	54%
More scenic turnouts adjacent to the Byway	53%	37%	10%	47%
Expand availability of services beyond the summer season	54%	35%	11%	46%
Improve signage for recreation and historic attractions on the Byway	58%	32%	10%	42%
Improve signage to recreation and historic attractions located off the Byway	58%	30%	12%	42%
Develop a scenic vista/bird/wildlife observation tower	64%	24%	13%	36%
Other	28%	10%	62%	72%

9. What is the biggest problem, other than traffic, that you encounter along Route 1A/1B?

361 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

10. Which feature or element of the Route 1A/1B corridor is most worthy of protection?

348 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

11. What one change would you like to make along the Route 1A/1B corridor in your community?

359 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

12. If you could add one pull-over for a scenic overlook along the corridor, where would you put it?

259 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

13. What one thing would you do along the corridor to promote and enhance tourism?

317 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

DEMOGRAPHIC QUESTIONS

14. In what year were you born?

Age	Count	%	Birth Year Range
18-29	8	2%	1984-1995
30-39	32	7%	1974-1983
40-49	108	25%	1964-1973
50-59	103	24%	1954-1963
60-69	124	28%	1944-1953
70+	62	14%	1943 and Earlier
	399	100%	

15. What is your gender? Male **47.2%** Female **52.8%**

16. Do you have children under age 18? Yes **31.9%** No **68.1%**

17. How long have you lived in the NH Seacoast?

Less than 5 years **9.9%** 11-15 years **15.5%**
 5-10 years **9.9%** 16+ years **64.7%**

18. Are you a year round or seasonal resident of one of the NH1A/NH1B corridor communities (Portsmouth, New Castle, Rye, North Hampton, Hampton, Seabrook)?

- 88.5%** Year -round
- 4.7%** Seasonally in the summer
- 1.5%** Seasonally in the winter, spring and/or fall
- 5.3%** Not a resident

19. Do you rent or own your home? Rent **5.8%** Own **94.2%**

20. Please provide any other comments you may have related to Routes 1A & 1B as a transportation corridor, destinations along the corridor, and use of the area by residents and/or visitors.

178 RESPONSES - SEE DETAILED RESPONSES AT END OF DOCUMENT

THANK YOU!

We appreciate your time and knowledge of your community

4. Please indicate whether you think each of the following features found along the Route 1A/IB corridor needs major improvement, minor improvement, or no improvement at all:

Respondent who noted "Other" provided the following details:

- (Major) - 1B has been repaved with layer upon layer that it has built up higher than the basement level of some homes causing water damage to these homes.
- (No Improvement) - Acceptable as is
- (Minor) - At the beach near the low brown barriers in Hampton the crosswalks need to be refigured so they are in line with the drivers view
- (Major) - bathroom facilities for beaches
- (Major) - Better management of litter on beaches in particular.
- (Major) - Bike & pedestrian lane use is in competition with parked cars on 1-A during July & August = unsafe condition. This chart is too simplistic!!
- (Major) - Bike lane is not wide enough, especially north of Odiorne
- (Major) - bike lanes are not needed if people don't cycle in large groups, we also need to improve septic issues leaking into our beaches, and stop commercial use on our town beaches (eventually it will snowball into a similar issue seen in colorado; public parks have been overused by private businesses and the town's/cities couldn't keep up maintenance needed to support the wear and tear on the parks)
- (No Improvement) - Bike lanes would be nice, but there is no room for them
- (Major) - Car speed control, e.g., seasonal speed bumps. Less car traffic. One-way roads. More crosswalks with safety signage and enforcement.
- (Major) - Clearance for residents at ends of driveways (cannot get out or see safely due to onstreet parking in season)
- (Minor) - Crosswalk painting
- (No Improvement) - Don't try to solve a problem which doesn't exist.
- (Major) - Enforce speed limits; create cross walks and caution pedestrian signs & lights. It is very dangerous where we live at the intersection of Marcy St & Newcastle Ave in Portsmouth. There have been fatalities here in the past - and I fear there will be more. My children cross the road here to get to school but cards speed and do not stop at the crosswalk. The seawall fence obscure driver-pedestrian sightlines. We have blind driveways on Marcy street and have had our car hit by other cars as they fly around that corner. Please help us.
- (Major) - Enforcement of traffic regulations [including drivers, cyclists, and joggers (single file)]
- Enforcement on roads and beaches, (Major) - - Walking/Running Paths - (Major) - , Garbage collection - (Major)
- Exit from Hampton Beach on Church Street is totally inadequate. Trailer truck drivers stop at the entrance to church Street totally confused . Open land exists beside Ron's Beach House restaurant for an adequate 2 lane road for exit from the Beach.
- (Major) - extend Route 1B sidewalk from Wild Rose Lane New Castle Common (VERY IMPORTANTO
- (Major) - fix paved surfaces (potholes, soft shoulders, hard shoulders, etc.)
- (Major) - frequent total Road side clean-up of trash and more trash recepticals also Hampton Beach Sea wall repair
- (Major) - Great new bathrooms etc, but north hampton beach is a mess of bug ridden seaweed.
- (Major) - I feel that cars should not be allowed to park in the bike lanes. It is dangerous with cars parked along the sides with car doors opening, families trying to walk between the cars traffic going by and bicyclists trying to stay within the limited bike path.
- (Major) - I may note this again in other parts of the survey. We have a beautiful shoreline that is not nearly as pretty or visible as it should be. We have a created a gravel pit look with the huge berms that total block some of the most spectacular views in all of New England. In addition we have these crappy DOT signs obstructing the view, just look at the end of Atlantic Avenue!
- (Major) - Improve Rte 1A parking - a hazard in summertime.
- (Major) - Increase the number of spaces for resident parking

- (Major) - It is a terrible hazard driving along there especially in the summer too much traffic on bike, foot and car
- less parking needed for safety of pedestrians and bicyclists
- (Major) - Less parking to reduce congestion and safety hazards
- (Major) - less traffic
- (Major) - Less traffic, vehicles, bike and road races.
- (Major) - Lighting. Should go to LED
- (Minor) - maintain existing views
- (Major) - Major importance is public transportation. It will eliminate a lot of congestion and help the seniors, disabled etc. get about.
- (Major) - Major rebuild of 1A (Ocean Blvd at Hampton Beach) is very needed
- (Minor) - More designated walking paths
- (Major) - More Motorcycle parking in the North Hampton/Rye area along 1A
- (Major) - more police enforcement of speeding violations and altered exhaust system vehicles
- (Minor) - More resident parking areas for Hampton residents
- (Major) - Motor cycle noise
- (Major) - Motorcycle riding is hindered by rocks on the street as well as the traffic caused by the cars and pedestrians walking across streets to businesses
- (Major) - Much wider shoulders for running and cycling.
- Need to only have parking be one side of 1A. TOO dangerous with beach parking on both sides of street
- (Major) - No smoking on beaches, limit fires on the beaches
- (Major) - Parking and illegal drinking enforcement needed.
- (Major) - Parking on 1A should be prohibited in Rye as it is in Hampton, N Hampton, New Castle and Seabrook
- (Major) - Parking on Residential Side Streets in Hampton is a nightmare. There has to be a better solution for residents to control the parking spaces in front of their own property.... Considering the tax base, it seems ridiculous to have seasonal "renters" take a parking space in front of my property and not move their vehicle for an entire week.
- (Major) - Parking should be more restrictive.
- (Major) - Parking should only be on one side of the Route 1A in Rye...the entire stretch for safety reasons
- (Major) - Path for jogging/walking
- (Major) - Pedestrian access i.e. walking the 1b loop
- (Major) - People just throw trash along the side of the road and road off both roads.
- (Major) - Protecting the privacy of landowners along this route, especially along the beaches, from frequent trespassers
- (Major) - Protection of privacy of private property owners at Wallis Sands Beach
- (Minor) - Recycling bins or something/signs, to discourage trashing the resource!
- (Major) - Reduce and slow traffic
- Regarding signage: there are TOO MANY signs. I counted over 30 in the area before/after Wentworth Hotel. It's an eyesore.
- (Major) - Replace old crumbling wall along north beach, can't see ocean while driving, use brick, granite, not concrete
- (Major) - Replace the concrete seawall with a translucent material like aquarium thickness plexi--if technically feasible-- so we can actually see the ocean
- RESTRICTED PARKING ON ONE SIDE ONLY
- (Major) - Right of way is 100 ft. wide. Road doesn't need additional car lanes, but needs safe bicycle, pedestrian and parking areas.
- (Major) - Road Capacity for vehicles is adequate except near Rye beaches in summer. Pedestrian and Bike capacity is terrible on most parts of 1A and 1B
- safer path from Wild Rose Lane to Commons other than narrow auto lane
- (Major) - Safer pedestrian crossings!

- (Major) - Safety of people parking and walking on the Boulevard
- (Major) - side walk so people are not walking on the highway from parked cars to the beach. With cars on the highway, bicycles, and walkers, there is a danger from passing cars. The roadway is overloaded in the summer.
- (Major) - Sidewalk through New Castle needed. Non-residents are not used to pedestrians on the roadways.
- (Major) - SIDEWALKS!!!!!!
- (Major) - speed limit too high, not enough crosswalks to beach for pedestrians, cars blocking our driveways on 1A
- (Major) - The congestion with parking allowed on both sides of Rt1a is an accident waiting to happen. Actually several pedestrians have been struck, and the large vans block viewing area to cross in the crosswalks. Public drinking on beach, and classes conducted on beach are at the expense of others enjoying the beach.
- (Major) - The road from Odiorne to foyes corner needs to be widened to accommodate bicycle/vehicle mixed traffic
- (Major) - there are buildings that need to be updated and there needs to be a downtown for Hampton
- (Major) - There should be no parking on either side of Rt 1A along the whole coast - it is too narrow, and creates danger for cyclists, pedestrians, and drivers.
- (Minor) - This is a very poorly crafted question. The issues are too complex/interrelated to answer meaningfully with the options provided.
- (No Improvement) - This stretch of coastline cannot support more tourism or summer traffic. It is dangerous to cross the street to access the beach with all the traffic and lack of visibility
- (Major) - Traffic is a real problem during the summer months and early fall.
- (Minor) - trim plant overgrowth at blind curves in New Castle
- (Major) - Uniformed and improved landscaping
- (Major) - Upgrade bad roads in suggested areas so drivers don't have to dodge potholes and the like to extend the life of their vehicles at risk to pedestrians, joggers, and cyclists.
- (Major) - Walking
- (Major) - walking and casual biking path desperately needed
- (Major) - walking path
- (Major) - Walking paths
- (Major) - Walking Paths in New Castle
- Walking paths near the beach areas would be helpful along with bike routes. I don't think widening the road would be beneficial-the two lane road helps keep the traffic down. I like the scenic ways of 1A and 1B...I don't want to look like Hampton Beach
- (Major) - Walking paths/lanes
- (Major) - walking route along the whole coastline is needed so that we can recreate there too in addition to the bicycles and cars
- (Major) - We need less traffic on Ocean Boulevard, Safety crossing Ocean Boulevard, Trash from beach goes
- (Major) - We need more public transit service to Hampton Beach and surrounding towns from Hampton,
- We need walking paths from one end of the island to the other end.
- (Minor) - Wider paved area to the right of the white line for walkers and bikers. Enforce single file. (bikes & people)
- (Major) Signalization of Brown Ave & Ashworth Ave intersection
- (Major) Sidewalks for walking
- (Major) Understanding of driver/cyclist rights and responsibilities
- (Comment) I would love to walk more and/or ride bikes but except for that path in North Hampton it is impossible! I would never let my child ride her bike on that road. But a dedicated bike path, separate from the road for bikes and walkers would be great.
- (Comment) Rye south needs better walk facilities -- perhaps shared walk-bike paths.
- (Comment) Get someone who does not know the area to evaluate signage
- (Minor) Protection of our waterway so we can safely enjoy it from our vehicles.

- (Major) Although not conducive to walking as a means of transportation, many walk/run the New Castle loop for recreation and more might, one should think, along 1A if safe ways to provided.

5. Please indicate whether you support or oppose the following types of new development in each of the following segments of the Route 1A/1B corridor:

Other Type of Development – Please Specify

- Area in area of Jenness Beach is congested and poses safety hazards during summer.
- Better bathroom facilities especially at Jenness Beach.
- Bike walking lanes
- Caveat: Planned, sustainable growth within growth zones while protecting neighborhoods.
- Continue Hamptons make over to North Beach, also include area to rinse feet & gazebos, replace ugly wall with brick low wall
- Diversify business development; small business, professional association, etc.
- Hoping to see the Strawberry Banke ice skating ring this winter.
- I feel most of the Route 1A & 1B have been developed enough. There's already WAY too much traffic on these roads in the summer.
- I generally support responsible and area-appropriate development that blends with the surrounding area and has minimal impact on the town by providing its own full-capacity parking
- I oppose any developments that take away from the scenic qualities of traveling along 1A/1B, or that increase the already terrible summer traffic. I don't want to see a brand new (insert hotel chain name) hotel, or anything that seems like it sticks out or detracts from the scenic qualities of the drive.
- I strongly oppose any more type of development on the already over developed seacoast north of hampton
- I support businesses but on the existing footprint - not new development on greenspaces. We've lost several great restaurants to condos in the past several years, which is a shame.
- I support most development except high rise condos or interference with the salt marsh of any type
- I think we should build up areas along the seacoast, especially in North Hampton
- information/marketing the public is able to use the area, promote fishing, hiking/walking, better land use regulation, improve transit
- It's important to keep development at a minimum to maintain the quality of access to views and water.
- Jogging/walking path
- Local zoning laws should apply.
- Marsh trails and walk way and canoe trails with guides
- More things like science center. Greater access & connectivity to conservation areas.
- Multimodal usage: create real bike lanes throughout the corridor (which is supposed to be 100 ft. wide)
- No more development
- No more development. It's a sensitive natural area and we've reached the limit.
- No more ugly hideous Lisa DeStefano buildings in Portsmouth
- Oppose those that restrict access to water/beaches
- Parking availability - or parking lots out of town and trolley/bus transportation into town or to beaches
- Parking is desperate in the Summer. Lots and public transportation sorely needed.
- Parking is greatly needed in downtown Portsmouth; shuttle parking will only work for major events.
- Private Beach clubs or other restrictions to beach access
- Public Transportation and bike lanes could be improved, but there would have to be restaurants/restrooms available within walking distance
- Routes 1A and 1B are overcrowded as it is. We do not need to bring in more people to make the overcrowding worse.
- Sidewalks
- Tent camping with bath/bathroom facilities.
- The Seacoast is a limited, non-renewable natural asset, and pressure from tourism has already created overcrowded beaches and roads.

- The Wallis Sands area is very congested as it is now
- the whole area is overdeveloped
- There is enough commercial establishments to choose from and residential development. We do not need the additional traffic
- There is no room left in New Castle
- To entice/enhance residents, travelers and tourists, something major has to be done with downtown Hampton. Presently, it's impossible for businesses to survive nor the establishment of new businesses. Traffic should be routed in other directions. It gets bottlenecked with passing traffic and during the peak season (summer/fall months) it's a nightmare.
- Traffic concerns.
- Very tall condo/hotel buildings. It would change the landscape too much!
- Walking paths from one end of New Castle to the other.
- We have problems now that are not addressed, our beaches are trashed, rules are not followed.
- We have the most beautiful shorelines - just add some trash barrels and otherwise leave them alone!!
- We need much better bike lanes as well as safe space on the road dedicated for pedestrians. Route 1B in Portsmouth and New Castle is my greatest area of concern. There are so many pedestrians and cyclists and absolutely no shoulder -- just disjointed sidewalks and horrible rumble strips that could really hurt a cyclist.
- would support strongly turning the state house at Rye Harbor State Park into an artist-in-residence would work to make that happen
- A (small) visitors rest area with good signage - example rest area 1 mile both north and south of facility at Hampton Beach State Park South end (North side of bridge). This is the one area that services both North and Southbound traffic with large open space for visibility and traffic. Could be larger if State Parks and/or Chamber of Commerce manned it with personnel. If Parks and Chamber have no interest then keep it small.
- Safe route to school and the rail trail through the state
- No tattoo parlors, sun tan parlors, auto repair shops, motorcycle, or storage facilities
- Again, I would love a safe and dedicated bike path.
- Oppose shopping strip malls, apartment buildings, condos
- The seacoast is losing its historic charm--the city councils have been exercising poor judgment in allowing big developers to come in and build 5-story buildings. You can't see the sky or the historical tops of buildings anymore. It has gone way too far.
- Tent camping with bath/bathroom facilities.

7. Please respond "yes" or "no" to each statement concerning your visits to the NH Route 1A/1B Corridor.

Written comments on this series of question about Traffic Congestion on the corridor included the following

- Having driven this road in Hampton daily for 40+ years, you know times to avoid, or get in and out, and where to park accordingly.
- I am in favor of traffic calming and providing dedicated lanes for bike traffic.
- Some drivers need to learn the rules of the road regarding cyclists and respect cyclists as equal vehicles.
- Driver's act like cyclists do not belong and the police encourage it, making it much more unsafe.
- Biggest problem is unsafe facilities for bike riding
- Love biking--afraid of getting run over.
- I have been traveling these roads for 60 years. During the summer there is always more people vacationing & you pick your times when to travel. The only area I stay away from in the summer months is the area between Salisbury & Hampton Beach. I will say I love it when labor day has come and gone. It is then that we get the beaches back.
- Motorcycle use is what hampers my enjoyment of the corridor primarily when on foot but even in the car the noise is excessive and persistent.
- It's not just traffic congestion - it's parking congestion and simply less pleasure due to crowding. But we live close by and are retired, so we can go when we feel like it.
- I generally avoid the corridor in the summer unless using a town beach pass for parking, and spend more time running/biking/walking on other seacoast roads off of the corridor and spend time doing these leisure activities on the corridor in the off-season (early spring, late fall, winter)
- The road is not motorcycle friendly for sure there needs to be improvements along the North Hampton Rye section of the road in regards to the rock berms used to hold back the ocean that washes over the road during storms.
- As a full time - year round resident - I moved here knowing full well that the summer tourist traffic is a pain. That being said - I just wish the condition of the roads were better - less potholes for example - better speed signage - Paint the lines!!!! Maybe some flashing lights that are seasonal at crossing areas to the beach - paint the crosswalks. I feel that number one problem on the road is excessive speed. I have nearly been hit several times as I walk my dog daily. I hug the shoulder as much as possible and really make an effort to stay out of the way. This has proved ineffective... the cars are going WAY TOO FAST. My number one complaint is dangerous speed. If we can slow the cars down - than it would be safer for everybody. -
- I grew up in Rye near Route 1A and it used to be safe to ride bikes & walk on that road during the summer but no more. We do not need more cars or tourists to the area, hence I oppose increased parking options or beach access. The beach at Jenness Stare Park was more crowded this summer then I've ever seen in my 40 years going to that beach.
- It can make leaving my driveway a challenge. It often doesn't feel safe to walk, bike, or run on the road.
- Walking, running, and bicycling along the coast are extremely enjoyable activities for many people, and these low-environmental-impact, healthy activities should be encouraged by the state of NH. However, during the summer, walking, running, and bicycling are downright dangerous due to traffic congestion and cars parked along 1A, especially in the Jenness Beach/Cable Road area. My family avoids running and cycling during the busiest traffic times due to the danger. Also, we completely avoid visiting the Hampton Beach area in summer due to the extreme congestion and dangerous cycling conditions.
- I live at Hampton Beach, I use the corridor DAILY...
- There are 14 miles of coastline in all of NH. It's beautiful and people will enjoy it. Stay home if you have a problem.
- I bike very early in the morning and love that ride. For taking a drive I avoid it on weekends if possible and am generally on it to get somewhere else.

- Bike lanes or a wider shoulder would help alleviate some of the traffic/conflicts between cyclists and automobile drivers.
- Traffic issues are seasonal, we're talking 2 maybe 3 months of the year. Expanding roads, access and parking will only get more people to come, escalating the problem again. Public transportation needs to be addressed here and country wide. Get with the program and visit Europe to see how it's done.
- I don't mind the traffic but I do find the lack of parking a difficulty and a part of whether I may or may not go over there on any given day.
- Most of the time we take our bikes to the beach to help avoid traffic/parking issues.
- Bicycle safety is a huge concern and needs to be improved.
- Parking to use beaches in Rye is a huge problem. Forcing beach goes to park alongside 1A leads to a significant narrowing of the roadway and increased danger to all cyclist and pedestrians.
- I would use vehicular transportation far less and either jog or cycle far more if there was any semblance of bicycle access along this route, particularly between Portsmouth and Wallis Sands and Odiorne. It is currently far too dangerous to do so.
- I bicycle Rt 1a, but generally do so early in the morning (5:30am) to avoid traffic
- The only area I avoid because of traffic is the main part of Hampton Beach in the summer. Pedestrians crossing at-will and poor traffic flow patterns grind traffic to a halt often.
- Pedestrian crossings dangerous--need better marking....cones...or as I've seen in Kennebunk--peds can press button and lights flash and point to sidewalk to alert cars etc....Aggressive peds that walk in front of cars (Beach Plum) in crosswalk without giving drivers opportunity to slow--Idiot drivers oblivious to crosswalk rules--
- There are a number of factors that can contribute to "traffic congestion", some of which should be addressed to remediate the issue. In areas where non-metered shoulder parking perpendicular to the lane of travel is available (areas of Rye/North Hampton with beach access/restaurants), the shoulder could be widened to accommodate people who open their car doors/unload beach gear/park in the lane of travel. Bicycle traffic is also a concern from both the cyclists' and drivers' point of view. There are areas along 1A where a cycling lane cannot be installed, but in areas where one may be provided, it is up to the cyclists to use them correctly, and if they're riding two-abreast, or if someone parks in and obstructs the lane, well, individual cyclists have every right to use the whole travel lane, and who's to say that they will. Overall, people have a general lack common sense, especially those who visit in the summer months, so anything to help alleviate congestion issues attributable to a general lack of sense from the public would be ideal (parking poorly, obstructing traffic by making u-turns, pedestrians in road outside of crosswalks, etc).
- Simply to relax and enjoy the scenery, ocean and the homes.
- I the Summer - Rt. 1 and 1A are congestion by Hampton. It is never going to be perfect on summer weekend beach days. Speed must be much lower anywhere near a beach access point in the Summer
- I tend to road bike less in general because of distracted drivers and reduced compatibility of bikes/cars on the roads
- Since I live on 1B I cannot avoid the congestion and do have issues accessing the road from my driveway.
- Would use the corridor less
- I don't know what "Shoulder" has to do with the corridor? I don't ride on the shoulders.
- Avoid weekends and afternoons because of traffic safety issues.
- My answers are based on summer conditions. I access generally less traveled parts of the corridor in the off seasons so I don't avoid it at those times.
- We bike early mornings to avoid speeding cars and inconsiderate drivers. Especially on 1B with the narrow winding roads.
- Have pushed for dedicated bike lanes for 3 decades.
- I just avoid weekends in the summer...
- Because I live on the corridor, I have no choice but to use it 7 days a week during the year. However... I do most of my grocery shopping and errands "inland" in the early morning hours to avoid the traffic during the later hours of the day.

- Huge conflict with pedestrians and autos along Hampton beach. Pedestrians walk in the street impeding the flow of traffic.
- I live in the corridor
- The congestion along the Route 1A/1B Corridor is intolerable in the summer months and we avoid it whenever possible.
- Traffic is not as bad as people believe it to be. I grew up in the Mid Atlantic, that was traffic.
- I live along 1A and the bicycles are a MAJOR problem. The police do nothing to enforce the single file regulation and some one removed the signs that were there to remind them.
- As a year round resident, I have very little choice about when to drive on rt 1-A
- Am forced to use the corridor for work and children's activities so I am unable to choose specific times of travel.
- must use it for work 2X/wk. recreate (bike,etc) more in spring & fall
- Less use of my bicycle to do errands and for exercise
- I love on the corridor and plan my schedule around the events and traffic, coming down town roads (Winnacunnet and High St) rather than drive straight onto the beach on 101
- The Hampton Bridge and lack of coordination with boats really is a problem in the summer and affects our traffic patterns. No control over pedestrians crossings with police oversight another issue slowing down traffic and creating safety issues.
- Weather or activities dictate use not concerns about "traffic".
- I travel a short distance to get to/from work and to get my kids to school. I use more of 1A/1B for cycling and the weekend congestion does lead me to ride in the early morning hours.
- There are too many strollers, 3 abreast joggers, bicycles in New Castle.
- I don't "avoid" the corridor in summer, I just prefer going in the other seasons.
- In summer I use the corridor and public facilities late in the day to avoid congestion
- I should say I primarily use Rt 1A for access to the Rye state parks and beaches coming from Portsmouth; occasionally North Hampton, and Hampton only once in a blue moon--it's too much of a party scene for me. On the stretches of road I typically use, traffic congestion is only a minor inconvenience. Not sure if a later survey question addresses this or not, but I absolutely avoid Rt 1A if there's a road race or bicycle race scheduled. They're a huge pain in the butt and benefit noone.
- Need bike lanes along the route. The road is too narrow for cars and bikes, to feel safe on a bike.
- Bicycles should not be allowed on the sidewalks. Is there a law about this?
- I love traveling on Rte 1A in early morning to view the sunrise in each season. I like the non-commercial parts as well as the restraints and parks. Rye Harbor is a favorite spot for me.
- Rt. 1B is very dangerous to drive on - narrow streets, too many bikes, joggers, walkers etc. People on bike or foot are 2-3 abreast and will not move over. Hedges, bushes at intersections make it very difficult to see people or cars coming. Have almost had numerous accidents pulling out of Vennard's Court due to the hedge on private property. Road races which close Rt. 1B for extended periods of time are EXTREMELY inconvenient to people who live in town and can't access their house. a lot of the road racers use both sides of the street so even if cars are allowed through town, it is very difficult to safely drive. I wish all road races through New Castle would end. and, they are on the wrong side of the street for their activity
- I use back streets during the summer to avoid driving on route 1a
- Traffic can be heavy, but I still use the road in spite of that.
- I am opposed to changing roads and parking. I would like to see motorcycles required to reduce pipe noise. It is terrible through N Hampton and Rye.
- 1B is unsafe for pedestrians
- Not enough resident parking on small beaches such as North Hampton. Many spots taken by Beach Plum patrons.
- Congestion is heavier in some areas and in some seasons than others (obviously). So I think easing the congestion is more about being smarter around the choke points than a universal solution to the entire corridor.

- I commute daily in early mornings from Hampton to Portsmouth along the entire corridor but take I95 on the return trip at the end of the day to avoid traffic, particularly in the high season.
- No Parking in bike lanes (if you can call that) should be strictly enforced.
- I curtail going to specific destinations (e.g. beach, restaurant) because they are apt to be more crowded at certain times. It's the destination, not 1A/1B that determine when I choose to use the corridor.
- I love the coastal route and ride it because it is beautiful. Thanks for working to keep it lovely and safe.
- A few speed bumps would work wonders for traffic "quieting". Or rumble strips. But both seem to be prohibited by NH DOT.
- The state made a major error when it re-did New Castle causeway and failed to widen it/create bike path, use scenic guardrails. In my opinion, it should be raised and widened, with improved parking by Goat Island bridge and knockout by ledge for scenic seating. There is a huge demand for better access to this most popular walk and right now it is more dangerous than before it was "improved." Let's not have someone get killed on the causeway be the reason to prompt action. Raising it will also help storm control. I have lived above the causeway for 20+ years and can attest to the significant increase in the number of "wash overs" in the past 4 years. God forbid it is washed out during the long interval that the Wentworth bridge will be closed down.
- I must use the corridor to leave the island so timely plays has very little effect.
- I live right off Rt 1A and the traffic is crazy in the summer. Cars park all over the place including in peoples yard, in front of fire hydrants, etc. I find trash all over the roads. It is awful in the summer.
- Summers are impossible to have an enjoyable time at the beach. (too crowded and trashed)
- I have no idea what the last question means? In Shoulder?
- I live there so I don't believe this section applies to me.
- Traffic congestion does not affect my use of the corridor. When the beach is busy on hot summer weekends, the traffic moves slowly, which keeps the road safer. If you eliminate parking the average speed will increase and make it more dangerous. Parking elimination will also restrict access to the beach which is not right.
- I am an avid cyclist and only ride the beach road in the mornings during the summer months
- I live on the "corridor" so must use it every day
- Once route 1B was labeled a scenic byway, bicycle route the problems began.
- Bikers have become a major concern. They ride two by two and make it very difficult to drive. It is a constant problem in the summer months
- It's not even worth driving to the beaches in the summer anymore. The main beach in Hampton has always been avoided, but now even Jenness Beach is getting just as bad.
- Not a problem, and I live there!
- There are too many motorcycle groups that create excessive noise along the corridor.
- Bike races seem to be constant and the bikers tend to ride abreast of each other instead of behind each other. With winding roads, this is dangerous for everyone.
- I live on the corridor so I have no choice to use it or not. I'm not usually bothered by summer traffic although it does feel a bit heavier in-season. Never really an issue for me.
- I live on 1B so have to use it at all times of day, every day.
- I live right off of 1B, so it is not practical for me to modify the times I "visit" or "use" the corridor in the ways listed in this question.
- I have not altered my plans because of perceived traffic congestion
- I know how to get around most traffic congestion, so it doesn't bother me much. Cutting across a lane or lanes of traffic to get to another lane or lanes "on the other side" of the lane/lanes being cut through is difficult at times but rather rarely so. The traffic circle in Rye is wonderful (in part my doing!). It is getting the job done extremely well, I think. We have too many damn signs "up" on the roads. Many are ignored, others simply make no sense and some are offensive in that they allow as how the driver(s) has/have no common sense (true for some but hardly even a large minority). Take down "unnecessary, stupid, redundant, ineffective signs and intellectually offensive signs" and try to find some place(s) where they should be placed! Think of the money the state and towns could save by putting a hiatus on more sign making and erection and use "used" signs instead of

new ones until the supply of "used" signs is exhausted, which, given what I see while on the road, could be never! What waste ineffective, misplaced, uselessly repetitive signage represents, but it keeps municipal employees, i. e., union members, employed, and isn't this one of government's primary purposes, facetious though this may sound?

- I am a summer resident and struggle to safely get out of my driveway due to blockage from on street parkers. Also have small children and the speed limit during the Summer season is an issue - should be much lower due to all the pedestrians and bicyclists
- Traffic and parking keep a nice balance and should not be tampered with. The last statement in section 7 made no sense so was not answered.
- As a selectman, I visit the corridor to check on the traffic conditions/enforcement activities.. I no longer go to the beach in July & Aug./once went daily. Last two years it has become an accident waiting to happen. Please stop encouraging tourism in this area.
- Primarily use the corridor in the summer for vacation
- The parking along 1A in Rye is so out of hand right now. Everyone knows that if you want to park for free - all day long at the beach - then go to Rye. Rt. 1A gets so filled up with cars that the people that come later in the day start to fill up the small side street and have no respect for the land owners in this area.
- During the Summer I avoid the corridor if possible due to traffic congestion.
- I reside on 1A in Rye Beach. Traffic congestion for a local is strictly seasonal and weather related. You stay off it on nice summer weekends.
- I live on Route 1A therefore I can not avoid the traffic problems.
- dangerous to cross the boulevard on Saturdays and Sundays - people drive way too fast - lower speed limits would help tremendously
- bicycling, at at times, walking can be dangerous.
- Cars do not care about paying for a parking violation, so fines should be higher. There needs to be clearance on each side of homeowners driveways so cars don't block the homeowner's driveways and to access 1A our of the driveway, we must enter the road to see around parked cars. If there is oncoming traffic, a collision is unavoidable. Homeworkers safety is at risk. I already had a child hit on this road and the conditions are worse. Some thing needs to be done to protect the people who live along 1A/1B before worrying about access to the beach. Create a shuttle system for those visitors or build more parking areas.
- We walk along Ocean Blvd. almost daily in the spring, summer, and fall. The increase in traffic and parked cars can now make that trip hazardous.
- I have changed how and when I visit the corridor because of traffic and because of congestion on beaches taken over by commercial activity
- There should three hour parking meters along only one side of the street so funds could be generated for more police patrols in the summer. There is public drinking on the beach and public urination in this family beach area which is banned but without police patrols, it cannot be managed. Parking meters with limited time should be installed and used for the summer season in this corridor. One side of the street parking is essential along this corridor because of the lack of visibility. It is dangerous to drive and be able to see pedestrians between the cars that are parked in the summer. We avoid this area all summer long because it is just too dangerous to drive with the current conditions allowed at this time. It is sad to live near the seacoast and not be able to enjoy it because traffic is too congested and parking along the road makes driving unsafe.
- I live on the corridor so cannot adjust my routine! I have no choice as to when I "visit" the corridor!
- I live on Ocean Boulevard and therefore use it every day. There is no other choice. It is way too busy on weekends when the weather is warm and there is just too much traffic in general. I don't understand people riding bikes when there are so many cars. One must duck in and out of traffic when walking on the weekends.
- I use less travelled routes (not direct) to get places in the Summer to avoid traffic and cyclists. I try to get to where I need to be either early morning or evening to avoid congestion.
- People double park to drop off beach goers, and then drive all around looking for parking spots. There is enough parking, the beaches in rye are just over subscribed due to the fact that "anything goes." People bring in their liquor, smoke pot, park wherever they want, and do not follow the rules. Fireworks are constantly shot off,

Chinese lanterns float and land up on your property, and fires on the beach. People don't know the rules. Or if they do, they probably know they won't get caught so their enjoyment is at the expense of everyone. This is turning into a very severe safety issue, with impaired drivers, and people generally doing whatever they want.

- I find myself not biking the corridor or letting my kids do so in the summer months for fear of injury from a car. I do sometimes ride in the early morning and late afternoon
- Safety and congestion concerns
- For residents living adjacent to Rt 1A, the increased activities and traffic is a major difficulty, and often a danger, from May- September.
- Drop off/pick up/loading and unloading from these business activities on the beach/waterfront/Rt1A is a regular problem. Traffic is very unsafe and congested from Rye Harbor, south to South Road especially at Jenness Beach State Park.
- Inadequate shoulders makes the road very dangerous for drivers, walkers and bikers.
- I don't really understand why there isn't more of a police presence here - people tend to speed a lot along Route 1A and the police are in the middle of town in Rye where I don't see people speeding much at all.
- Really only on summer weekends is it an issue. But that's the bread and butter for the region, I just stay away.
- I like on the corridor so traffic impacts my coming and going all day and night in the summer.
- Entrances to state parks are a major congestion problem particularly Jenness Beach

8. If you were to decide how resources are allocated within the New Hampshire Route 1A/1B Scenic Corridor, would you identify each of these items as a LOW, MEDIUM, or HIGH priority? Remember that resources are limited, so if some actions, projects and policies are identified as a HIGH Priority, others must be identified as LOW or MEDIUM. (Please check appropriate box.)

If you noted "Other", please specify:

- All rocks no beaches!!!!
- Authority of chances split equally between Sate and Towns
- Before addressing new ideas, set and stick to a schedule to care and maintain existing roadways.
- better trash pickup at the marshlands including esp off of 1A - Rt 101 Hampton, a scenic byway
- Bring food trucks to the area in a partnership--they pay for the parking spot/rights to serve, it's a double profit. (Talk to Las Olas First!!)
- Coordinated efforts by stakeholders to design safe pedestrian and bike zones
- development of small bussiness through the land use restriction and promote healthy life styles for our neighborhood
- Hurry up on the 'Singing Bridge' replacement, that is my commute to work from Elwyn Park, Portsmouth.
- I disagree that severe storms are more frequent. This is not a factual statement.
- I may note this again in other parts of the survey. We have a beautiful shoreline that is not nearly as pretty or visible as it should be. We have a created a gravel pit look with the huge berms that total block some of the most spectacular views in all of New England. In addition we have these crappy DOT signs obstructing the view, just look at the end of Atlantic Avenue!
- In terms of "law enforcement", I think prioritization of parking enforcement is most important, especially in term of maintaining a smooth flow along the 1A/1B corridor.
- limit parkiing on 1A
- Lower spped limits in season.
- May fall under cycling but protections for running. either separate lane or path.
- No new parking on Ocean Blvd. Already too congested with existing parking
- One-way roads to provide bicycle and pedestrian pathways, that are safe enough for children. Traffic calming, e.g., seasonal speed bumps and permanent speed tables.
- One-way roads, traffic calming, protected bike lanes
- Parking along the road needs to be limited.
- Pre-existing bike lanes north of Wallis Sands in Rye no longer marked.
- Pressure Massachussets to make access to their beaches easier. Our problem is Massachussetts overwhelms the corridor.
- Prevent public from crossing private property along the shore
- Promote Seacost as COURTESY ZONE....then educate what courtesy is needed --people, driving, bikes, dogs
- Relating to more law enforcement on beaches, this is imperative due to increases in drinking of alcohol on beaches, leading to drunk driving.
- roads and bridges #1
- Rye is totally over subscribed. Please help! Parking on both sides of route 1a makes it difficult for emergency vehicles to get through. We need state police presence on the state beaches and we need signs clearly posted with the rules
- The Corridor is just fine. A huge attraction and seems well managed. It is NH's seacoast connection.
- There is not room for pedestrians much less installing bike paths. The coastline cannot provide everything to everyone because of lack of space to do so. This is a beautiful but fragile area that should be protected from over development. Hampton chose development but Rye should not fall to same fate.

- This space has finite capacity, and said capacity has been reached. Please do not try to overdevelop this area - it's like a movie theater. If you want to go to the movie but all the seats are taken, you have to go back another day. Everyone who wants to use this byway cannot use it at the same time, and to think otherwise is folly
- We do not need to create more reasons to draw people to this limited area. We are already experiencing overpopulation for this small area.
- We need to address the trash left on the beach and on RT 1A (OCEAN BOULEVARD)
- whatever it takes to get the bicycles out of the travel lanes, single file!
- Brown Ave and Ashworth Ave signalization. Signage and a restaurant (year round) that services both North and Southbound traffic at base of Neil Underwood Bridge at the south end of DRED's State Park
- Separate bike lanes, not ones that are on the road. The road has too many curves and people are looking at the ocean views.
- RE #6, above, there should not be ANY further development along the shoreline, and current home and other owners should be required to look at what exists and modify.

9. What is the biggest problem, other than traffic, that you encounter along Route IA/IB?

Hampton

- Hairpin curve near Rye state park
- Lack of parking, or resident parking full (people who have out of state plates, but are "residents" because they have a condo). Resident parking should be provided for year-round residents and property owners, stickers should not be permitted on cars with out of state plates.
- Lack of consistent--courtesy enforcement--gtraffic and people and dogs--ex. dog crap all over the sidewalks--lots of signs/bags on the beach...who is going to say something to someone directly and then be told to "f off"---- cops sitting in cars/not helping pedestrians to cross...don't want more signs if they are UGLY--what's with all these new signs along the roadways marking cross streets--some in rural areas ugly/unsightly--unnecessary...How about education that cigarette butts are TRASH--people peg them out windows of cars--and, spitting on sidewalks--LOVELY!!
- Bicyclists riding two abreast, not paying attention to traffic rules.
- Driving from hampton to north hampton..wall is ugly & you can't see the ocean, also bike paths needed, rest areas needed like covered benches in hampton beach area
- Tourists
- Bicycles, joggers/walkers. They don't have a designated area/lane.
- parked cars on the side with people walking out
- Parking
- Races and cars along the corridor. Parking!
- Road maintenance
- No bicycle lanes
- Pedestrians walking and crossing the streets wherever they want crosswalks and crossing lights needed at the Beach Plum
- N/A
- Can't see the ocean due to seawall, motorcycle noise
- Speeding
- Need bike lanes to improve safety
- No safe pedestrian walkway from Cinnamon Rainbows in Hampton to Beach Plum in North Hampton
- I believe the corridor consumes the Towns resources (ie police force, maintenance) at the expense of the residential parts of town. We live on a residential street near downtown hampton that cuts off the rt 1/27 light to access the grocery stores. Hamptons police force is occupied with and housed at the beach. Traffic outside the corridor is out of control.
- Drunk people
- Speed of vehicles (way too fast!) and not enough space for bicyclists.
- No bike paths.
- Parking.
- road conditions, beach errosian
- Narrow turns with poor visibility are especially treacherous with bicycles in those spots.
- Potholes, poor roads
- Bridges leading into New Castle and Portsmouth are dangerous to ride bikes on.

- Too many bikes IN the road. Bike paths need to be developed.
- lack of parking
- Inpatient drivers.
- Dangerous to ride bike due to a lack of room along the road shoulder. Need to inform drivers about the rules of the road with respect to cyclists.

- Dog poop on sidewalks
 - Inconsiderate drivers as a cyclist
 - Biker and Pedestrian safety
 - Motorists not paying appropriate attention to the other people using the road, stopping for people at cross walks, waiting for other motorists to park, being cautious around bicycles.
 - Road conditions- but it looks like they are repaving, so hopefully this won't be an issue next year.
 - Parking of cars along Rt 1a from Jenness Beach to Wallis Sands. Any morning during the summer people are frantic looking for free parking. It's a dangerous situation for pedestrians, cyclists and cars just passing thru. The cars pull out suddenly without looking. The drivers are distracted looking for any space to squeeze into
 - Safety for pedestrians/bicyclists.
 - Lack of parking at Rye beach leads to parking along route 1A and significant narrowing of 1A. This increases danger to pedestrians and cyclists.
 - parking
 - ;parking
 - speed, distracted drivers
 - Walking biking dangerous and more resident parking
 - Separation of bikes and Traffic
 - Poor maintenance of roads and drainage by the State of New Hampshire
 - Glass and trash
 - Ocean splash over
 - Like to see the season extended, like the races. Perhaps a car show to attract a different crowd
 - Consideration for cyclists
 - Multi-user safety. Cars/bikes/walkers
 - Need more marked access to the ocean for either swimming or fishing. Seabrook beach is marked for residents only. Rye and north towards Portsmouth are virtually residence only as well.
 - Bicycle space. I completely avoid the section between the Rye Beach club and Rye Harbor in the summer. There are so many parked cars that you never know when a door is going to open and so much traffic both directions that it is hard to ride out of range of a sudden door swing. The sections north and south of that, while having a bit more space to park, still has too much traffic to make it a regular route in the summer.
 - Inconsiderate/stupid people.
 - Lax enforcement of speed limits.
 - Safety
 - Pedestrians not crossing in designated crosswalks
 - Pedestrians who do not use crosswalks and walk in the street
 - Pedestrians and bicycles in road. Speeding cars.
 - No bike lanes
 - dangerous drivers and commercial vehicles
-
- Discourteous bike riders
 - Surfers parking anywhere they want
 - There really are few problems: congestion at entrances to restaurants{ Beach Plum, Petey's, The Ice House} but that is only in the summer.
 - cars driving too fast.... speeders
 - I think the biggest problem will be dealing with town officials (selectmen). In Hampton they look at our pocketbooks and decide for us before we get a chance to weigh in.
 - Bad roads
 - Parking
 - High Speed Traffic
 - bicycles

- Can't think of any right this minute....
- Narrowness of the road for biking.
- Pedestrians and bicyclists darting in front of my car.
- very scary to be a casual (not serious) bike rider on Route 1A
- lack of parking, narrow roads and bikes on roads make it dangerous
- State of NH inadequate maintenance
- Inattentive drivers
- Lack of Pedestrian and Bicycle access and design standards.
- There is nothing bigger
- tourists
- Parking. As a resident of Hampton we are all set, but if we visit any of the other beaches in Rye, etc. there is limited parking. It almost feels as if Rye doesn't want any "outside" visitors to their beaches. Therefore, the parking is extremely limited.
- Too much permit parking only in Rye. New Hampshire has limited seacoast and a disproportionate amount is in Rye. Permit parking only at Sawyer Beach is ridiculous. It's a state road and should be open to all (or metered).
- PARKING
- Parking on the side of the road along the Rye area greatly reduces the travel lane width.
- More bike pathways!!!
- BIKE LANES AND PEDESTRIANS NOT CROSSING AT CROSSWALKS!

New Castle

- Bicyclists riding in the main roadway, one, two or three abreast with no interest in pulling to the side for cars to pass....even when there IS a side area designated for bicycles. More and fancier bike lanes will not address the bicyclists' poor attitude. If bicyclists continue using roads designed for autos, they should be taxed for using the roadways, just as car owners are. These roads were built for cars. Mixing cars and bicycles is not a good idea on many smaller roads. Pick four main bicycle arteries where bicyclists can ride on roads. Then ticket any bicyclists who use other non-designated roads. Drivers must follow laws and restrictions. It's time bicyclists did the same.
- belligerent bikers
- Bridge repair needs proper management and seems to be getting it. Narrow walkways and bike paths are the singular largest problem. I am consequently afraid to ride my bike. Thanks for asking !
- No sidewalks or bike paths. Totally unacceptable to wait for a child to die before we do something
- Dangerous biking conditions due to road erosion and rude drivers
- Road maintenance of 1A in Portsmouth
- All the races through New Castle
- Traffic
- Bicyclists.....too many events with too many entrants.
- Traffic speed on 1B through New Castle.
- Litter
- Too damn many signs! Litter is also a problem, more "in season" than otherwise.
- Lack of safe walking areas
- Safety of walkers/Bikers
- Safety for walkers and bikes
- Conflict between pedestrians and vehicles due to lack of sidewalks or paths.
- Cyclist behavior (riding side by side, not moving over to let cars pass, riding on grated bridges and falling, etc.)
- Cooperation between cars, bikes, joggers and walkers. No obvious plan for use of corridor by multiple parties.
- Pedestrians and bicyclists having to share the road surface with motor vehicles
- Safety when walking or biking

- Safety of walking and bicycling
- pedestrians, joggers, bike riders all over the road
- pedestrian and bicycle safety
- Road is too narrow
- No wide shoulders or walking or bike paths
- noise
- Lack of public transport
- lack of space for biking/walking
- None, other than traffic volume.
- Lack of available bike/walk lane across causeway in New Castle
- No beach access.
- speeders; litter
- Narrow roads make it difficult for walking & biking. Beach parking is difficult.
- Walkers, two or more bike riders leaving very little room for cars to safely pass, 1B is very narrow making it difficult to avoid oncoming cars and increasing foot and bike traffic,
- cyclist and runners over step their position on the roads. I have seen many run or ride in packs and expanding their position into the car travel lanes.
- bicycles and walkers
- Bikers and runners, some of whom travel two by two and make it difficult to drive.
- Bikes
- Roads and shoulders are too narrow for pedestrians and bicyclists.
- Speed of some visitors
- Not safe for bikers.
- Bike & walk safety
- I live in New Castle so I feel the lack of a protected walkway is a big problem
- Bike lanes are too small and road conditions are poor - too many cracks and potholes.
- Bicycles
- bicycles
- bikes who think they own the road
- Turning onto 1A from 1B at the intersection near the old Mobil Station/Golden Egg. A traffic light is needed there.
- Debris along side of road where bikes travel
- People walking or running in a group in the road.
- Bicycles
- Road races and bicycle traffic
- No bike/walking area
- Dangerous biking and walking conditions
- Bicycle and runners.
- Bikes and runners

North Hampton

- Bad Weather. Very few problems other than a small bike lane.
- Motorcycles are too, way too loud! They disrupt the public's enjoyment at great distances constantly in the summer, literally a constant hum 10 hours a day.
- Too many out of state cars. Parking should not be allowed along 1A at Jenness Beach. Our beaches are overrun.
- See "other" above. Also, horrific noise pollution from motorcycles.
- bike riders who are oblivious to vehicles; noise caused by vehicles with modified exhaust system (cars, truck and motorcycles); non-enforcement of fireworks and of noise ordinance after dark

- No place to park after driving to it. Lack of contiguous bike lanes.
- Really bad driving.
- safety for walkers, bikers etc
- Roads too narrow
- Out of Staters
- Lack of safety for walkers/runners - especially with the new paving in the North Hampton/Rye section, there are minimal breakdown lanes now - having a walking path separate from the road would be helpful.
- Speeding cars
- The expansion of vehicle parking and pedestrian crossings at the Beach Plum on Route 1A in North Hampton.
- Crossing the street & walking along parts if the blvd
- Noisy and illegal motorcycles, especially in large groups.
- widen Odiorne Pt/Pioneer rd section
- Motorcycle noise
- no where to go - too many vehicles sharing much too little space. Very dangerous.
- Parking
- Rude people, oversized vans with lots of "stuff". People that aren't polite. (lets print in the summer issues of magazines/newspapers of expected "behaviors". Sharing the sidewalk, saying "hi", people pass, when walking, left shoulder to left shoulder, pick up your trash (carry in and carry out) AND lets make the beaches smoke free - we are not the worlds ashtray!!!! I believe York ME did this!
- Not safe for riding a bicycle or running
- Enforcement.
- Motorcycle noise.
- Safety of pedestrians and bike riders

Portsmouth

- Bridge out, narrow shoulders in Portsmouth and park of New Castle.
- No room for peds/runners/ non vehicles. no trash bins
- Tourists concentrating on scenery, not the road, so endanger all other road users.
- Too much development. Lack of stewardship of wetlands, beaches.
- Ridiculously dangerous for walkers and cyclists.
- Pedestrians "popping" out between cars parked along the road way, especially in Rye.
- Speeding
- Dangerous to walk/bike or jog along the road. Lack of parking
- Lack of shoulder width for bicycles/pedestrians, especially at particular points along the corridor.
- drivers not stopping for pedestrians. difficult to find parking. very difficult to drive if there are pedestrians walking or bike riders.
- The walkway along Odiorne Park is great and it would be nice to have more where it is safe to walk along the coast.
- I have almost stopped biking because of the condition of the road.
- A lack of safe space for pedestrians and cyclists to use the byway -- especially in New Castle and Portsmouth
- Parking. The beach should be open and free to all people. We own the ocean collectively, not the private residents.
- Restrictions on parking
- No bike/walking area.
- biking/jogging
- Road conditions not up to par - grading and repaving really needed in many areas, including Sagamore Avenue.
- Hazard of reckless driving to pedestrians and bicyclists dwarfs all other problems.
- BIKERS

- Narrowness of the roads, especially when bicyclists and runners are sharing the road.
- Parking
- pedestrian and bike lanes are not sufficient
- Bike traffic
- Loosing the view more and more each year.
- Traffic
- road is way too narrow to safely ride bikes
- No bike lanes
- unsafe biking, not enough room on shoulder
- Cars, bikes, and pedestrians sharing a narrow road. Biking, running events make road almost unusable at times. Cars braking and backed up trying to get into some eateries (e.g. Petey's).
- Not enough parking
- Road conditions
- too much development
- The danger of narrow roads for cyclists
- Signage knowing where you are and proper lighting on 1B at night.
- safety for walkers, joggers and bikers
- speeding cars and trucks....what's the hurry?
- roads too narrow
- Narrowness of road and sharing with bikers.
- narrow roads and lots of bicyclers and runners in streets
- None
- Road and other types of races and running/biking events
- Road conditions contribute to congestion by forcing riders/walkers/runners into the road at times to avoid holes and otherwise deteriorating shoulders. Not to mention the weeds/shrubs that do not get cut back.
- hard to get around bicycles that are in the road
- Parking on shoulder that blocks bike lanes and absence of adequate shoulder in several locations
- Lack of public transportation. In the city I moved from I didn't have a car; public transportation was fine to get around. I bought a car here specifically to go to the beaches. It's maddening that there are no beach shuttles from Portsmouth!
- Motorcycle noise.
- Access to the shore.
- Lacks support for recreational activities/events.
- Lack of clearly marked bike lanes. Motorcycle noise.

Rye

- Parking should be restricted in Jenness Beach area to improve safety and lessen congestion.
- Trash and Weeds
- Litter, illegal fireworks, and feeding wildlife
- Overcrowded on beach and too many surfers. Dogs are able to run without lease on beach and poop is not picked up by the owners.
- Garbage thrown in marsh by visitors. Loud motorcycle noise. Not enough law enforcement to monitor route 1A/B
- Speeding is not enforced, especially motorcycles. The berms, granite rip-rap are not adequate for the storms and rising ocean. Foss Beach and other areas are very vulnerable. Consider seeding dunes on the ocean side of Ocean Blvd as is being done in NJ and NY.
- Too many surf lessons and rentals that crowd the surf for people that live and pay taxes and want to surf.
- Public using private driveways to reach the beach. Public using private beach above the mean high water mark.

- Parking on both sides of road in Rye is extremely dangerous, for families crossing the road at crosswalks, bicyclists, walkers, and families who park and walk a distance to the beach. Many visitors do not honor the pedestrian crosswalk law. It would be safer to eliminate parking on both sides of 1A in Rye, as it is the ONLY seacoast town with free parking available directly adjacent to the beach. Wallis Sands parking lot is half empty all summer, because visitors park for free along the road. The State is losing revenue, the parking lot sits empty, and the roads are dangerous.
- Parking. There are plenty of lots. Eliminate parking on route 1a for safety sake.
- Parking blocks the vision for safe driving. It is hard to see families crossing from the road to the beach. It is a dangerous place to drive during the summer tourism season and for that reason, we avoid this area. It is a time of year that would be nice to be able to frequent the beach but because of the congestion and unsafe driving conditions, we cannot safely enjoy driving in this area. There should be limited parking to manage the crowds and activities should be limited there. Surfing should be confined to areas away from where children swim and families go to enjoy a day at the beach. There is room for both activities but now some surfers are encroaching upon the family swimming area with no regard to safety. Veteran surfers seem to understand that you don't surf where children are swimming but some surfers seem to disregard basic safety and courtesy. Having separate areas that are ENFORCED would be wise. There is a law suit for the town of Rye ahead if they do not address this situation.
- People walking and crossing the road between cars.
- Trash, too many daily visitors to the beach which becomes over crowded
- Signage
- Bicycle and people getting out of their cars without looking
- people drive way too fast and are not watching out for bicycles and pedestrians
- Fear of being hit by a car door or car pulling out when cycling along 1A in Rye.
- Not enough resident parking, out-of-towners park for free while residents pay for stickers
- Bike safety
- Overcrowding in a small space. Trash - diapers left behind. Disrespect of property and people who live in the area. Dogs and their waste left on beach. Open containers.
- Dogs that are not leashed. Bikers who do not switch to single file when passing a walker. Mostly, I don't experience problems and I walk this route all year every day.
- no problem
- Trash left behind: dirty diapers, fast food remains, dog feces, cigarette butts, discarded/broken beach equipment, even household trash, etc.. along 1-A and adjacent side streets and on the lawns of residents where some visitors actually strip nude to change before going home.
- Driveway clearances
- Rt. 1A needs more parking regulations to increase safety and space for walkers, joggers, beachgoers, bikers and cars. There needs to be parking meters along Rt. 1A to increase revenue for extra enforcement. Businesses using the beach should be prohibited from doing so or permitted with strict parameters and a fee. Fines for prohibited activities, parking and speeding fines should be increased.
- Surfers.
- Difficulty getting out side streets
- walking and bicycling safely
- Motorcycle noise
- Parking on both sides of the street for beaches in Rye.
- Parking that blocks pedestrians visibility when crossing the street. Enforcement of cross walks. Police in Rye aren't enforcing the existing laws.
- People camping on my front yard in Rye because they can park there all day. Too many crosswalks with people crossing one at a time, one after the other that causes traffic to back up. In the summer it can take over 20 min to travel from Sawyers Beach, north to Perkins Rd (a distance of approx 125yds) all because of the cross walk at the State Beach.

- Surfers crossing with their leashes trailing behind them!
- Beachgoers parking and walking to the beach with surfboards, carriages, coolers...on both sides of the road near the Locke Road intersection...very dangerous And Litter everywhere!!!
- People parking their cars along the road shoulder, making the road more narrow, adding to potential hazards between pedestrians, bicyclists and pedestrians, and then the pedestrians trespassing across private property to access the beach.
- PARKING ON BOTH SIDES IN THE RYE BEACH AREA
- Beaches are too crowded, there is too much traffic and there is a lack of law enforcement. Car speeding dangerously along cut through routes, littering, public drinking, undesirables hanging out (motorcyclists).
- The biggest problem, apart from congestion, is the unsafe access for pedestrians and bicyclists, who should be able to safely cross, walk and share the road along Route 1A and 1B.
- Bicycle traffic specially on weekends
- Lack of walking, running and biking path
- Bikes, braking the law, should be giving tickets and fines Car parked illegal should be towed
- Lack of protection for runners, walkers, and cyclists
- Sightseeing cars that go 15 miles an hour and can't be passed generally.
- Too many cars parking on the side of the road. The road section between Rye Harbor and the Beach Club is a race track for motorcycles. The speed and noise are totally out of control.
- Visibility and conditions of the roads.
- Trash on beaches
- Drivers are inattentive to driving because of the scenery. Conflicts with pedestrians, bicyclists and vehicles.
- Too few crosswalks available.
- Too many people not enough space
- Road is too narrow to accommodate recreational users in addition to cars
- Poor condition of the roads for biking, room for biking, aggressive drivers. We need much more trash pick up and public trash clean ups
- Parked cars that block sightlines for turning on to Rt 1-A
- That's the only main problem
- Parking on BOTH sides of 1A will most certainly lead to tragedy.
- the motor vehicle / bicycle issue, many times in the summer I've encountered angry cyclists or almost got hit by one crossing at cross walk with my toddlers. They should have to obey traffic rules just the same as vehicles, perhaps even stop when traffic stops.
- Bicyclists
- Bike and pedestrian use and safety
- Dangerous situations with Bicycles and automobiles
- People on bicycles
- Lack of parking creating traffic congestion and feeling unsafe while riding my bike.
- The roadway is outdated and unsafe in many places for its current uses, particularly in summer. Vital to have variable (by season) speed limits in high congestion areas with radar controlled speed indication signs. Protected and visible crosswalks. Marked bike lanes. Remote parking. Beaches require better and visible law enforcement, regulation signage, trash and bathrooms. Violent storms threaten the roadway and properties along road on a frequent basis(shale piles) and risk needs to be mitigated primarily with stronger flood zoning and some reinforcement of seawalls. Suggest also electronic real time monitoring of sea, marsh water levels and electronically controlled culverts
- The small number of motorists and bicyclists who don't respect each other; keeping the roadway properly paved - it was pretty bad until this fall when it was repaved - it's good now.
- Enforcement of rules on beaches.
- Camper parking along rt 1
- It is not really traffic, but it is safety for walking and biking

- Bikers, Joggers and Walkers
- Lack of adequate shoulder between Brackett Rd and Foyes corner
- sewage outfall
- None
- Too many road races and bicyclists in the summer season.
- Bikes are by far the biggest problem
- BIKE AND ROAD RACES - THEY HAVE TO STOP !!!
- People throwing trash out of their cars
- people parking along rd in rye on 1a/1b and on residential streets in rye is a huge problem
- People walking or biking in traffic lanes
- Bicyclists riding NOT in single file, beach goers crossing anywhere along 1A, bicyclists on the wrong side of the road, baby carriages walking over the fog line, inability to get out of ones driveway during big races
- Bike car interactions
- Lack of environmental conservation.
- Cars parked denying residents access to their homes. Visitors trespassing to gain access to the beach.
- Lack of parking
- Noise, people, congestion at restaurants, but more than anything else bicycle riders who dart in and out of traffic. They should be limited to certain days/hours.
- Commercial activity on the beach, i.e surf camps. They are taking up space both on the sand and in the water. They also increase the traffic and put a strain on our limited lifeguards.
- Pedestrians and bicyclists in street
- garbage, people opening their doors into traffic, parking
- traffic...only in summer
- bicycles
- Bicycle safety, pedestrian safety, parking availability on summer peak beach days. Motorcycle noise is an issue for residents.
- safety
- RV's and Motorhomes parking overnight on shoulder for weekend. Quebec.
- Beach parking during the summer months. Many out of town visitors cannot find parking and will park in the resident parking spaces.
- No bike or walking paths
- parking on both sides of the road leaving no room for pedestrians
- lack of off street parking lots, private and public, to get traffic off the shoulders
- Safety for cyclists, runners and pedestrians
- There needs to be a wider lane for pedestrians and cyclists. A boardwalk perhaps going from Hampton to rye connecting them
- parked cars blocking view and open space
- Flooding
- nothing, traffic is the biggest problem
- Lack of a cross walk at the (Rye Beach) Sea Road intersection.
- Preservation of wetlands
- Means of egress from properties on these routes. Cars park close to driveway entrances create a major safety problem for pedestrians, cars driving south along the road and bikers when cars are exiting, this is especially true near Petey's restaurant as the traffic and walkers travel in both directions into the late evening.
- Trashing of roadsides,

Seabrook

- better marketing of our rich resources and encourage the uses of our land in developing better neighborhoods with other communities and remove the property line boundaries
- Scenic pull overs are not motorcycle friendly. Need a better surface to park on.

Not Identified/Other Community

- Bad attitudes. Drivers impatience. Bikers riding in big packs 3 and 4 across
- Not wide enough during busy periods...with cyclist and folks walking.
- Lack of bicycle lanes, poor road maintenance. Motorcycle noise.
- too many races, runners and bikes on 1B
- Surfers getting undressed alongside cars
- There's no long stretch of coastline to walk because of private property
- Bike safety
- Lack of bike lanes
- Cyclists on the curves--sometimes they swerve way out; sometimes cars swerve out to go around them rather than just go slowly behind them.
- Summer traffic. I just stay away until the tourist season is over.
- The congestion created by the combination of cars parked on the edge of the roadway, people opening car doors into the lane where walkers, bikers and cars are all moving at the same time.
- I haven't experienced problems.
- Parking

10. Which feature or element of the Route 1A/1B corridor is most worthy of protection?

Hampton

- Marshes along the west side of the road all the way to Portsmouth
- the ocean views are extraordinary, the gardens and fauna
- Vegetation, natural formations (land and water), and scenic views.
- The scenic drive area and a SAFE bikeway lane--let's welcome healthy living--not drinking and loud music.
- Ocean views for the public
- Scenic views and access to the water.
- People
- Protect locals ability to enjoy their beaches.
- Wildlife and conservation.
- the view, the beach, the ocean wildlife
- beaches
- Scenic beauty and access
- Hampton Harbor
- Unobstructed views of the ocean
- the view.
- The esthetics of preserving the New England "charm" to the corridor - not allowing high-rise buildings and enforcing the maintenance of buildings that are old and decaying (structural hazards).
- State beaches water quality
- All natural elements such as: marshes, creeks, rivers, dunes, tidal flats...
- character. Need to avoid commercialization. Natural state is generally best.
- All
- The marshes. Eventually the beaches will succumb to rising sea levels. Development in these areas should be restricted and eventually moved to higher ground.
- State park
- The view!
- The beaches.
- near beaches
- Maintain sea walls/dunes. Stronger storms damage these and they need more frequent repair.
- The view and scenic nature of the corridor.
- ocean and marshes
- the wetlands
- Visibility of the ocean
- The views and close proximity to the ocean and other natural areas.
- coastline.
- Marshes
- Character -
- Access for all
- The natural beauty and smell of the roadside rose bushes in the summer. The old large beach houses.
- It,s natural beauty.
- Environment and wildlife protection
- Visual beauty of corridor
- fishing.
- access to the beaches
- Beaches

- Beaches and Marches
- Marshes
- The view
- Recreational
- ocean view and access
- Keep our beaches clean and road ways free of trash
- Walking path
- Protect the way our coastline looks and is. Wouldn't want new private development.
- Sidewalks starting from North Beach State Park heading north towards Rye for about 1.7 miles. Beautiful
- The scenic walkways along the ocean. Would like to see them protected and improved. Not so much the visual appeal of them as the capacity. For example more consistent surfaces and the ability to handle bikes and pedestrians. I know there is limited space but some combination of elements to encourage more non-motor-vehicle-based enjoyment of the coastal scenery.
- The road itself. Without it, most of the other features are moot.
- Not feeling too "commercialized."
- Pedestrians
- Beaches
- Reduce impacts of coastal flooding. Need to preserve the beaches.
- North Beach Hampton to Rye.
- The beaches and views
- cleanliness and unobstructed views from the road
- The historic and semi-rural nature of the corridor. Over-development would ruin it.
- Commercial fishing, curving roadway, natural look
- the beaches
- Do not over do changes or add more just maintain what exists, and cut down on the races: running and bicycles that are allowed : there just are too many for this space. Maintain the simple beauty of the place.
- The natural environment and conservation of beaches to reduce erosion
- Protect and expand Hampton Beach as the #1 family beach destination
- The panoramas and wildlife areas.
- Ocean
- Our beaches
- The coat line and walking paths
- unobstructed view of the ocean
- Environment / scenic views / historic aspects, if any
- Natural beauty
- sea wall
- shoulder for bikes
- the beaches
- Coast
- Salt Marshes
- It is all worthy
- public accessibility
- Ocean walkways
- Public access to the beaches
- VIEWS
- The ocean views.
- OUR BEACHES ARE NOT ALWAYS AS CLEAN AS THEY SHOULD BE. THRASH PICK UP,SEAWEED PILED UP AND ROTTING IS NOT WHAT I LIKE TO SEE.!

New Castle

- Plants. Good plants must be encouraged. Invasives, like Japanese Knotweed, is taking over roadside areas along 1A's Sagamore section and 1B's first half mile. Views. It's important to protect views everywhere in the Seacoast.
- the speed limit is fine
- The ocean view from "the Corridor" should be protected. Seawalls may require raising the road way.
- ?
- 1b is a jewel. Let people walk and bike safely
- The beach
- The views of the water
- Protect the people who live and pay the taxes in New Castle. Making changes that promote the interests of those visiting or traveling through (bicyclers, racers, tourists driving through) is NOT the first priority!
- Its natural resources, e. g., marshes, beaches, berms separating the ocean from low lying stretches of 1A/1B.
- 0
- Scenic beauty
- Relatively slow traffic is a plus. It would be a big mistake to facilitate faster vehicle traffic. New Castle-Portsmouth bridges are good design. Separate bikes pedestrians and vehicles
- Scenic vistas.
- It's a long corridor with quite a diversity of features/elements depending on where you are. The "historic nature" of central new castle is quite different than that of hampton beach. I'm in favor of protecting the former, but not sure about the latter. I guess it's the relaxed character in general, and the ocean/beach resource.
- It's use, primarily, as a corridor for vehicles.
- Safe and available access for local motorists, bicyclists and pedestrians who must use this route as their only available route for daily living.
- Views and access to the ocean
- Protecting the views
- the scenic marshes should be protected and the ocean views and viewing areas
- ocean front erosion
- Scenic views
- Scenic and pristine views - with the exception of the ugly berms/seawalls in rye and north hampton
- seashore
- Stone walls, scenic vistas
- scenic beauty
- The twisty, windy nature of the roads, even though that conflicts with the desire to share the road with cars, bicycles, and pedestrian traffic.
- Improve causeway in New Castle to be more storm resilient, pedestrian friendly, and scenic. Why the state didn't widen and use scenic guardrails when it redid it is a mystery to me.
- Trees.
- condition of road; protection from storms
- It's a great place for a home, business, scenic drive, walk or bike
- Green areas alongside the corridor
- The attractive scenery.
- the preservation of the scenery and history of the roads
- keep it as is
- Scenery
- Old homes

- Keeping it as natural as possible and prevent a lot of development where we now have trees and wetlands.
- Access to ocean & safety for walking & bikeing. Preserve natural beauty for all to enjoy.
- natural beauty
- Bike Lanes!!!
- Natural beauty
- ?
- berms for running/walking/bikig
- Respecting the beaches by leaving them clean.
- Road safety
- scenic aspect
- Beaches/scenic turn offs
- Beaches
- landscaping

North Hampton

- North Hampton to Rye
- The views. We've obstructed them too much.
- Estuaries
- The natural landscape
- all beaches
- Clean beaches and adjacent conservation areas.
- Every part.
- its simplistic ways especially north hampton, rye, new castle, porsmouth. No more development like hampton beach.
- Natural resources
- rural scenic nature
- Keeping in mind that it is not only a tourist area, but also where people live and limiting commercialization of the area to maintain the small town New Hampshire community feel and preserving the historical aspects of the area
- The entire coastline!
- The views
- anything related to wildlife
- the walkways and vistas, limited parking and clean beaches
- coastal erosion issues
- Natural beauty - conservation/marsh/seascapes
- Beaches
- The sands/beach and water quality.
- Clean ocean/coastline.
- Undeveloped natural beauty.

Portsmouth

- Let's get the water flowing under the road at the increased capacity needed, and elevated the road where needed. If houses are in the new high tide they need to go.
- Access and scenery
- Beaches, wetlands, native environment, narrow winding roads.
- Native environment - wetlands, beaches and historic narrow roads

- Character, overbuild.
- The open pull off areas
- Views and erosion
- State parks
- It is one of the most beautiful segments of road directly along the Atlantic coast.
- The beaches
- The wetlands and ocean front.
- Keep turnouts simple, increased parking will only increase use.
- Scenic views and recreation
- water views
- Beach access to all.
- historic character and charm
- scenic turnouts/vistas
- current character. Have Binnie remove the fence and trees that block public access to the beach near Wentworth
- I think all of it is worth doing what can be done to preserve the special-ness of the area all along the corridor. We live in a beautiful area and it should be protected from over development and the wrong kind of development.
- The surrounding natural areas, especially the marshland opposite the beaches. This could be a beautiful place for people to jog or walk along.
- Lives of corridor users.
- NATURE
- Unsure.
- Marshlands/wetlands
- scenic views
- Erosion
- The natural view.
- Wetlands
- Dunes
- scenic, rural areas stay rural
- views of ocean (not necessarily from the roadway if parking is adequate). Protection of what few dunes are left as they protect from storm surges.
- Dunes and marshes
- Protect the land from erosion
- ocean and marsh views.
- Water views and access.
- Limit the salt on the roads to protect the marshes, wetlands and ponds and the critters who inhabit them.
- beach front
- View of the water while driving, unimpaired by large developments.
- quant nature of new castle area. it would also be a shame to increase width of roads along coast in rye/hampton.
- Open views of the ocean.
- Marsh areas and views
- The marshland and openness of areas that have yet to be developed. Development should be restricted to single family homes of smaller stature.
- scenic views as you drive along the road
- Non-commercial and scenic quality of northern and central sections
- The... ocean, I guess? It's very big; I don't know that it needs much protecting at the county level. The existing state parks do a fabulous job of providing access.

- Tidal areas Beaches
- Ocean views.
- Access and view of coastline.
- Odiorne State Park

Rye

- Winding Roads and the natural look
- Marshes near and across from Odiorne Pt., and near Rye Harbor. These are natural flood protection and must not be developed.
- protect the use of the beach for the residents of Rye.
- The residence who live there so they are safe whether crossing the road or exiting driveways.
- The essential beauty. The large wetlands need to be protected from encroachment.
- The beaches.
- Beach and marshes
- The beaches and marshes.
- Beaches and wetlands
- The beauty of the area is a treasure for the town of Rye and should be a major concern. Allowing too many cars to overrun the area each summer, will eventually cause a fatality with the unsafe driving conditions allowed now. Protecting this corridor from over use and unrestricted parking is essential.
- The beach and the ocean.
- Keep the speed limit down to 30
- Protect the neighborhoods adjacent to the corridor by limiting development and approving responsible, appropriate development (limit building height and size to blend with surrounding structures)
- Salt marshes
- parking and open access to beaches
- Viewscapes of the marshes and ocean.
- Scenery, access for walking, cycling, and running on beach and next to beach.
- People's safety...need sidewalks
- scenic views
- Our beaches and personal property of residents.
- keep it natural, trimmed, but really it's silly to landscape something that is naturally lovely. Keep development out, prepare for rising waters and bigger storms. Towns NEED to write new zoning and building codes that reflect that fact that our climate has changed. Soon towns will be spending more on damage clean up from storms than they do on several other budgeted items.
- all
- The natural beauty of the area.
- Wallis Sands State Beach/Jenness Beach Areas
- The seashore.
- Ocean views and waterside access.
- the beaches
- damage from storms
- The rural atmosphere
- Natural resources. Public access.
- Protecting the rights of the residents that live along the stretch of road.
- Pedestrian board walks
- The marsh on the sides of the road...the litter blows into the marsh
- Retaining the road being right along the ocean for scenic views--and having safe areas to pull off and enjoy the view.

- Scenic views of the ocean.
- Preserving the family-friendly environment at our beaches and along the Route 1A/1B corridor.
- Scenery
- Walking, running and biking ability
- All
- All the natural resources and places along the way where the ocean can be seen from an auto.
- No commercial activity
- Multi-use
- The ocean, beaches and surrounding natural environment.
- The ability to see the scenery, not houses, walls, buildings or other structures.
- Protection from storms.
- Scenic vistas
- The marsh areas, too many people & trash
- Room for bicyclists.
- Safe access, safe crossing, bike lanes
- Marshes
- wetlands, nature, beaches.
- Wider shoulders
- clean marsh and beach
- Preventing further development and commercialism. Preserving historic elements
- The ocean
- The impact caused by coastal flooding and erosion due to more frequent storms.
- viewsapes and ability for pedestrians and bicycles to navigate safely.
- Keeping its character essentially the same.
- Natural beauty--views of ocean and marshes and access to both.
- Access to the ocean for all and safe bike/pedestrian lanes!
- scenic views
- the marsh views along 1A
- salt marsh water quality
- Ocean Water Quality
- The coastline
- All of it Leave it alone
- Natural flora (marshes, grasses, plants)
- beach is a precious resource and needs protection
- Marsh areas
- I believe the walking paths are very popular. I would consider putting in walking paths where the old ones were, Concord Point south towards the Harbor
- Natural landscape
- Scenic and historic elements Homeowners property rights
- scenic views, poor development ie ugly
- Local flora and fauna
- The seacoast in general is lovely but overcrowded. The entire NH coastline should be protected. Having more people on the roads is not an improvement but a detriment to the tranquility and beauty of the area.
- Maintaining a semi-rural coastal community.
- Views of the Atlantic from 1A/1B
- the beach access, water quality and runoff issues, and the natural character
- beach access and ocean....free and clean
- walking along ocean, coastal shrubs and trees and grasses.

- Views, turnouts, parking, beach access
- view and access to beaches
- Preservation and protection from development.
- Public Access
- views of water and marsh
- view of the ocean
- Ocean views
- The public beach accesses.
- the marsh
- The road itself
- the beaches from erosion and over development
- Maintaining the openness of the drive by continuing to have no parking along the stretches where there is no east side development along the shore.
- Lookouts
- The marsh land along the route
- Wetlands, Overall environment

Seabrook

- history and better life styles of our community
- Property owner's rights.
- Disallow motorcycles

No Answer/Other Community

- Beaches. It's why everything else is there.
- Any sidewalks and scenic areas
- Marshes
- The beaches
- I don't believe in expanding the road for cars but only for walkers or bikes. Keep the road small but accessible to those who wish to seek it out.
- Safety for all travelers on the road.
- marshlands, wildlife
- The coastline access
- The beaches.
- Marshes and areas that can absorb storm surges--that's just being practical, not noting the historic or visual aspects of the corridor's resources. We know we will have increasing surges and need to work WITH natural systems rather than against.
- Historic character.
- Its relationship to the natural environment and the mix of man-made elements and structures.
- The beautiful views and places to walk.
- Ocean views

11. What one change would you like to make along the Route IA/IB corridor in your community?

Hampton

- Improve road surfaces (pavement, lane markings, shoulders, etc.)
- Dog feces enforcement! Keep bikes off the sidewalk--but need SAFE bikeways for families etc.
- repair ocean blvd between "seabook" bridge to rocky bend
- Restrict height limits along Hampton Beach.
- New lower non-concrete wall, possibly brick or granite
- TRAFFIC
- Eliminate the structure building. It's taking away from the oceanic/scenic views.
- none
- additional bathrooms at ALL beaches (Plaice cove) and additional on North Beach
- Better parking for residents.
- Rebuild Ocean Blvd
- Another Hampton resident parking area somewhere near Winacunnet intersection.
- get rid of the on street parking in the breakdown lanes so that motorcyclists can get around cars that stop for no reason.
- I would like to see the availability of "free parking" on the corridor and side residential streets ONLY to those individuals that are residents of the community.
- Better beach cleanup/maintenance.
- Have public bus transit service in Hampton.
- Protect natural state, crack down on beach litter bugs! I avoid Hampton beach not family friendly.
- Walking paths / sidewalks
- A grocery store complex at the beach might help keep some of the traffic at the beach from speeding down our residential streets.
- Wider biking paths
- Add a bike lane in Hampton
- Walking/ bike paths.
- I would like to see more commercial businesses, particularly restaurants, along the corridor.
- add parking lot w/beach trolley transportation.
- Bike and pedestrian lanes. Safety first!
- Safer bike lanes. Not a biker, but old, narrow and often non-existent bike lanes makes driving dangerous for all.
- Bike lane through Hampton Beach
- Get the bikes from going over the Hampton Bridge! Somebody got killed last year. Something needs to be done about the "weekend" bike races on the weekends. The bikes are all over the road and the bridge going into Hampton is a nightmare.
- cleaner beaches. removal of seaweed and rock removal due to storm surges.
- wider roads/Bike lane
- I think a designated bike lane should be seriously studied for safety and pleasant enjoyment of these natural assets.
- Create a bike lane.
- Plow side walks in the winter.
- Dedicated bike path
- Surfers have taken over stretches in Hampton - I think the surf area should be limited.
- Dedicated Bike lanes, and more impact-full cross walks.
- Widen road and create bike paths to ease the tension between cyclists and motorists
- Eliminate the road side parking from Jenness beach to wallis sands

- More pedestrian friendly for families.
- Walkway separate from traffic
- Improve shoulders of roads so that they can be used by cyclists. Many are in too rough to be useful to cyclists.
- a see-through wall at North Beach.
- bike/walking corridor
- have speed monitored more closely during peak times!!!
- More resident parking ,bike paths
- Expanded bicycle lanes
- Bike paths
- less expensive parking
- Sidewalk from rte 28 to north Hampton beach
- Biking and walking paths.
- More places to park your car - walk - perhaps sit on a park bench enjoying a cup of coffee or picnic sandwich.
- The recent new pavement would have been it. I live in the north end of Hampton and the re-paving was a huge improvement. Continuing the new pavement further south would be a great improvement.
- Overnight side street parking for residents only.
- Sidewalks
- More resident parking as out tax dollars support the beach areas.
- Designated bike/walking paths with off street parking
- Get rid of offensive T shirt shops, tattoo parlors. Restore to a family beach. I cannot walk my grandchildren to the arcade because I don't want to answer questions about t shirts and what they say. Also, the no dog rule at Hampton beach needs to be enforced. Dog owners leave feces in the sand which is disgusting.
- Flood control from rising tides.
- Clean Up hampton beach through redevelopment
- enforce speed limits and ticket drivers for tail gating
- Signage for historic features, vistas, and buildings.
- NO BIKE LANES it only encourages them and NO MORE ROAD RACES. it seem every weekend there is ANOTHER road race supporting some cause. one a month is more than enough. Block all non residents from the roads untill they're cleaned up after a storm.
- Allow free resident parking in more locations
- Enforce the no parking areas along the route.
- Improve north beach wall
- a pedestrian overpass at Hampton Beach, so people can walk over the traffic when crossing Ocean Blvd
- If the signage could be coordinated to look alike it would give a unified feel.
- Traffic
- In town parking with shuttles to the beach in season to reduce the traffic here and ease the stress of our visitors from trying to find a parking spot and then having to pay high fees to park their vehicle before they even can begin to enjoy our beautiful coastline.
- More Policing
- turn on the street lantern in North Hampton at 1A/Atlantic Ave
- Can't think of any right this minute....
- Shovel or plow walk along North Beach in winter so it is walkable.
- Bike path development-rail to trail-Seabrook to Portsmouth
- bike path
- Replace the boardwalk in North Hampton on Rt 1A near Central Road
- Keep tourists off the Hampton River Jetty
- Widen the shoulder

- Create planning and design standards for all new developments. Stop segmenting parcels by allowing developers to do what they want. Be a stronger Town or RPC voice and have developers build somethings that fits and works with the surroundings, and improves instead of degrades.
- Lighten up on the tickets and sticker parking
- raze all existing architecture
- Make the boardwalk more aesthetically(sp) pleasing
- Less restrictions for fires and responsible alcohol consumption on beaches. This is the Live Free or Die state and there has been a disturbing increase in regulation.
- OFFSITE PARKING WITH SHUTTLES
- Slowly replace the "t-shirt stands" at Hampton Beach with more high end and desirable retail stores. I feel that local small businesses should be promoted before national chain stores and the shops should be regionally influenced.
- NH HAS A SHORT BEACH AREA. TOURISM IS KEY. OF ANY STATE THAT HAS OCEAN ACCESS, WE SHOULD BE THE STATE WITH THE MOST PRESTINE OF BEACHES!

New Castle

- Limit or eliminate bicycles.
- enforce single file bicycle riding
- More parking at Pettys- (the whole corridor is my community) New Castle is my home - bike paths and walkways need to be created and enforced. I am so afraid of bodily injury!
- Sidewalks
- Out of towners should pay a toll to sightsee in New Castle!
- Eliminate special events like bike or road races.
- ?
- Have scheduled races have traffic control with EMS on standby.
- Have walking paths in New Castle.
- Lower speed in New Castle. This would promote the safety of New Castle residents using their street and discourage those who drive through as short cut.
- Bike and/or walking lane or path through the town of New Castle
- In New Castle (1B): more law enforcement of traffic laws with all or a portion of traffic law violation fines going to the town rather than the county or state as it now does as I understand it.
- Safe walkways
- Better lighting
- Make 1B causeway wider to accomodate walkers & bikers.
- sidewalks and bike paths (separate)
- Add a pedestrian path or sidewalk along entire route.
- Sidewalks and a bike lane along all of 1B.
- No bikes or joggers during "rush" hours.
- Walking path alongside of road
- Create safe paths for pedestrians and bicyclists
- place power and communication cables underground . Cutting donut holes through trees along the roads looks ridiculous! And it is only a short term solution for preventing storm related power outages.
- Bikeway/ walkway off the motorway.
- Continue walking pathway through New Castle
- RAise the causeway leading into New Castle
- sidewalks
- More walking paths.
- lower speed limits, increase signage re limits and police enforcement

- Bike paths & sidewalks
- Side walks
- eliminate motorcycles
- We need bike paths
- enlarge the shoulder
- Speed bumps and rumble strips to slow traffic. Speed bumps can be removed in winter to meet the plowing objection. Some, like Rep. David Borden are enthusiasts for walking and bicycling. But the cost of bicycle lanes is totally disproportionate to other priorities for limited funds. In an era of distracted and impaired drivers, to bicycle or baby-push on these roads is folly.
- Improve causeway in New Castle to be more storm resilient, pedestrian friendly, and scenic. Why the state didn't widen and use scenic guardrails when it redid it is a mystery to me.
- Cross walks
- bikers ride off road for safety
- sidewalks in new castle
- More walking lanes
- No change comes to mind.
- extend the Safepath toward the New Castle Library and eventually have designated walking and bike lanes.
- none other than keeping bikes off the road ways
- More walking paths
- In New Castle, a walking path should be installed entirely along 1B.
- cycling safety for children
- I would like to see Foyes corner developed the way LaBrie is talking about doing it now ie as a village shopping area. However, I think a near 300 seat restaurant is too big for that circle. There has to be some smaller restaurant concept that would make economic sense for the investors.
- Walking path through New Castle.
- public transportation available and safer walkway
- Widen Bike Lanes
- Pedestrian crosswalks for 1B through New Castle, especially for the WBTS homes
- Secure paths
- ?
- The ability to walk along 1B in New Castle
- add space for a bike lane on 1B !!!!!
- Space for bicycle paths and walking
- bicycle and walk paths
- Walking / bike paths
- The addition of a bike/walking path from New Castle to Portsmouth
- bike path along the entire corridor

North Hampton

- More Community involvement, more of a happening area with restaurants
- I may note this again in other parts of the survey. We have a beautiful shoreline that is not nearly as pretty or visible as it should be. We have a created a gravel pit look with the huge berms that total block some of the most spectacular views in all of New England. In addition we have these crappy DOT signs obstructing the view, just look at the end of Atlantic Avenue!
- Stop high rise development at Hampton Beach
- Enforce traffic laws and beach restrictions
- build more effective sea walls where flooding routinely occurs during storms

- Real bike lanes.
- No more commercial group activities on town beaches.
- increase town parking only.
- Limitations on commercial and residential development
- limit all development
- Creating more paths (similar to the Little Boar's Head walking path), especially in the Rye area (north of Jenness), or between North Hampton State Beach and Hampton for walkers/runners
- Paint the lines
- Tear down the Beach Plum.
- Side walks & bike paths
- higher visibility of police presence
- Better control of traffic, illegal parking, storm damage, bike races and motorcycles.
- enforce motorcycle noise limits
- Addition town parking spaces for north Hampton residents.
- Slower speed and or adding a real bike corridor.
- Sidewalks and bike lanes
- Get rid of the ice cream stand that has no bathroom facilities and too-small parking lot - overflow onto state beach across the street. Also, dogs allowed on state beaches after 6 pm in season and anytime winter.
- Better enforcement of traffic and parking laws, especially at North Hampton beach.
- Bike lanes

Portsmouth

- I like it as it is.
- More access for multitude of uses
- Protected bicycle lane
- Protected bike lanes
- Bike and walking path
- Once you arrive in Portsmouth on 1A/1B you get lost in the tangle of city streets... it can be very confusing for visitors to find their way to parking or other services. All the wayfinding for Portsmouth assumes you come in from Route 95!
- In my community it would be to reduce speeding.
- Create a bike/ jogging path
- Wider shoulder/bike lane for safe recreation and driving during the summer months in particular.
- Biking and walking lanes
- Pave the shoulders so you can bike without fear of death.
- Create safe spaces for cyclists and pedestrians along the whole byway
- SAFETY: Speed limit enforcement; crosswalks, pedestrian visibility; sidewalks and bike paths.
- More parking
- designated bike lanes
- bike paths!
- wider biking and jogging lanes
- Fix the roads - grade them and repave them.
- Make it bicycle/pedestrian friendly.
- Dedicated off-road paved trails for pedestrians and bicyclists.
- WIDER BIKE LANES
- Unsure.
- preserve open space and limit development

- walking/bike paths
- Bike paths
- Add a bike/walking path.
- Enforce leash law
- Bike and walking lanes
- wider bike lanes, better signage to share the road
- Separate bike/pedestrian path on both sides.
- Nothing I can think of on the Portsmouth end
- Better bike paths
- Improve side walks/ bike lanes.
- Running and bike lanes that are separate.
- wider roads and pedestrian lanes for runners and walkers
- better path for walkers/runners/bicyclers along 1-B
- Better management of beach traffic
- Addition of pedestrian/cycling lanes
- widen the road so it is safer to drive on
- Repaving and widened shoulder on Sagamore Avenue from South Street to Sagamore Creek
- 24/7 access to the state parks; get rid of those gates!
- Restricting noise factor of motorcycles
- Add a bike path.
- Bike lanes.

Rye

- Cut back on parking
- Less Trash, Rye
- No new building!
- Limit public parking and surfing.
- Lower speed limit. More protection for the people who live there over business endeavors. business should not be allowed over the public's use of the beach.
- Wider bike paths, maybe lower the speed limit in the summer. More crosswalks.
- A better bathroom facility at Jenness Beach/.
- Enforcement of private property rights
- Eliminate parking on both sides of Rt 1A all along the coast, or minimally install parking meters on the east side, and disallow parking on the west side of 1A. Like everywhere else in the world, for any recreational activity, visitors must arrive early to get a parking spot.
- Eliminate parking on rt 1a
- Parking meters and parking on only one side of the road. More police patrols during the summer.
- Restrict Surfing! This would remove some of the strain on the parking, behavior issues, safety and overcrowding at the State Beach and at Jenness Beach. The surfing in Rye is
- Eliminate the amount of parking on RT1A (OCEAN BOULEVARD)
- In Rye, walking paths on top of the storm barriers so we can enjoy the view ... that would be great!
- No parking along 1a
- lower speed limit and limit parking to one side of Ocean Blvd. in the summer
- Remote parking and shuttles for Summer beachgoers in Rye.
- Limit parking on road along Route 1A in Rye
- sidewalks
- No parking allowed on bike path

- Restrictions of activities along the corridor.
- keep it as beautiful as it is. No building on shore side and restrict what people can build to reflect that we live in a fragile eco zone.
- none
- Stop advertising this area. Rye has been inundated during the past two summer seasons. Space here is finite. Encouraging greater traffic here will serve to enhance problems and increase the seasonal problems currently experienced by residents of this area. We have worked to maintain peace along our shores which allows beach goers to utilize the dry sand in front of beach front property. Imagine the result of beach front residents, with deeds that extend seaward, claiming that land as private.
- restrictions on where cars can park on the road around driveways (minimum of 5' clearance on either side for visibility of homeowners)...
- Larger walking, jogging and biking paths
- Parking on RTE 1A
- Less parking on 1A to relieve congestion
- walking and bicycling safely
- Wider roadway for safety of walkers and bicyclists
- limit parking. too many people coming without enough resources - safety, trash sell beach permit stickers like they do in MA to make \$\$ to pay. residents can just foot the bill with higher taxes
- Bike lane.
- No parking on Rt 1A!
- Eliminate on-street parking.
- Regular litter pick up
- Resolve the road shoulder parking and the resulting trespassing across private property to gain beach access.
- SEE NO. 9
- Use the 100 ft. right of way to ensure that there are safe lanes for bicycles, pedestrians and parking, without interference between the three or with automobile traffic. Two lanes is adequate, but bicycles are in severe danger of colliding with doors on parked cars that suddenly open. Pedestrians walking to the beach need their own lane safely separated.
- If only one change could be made, I would recommend safer pedestrian pathways and crossings. We must better protect the children crossing Route 1A/1B with their families.
- Wider bike lanes
- Create separated path for walking, biking and running
- Towing car parked illegal
- bike lanes
- Recent re-surfacing is very helpful, so maintaining that surface while preventing too much runoff in flood-prone areas.
- Making parking on the shoulder available to residents only
- Promote safe and courteous sharing of the road by all.
- enforced fines for people that litter and use the beach as an ashtray
- Eliminate cars from the area. Implement public transportation such as a rail or trolley.
- Add a crosswalk connecting one part of Harbor Avenue to the other side.
- Wider bike lanes
- NO PARKING ON THE WEST SIDE OF RT 1 A
- Add a bike lane.
- 2nd Cross walk at Wallis Sand's extension, prevent major developments on the West Side of 1A, such as the proposed Wentworth Beach Club that would have had drastic impacts on crossing traffic
- Satellite parking
- Eliminate parking along one side of 1A and install parking meters so people would stop hogging space all day long.

- limit beach parking to one side of the street
- Bike Path
- more town trash barrels and collection
- Well maintained bike paths wide enough for walkers and enforced use of them
- Re-instate town trash pick up on beaches and along all roads
- Create a safe bike path.
- viewsapes and ability for pedestrians and bicycles to navigate safely. Smart density zoning as corridor gets more popular to preserve historic scale.
- Bike lanes.
- running path
- Establish a legitimate bike path from Seabrook to Kittery, ME.
- Safe bike lanes!
- Bike/Walking Paths on 1B in Rye and New Castle.
- more work to prevent Odiorne Park being overrun by invasives
- public transportation access
- Eliminate pollutants entering the ocean
- None
- BIKE AND ROAD RACES - THEY HAVE TO STOP !!!
- Better bike/walking paths
- limit parking in rye on 1a/1b.....shuttle from distant site may be helpful
- The signage laws need to be enforced.
- Safe bike or walking path.
- Stronger police enforcement of resident's property rights
- parking
- Restrict traffic to certain hours on certain days.
- No commercial activity on the beaches. I would also like to see stronger parking violations in place for when non residents park in areas where resident parking permits are allowed.
- Safer walk/bike routes along the corridor
- bike lanes and enforcement of speedlimits and cars giving pedestrians and bikers the right of way
- monitoring trash throwers from vehicles. Fine when observed.
- Improvements for bicycling and pedestrian safety.
- widen road and add bike and walking lanes
- Widen the bike/walk path.
- Bike/Walking Path
- designated bike/pedestrian lanes
- add bike lanes and remove on street parking
- Improve bike lanes--widen road.
- To have another affordable family restaurant with outdoor seating.
- no more building of any sort
- Better access into Jeness Beach
- stop the encroachment of residents who take the public beaches and encroach in the right of ways
- Add toll booths at the Rye town lines.
- better/safer lanes for walkers/bikers
- Trash pickup along the route-travelers throw their trash along the route
- Better walking paths, biking paths

Seabrook

- Transit with parking
- None, we have our act together.

No Answer/Other Community

- Free parking for the resources In my town not the "State's Park"
- Bicycle lane
- Bike lanes
- Finish the walking path from the Wentworth Hotel to the post office
- Better bicycle paths
- Dedicated bike/pedestrian lanes
- No smoking on beaches, limiting commercial uses on the beaches (ie surfing, other classes)
- Create a coastal pathway for the complete length of the route (like in Portland)
- marked bike lanes
- No more building on the marsh or dunes; it's not just for aesthetics, but because of the physics of storms.
- It would be great to have a bike lane but as soon as the state does that upgrade you can kiss the historic character goodbye. I live on 108 and there community has been pushing for a bike lane for decades. Now that it's about to happen there are many, many, many unintended consequences. I'm afraid we'll regret getting the state involved.
- It's not in my community.
- N/A

12. If you could add one pull-over for a scenic overlook along the corridor, where would you put it?

Hampton

- Little Boards head
- There are already plenty of pull-overs; I cannot think of a new place to add one.
- The Hampton "mound"--formerly the dump--GREAT vista--could be fantastic recreation area --split it for dog park and people park--work out stations--walking paths with HILLS!
- good question .. at Seabrook beach and public access
- North beach or north beach resident beach area
- There are enough already. If you make a pullout, you'd better be willing to budget for cleaning & maintaining it year round.
- North Beach or Plaice Cove,, Hampton, NH , or Rye Beach, Rye, NH Everyother area has structureal interference.
- north hampton bluffs
- ? Rye
- Just north of Rye Harbor
- Boars Head area of Hampton
- I would put it at or near the Seabrook/Hampton drawbridge so that sightseers could watch the boats go in and out of the harbor.
- At the north end of the wall in Hampton to view Isles of Shoals.
- Unsure
- Maybe along some of the marshes in north hampton or rye.
- Boars head
- Somewhere in North Hampton/Rye?
- Little Boars Head
- North Hampton at the intersection of 1A and Route 111.
- near hampton/seabrook bridge or 101 marsh area viewing
- In Rye.....
- fine as is
- right at the curve-near fuller gardens
- Top of little boars head
- Difficult question. Ideally at either end, with possibly one in the middle. Lack of parking along the byway creates hazards.
- Somewhere near Little Boars Head close to Route 111.
- None
- Top of Little Boars Head
- Rye Harbor
- I think we alerady have a good number of places for people to pull over, I do not think we need any additional.
- Don't need anymore
- North Hampton.
- No
- not needed
- Wouldn't!
- Church Road Area of Rye
- I'm not sure where one could be added or that I would add one if I could. Seems like there are plenty and I'd be more interested in safer ways to walk from one to the next if that was possible.
- At the corner of Ocean Blvd and Boar's Head.
- North Hampton North Hampton

- I don't know
- Hampton State Park
- n/a
- Free access to RyeHarbor State Park
- In front of the old Fuller house in Rye
- By the old Farragut Hotel in Rye
- Rye stretch
- I think there are adequate pull overs now
- Down by the Underwood Bridge
- Rye
- Somewhere near Rye Harbor.
- I would not
- north of Wallis Sands Beach
- Oh golly. I'd have to drive up the road and check it out for this answer. Certainly somewhere with a view of the ocean - that's a given.
- Rye
- Rye - along with the others
- I think the Rte 1 / Rte 101 interchange allows a good opportunity to create some kind of parking area to promote the marsh and town.
- I wouldn't
- up near Odiorne, somewhere
- Boars Head
- New Castle, near the Wentworth Golf Club
- WOW...TOUGH TO CHOOSE
- Not sure

New Castle

- We have enough overlooks.
- At the northerly turn off, near the Seacoast Science Center. Create a hill with a view. It would have to be big, because it would be popular. The SSC should be made more approachable.
- Near the Wentworth hotel
- not sure
- Just north of Washington on Route 1B in North Hampton
- ?
- N/A
- near Goat Island
- Add another one between Wallis Sands and Odiorne Point.
- 0
- Wentworth Road/Little Harbor
- Saunders Poynt in Rye
- Near scenic marsh vistas.
- I don't think we need any more scenic overlooks along this corridor.
- South of Ordione
- On rte 1A in Rye
- Along the rye beaches
- by the marshes on Rt 1A
- New castle

- no opinion
- South of Odiorne Point.
- Wentworth by the Sea Country Club
- Seems as if there are plenty of such places now, except for the most peak times in summer.
- The lost area in Rye next to the golf club.
- Near the Wentworth bridge
- Along Rye Beach
- ?
- where the original overlook was at Sanders Point....next to the Wentworth CC
- in the next town
- NA
- Somewhere where drivers could look over the Wentworth Marina. A lot of summer drivers slow down and strain their necks on the Wentworth bridge.
- Do not know
- unsure
- No opinion
- no opinion
- ?
- n/a
- Non needed.
- Along ocean road
- Between Jenness beach and rt 111
- No opinion
- don't know

North Hampton

- Probably near Rye Harbor
- Just north of the Rye State Park.
- Just south of Odiorne where they already exist.
- There's already one there
- rye harbor/ragged neck state park area
- Don't know.
- There already is one just take the no parking signs down. Right in front of the "tower" house in Rye.
- rye
- Rye Portsmouth border
- Nowhere.
- None
- They already pull over in too many places creating eyesores, difficult traffic patterns and impeded sidewalks.
- I don't think we need more
- Don't see a need for another pull-over.
- I wouldn't - get out and walk to really enjoy the scene!
- End of Atlantic Ave, North Hampton.
- Nowhere.

Portsmouth

- Where the Wentworth Golf Course took it away!!!!!!!!!!!!!!!

- unknown
- Any high point
- Anywhere high
- next to wallis sands
- No additional
- In and No Hampton Rye with direct access views.
- Not a concern for me. I do enjoy driving the corridor all times of the year, however, my main reason for being in the area during the summer is to go to the beach with my family.
- I'm satisfied.
- I would not add.
- New Castle
- the portsmouth intersection at Marcy St and Newcastle Ave - has heavy pedestrian use along the seawall particularly in summer. Many people stop and lean over the railing to enjoy the view, take photographs - but the sidewalk is not wide enough to accommodate this. A small, widened scenic viewing area here would be great and well used. Benches would be helpful.
- Near all the large mansions in North Hampton. This view is the best view on the coast.
- no opinion
- New Castle
- I don't know if we need any more. There are quite a few along the ocean on Ocean Blvd., and I don't know where else there could be any more to add.
- IN NEW CASTLE
- Unsure.
- we don't need any more pullovers, there are many along the road already
- bass beach to watch the ocean/surfers
- 1B across from the Shipyard Naval Prison.
- None
- South of pirates cove
- Rye, where it is "resident only" parking.
- ?
- North Hampton
- Welcome to Newcastle sign next to graveyard on 1B.
- In front of the mansions south of Jennis Beach.
- Little Boar's Head
- Opposite Odiorne--Marsh views
- Something by the Wentworth Marina
- not entirely sure but a pretty view that shows not only the ocean but also the wonderful architecture located on that road
- No opinion; I like what's there now.
- Seabrook beach area
- New Castle, near Wentworth by the Sea.
- There are enough.

Rye

- Odiorne Point
- After the big bend before Bass Beach
- Use the ones that exist now.
- I can't think of any. It doesn't seem to me that there are any areas that are not served now or that the margin along the water would allow.

- NOWHERE... well maybe by Rye Harbor.
- Near the Wentworth by the Sea Hotel.
- Near Wentworth by the sea
- There is no need for a scenic overlook in this area. Driving towards Hampton affords many beautiful views. Leave it at that.
- MAINE
- Little Boar's Head
- no more overlooks needed
- Can't think of a spot where there isn't already an overlook. At the end of Atlantic Ave. is particularly scenic, but expanding the overlook here would detract from the scenery!
- would not waste money on that. There are plenty of places to view the ocean along the Seacoast
- Odione Park
- not sure
- near Ray's restaurant
- Rye/North Hampton border
- n/a there are plenty
- Rt. 1B, overlooking the southend of Portsmouth
- North of Wallis Sands beach
- North Hampton
- Next to bridge at Wentworth-by-the-Sea
- ?
- In Massachusetts.
- Rye Harbor
- Just south of Concord Point in Rye
- ??
- Close to Route 111 and 1A.
- Seabrook nuclear plant
- we have enough scenic overlooks
- The number of pull-overs is excellent, given the short coast. Wouldn't seem to be any other convenient place.
- no where
- North Hampton area south of the Rye town line where many folks already park on the roadside. There is a small park there already with benches and a walkway.
- Close to where South Rd. connects to Ocean Blvd.
- North Hampton at Atlantic avenue
- not necessary too many already
- Next to Ordiorne
- No need
- Foss beach
- Near Atlantic Ave
- ?
- see 11
- No idea.
- At Rye Harbor near sharp right going North.
- No opinion.
- no where. lots already
- Straws Point in Rye
- I think there are a lot of good ones already.
- at the rye harbor bridge south bound lane just north of the bridge

- nowhere
- We have enough
- Rye Harbor
- WOUL;D NOT ADD ANY
- The overlooks between Washington Rd and Odiorne Pt. are sufficient - they need to be better publicized.
- enough pullovers now
- Traffic crawls by the old Fuller mansions in North Hampton.
- Rye.
- I would not build one as it would add even more traffic congestion.
- no place. There are enough heading toward Portsmouth
- The State Park by the Harbor should be free and the south end of Odiorne's Point would be a nice place to develop for a scenic pull-over.
- North of Wallis sands
- Straw's Point - just kidding
- rte 111 and ocean blvd intersection
- Park your car and walk the beach. There is no feasible scenic overlook.
- North Hampton, Boars Head area near North Hampton state beach.
- North Hampton
- Rye Harbor or Newcastle
- north hampton by the state beach/renovated restrooms
- Rye has a lot of turn outs and scenic stops—more than south of here, so don't think Rye needs one. I can't think of any locations elsewhere at this time.
- Rye on the rocks
- would not
- Would not add any more
- from Rye into North Hampton coming down to Little Boar's Head where it looks out to the Islands
- Can't picture any places large enough to create a safe scenic overlook.
- Foss Beach area
- Near Odione Point
- Rye beach area

Seabrook

- North Beach in North Hampton

No Answer/Other Community

- North Hampton along the cliffs
- Along the stretch of road south of Odiorne State Park
- At the southern tip of Rye Harbor
- I don't know the corridor well enough to describe it, but I think in Rye - near Seacoast Science Center - you can't see what's there from the road.
- North of Rye Beach

13. What one thing would you do along the corridor to promote and enhance tourism?

Hampton

- Add beaches in Rye and get rid of all the rocks so people can enjoy the water
- add to the Hampton State Park by the bridge. It is part of the NH Audubon Important Bird Area as is the entire harbor area. There is a Monarch Waystation at the park since the Monarchs abound some years by the thousands in fall. Hampton harbor is nestled between Parker River Wildlife Refuge and Great Bay Wildlife refuge. Adding the Hampton harbor area to the wildlife refuge and utilizing the Hampton Beach State park for the environment and scenery would add a great deal to the seacoast. And no trailers. If the Park was used and developed as a gem at the beach I think it could be self sustaining. ie Gardens and a center/cafe
- Improve parking for access to beaches/local restaurants and businesses. For example, a lot of people park in "leased" spots to access the Beach Plum in North Hampton, or park along the road's shoulder because the Beach Plum has a very small and awkward parking lot.
- Ask the tourists!!!!
- isn't there enough folks visiting the area now? more motel/hotel rooms if higher quality
- Promote more year-round businesses staying open in Hampton so the businesses would reinvest in upgrading their property.
- Nice looking wall from Hampton to north beach area, use empty area in north beach by bath houses for covered benches, etc for small concerts & events
- Wildlife refuge. Shops with area history/information ie: books, videos that tourist can purchase.
- I like the one off events that bring bursts of people...
- Clean up main beach and add higher end shops, hotels, etc. to draw a wealthy crowd
- Improve access by replacing the Hampton River Bridge with a 4-lane, fixed span bridge.
- Remote free parking with shuttle service to beach
- A separate lane for motorcycles so that the cars that slow down when we get behind them can be circumvented.
- Clean up the run-down buildings to make the entire corridor a more attractive area to vacation.
- More ocean side restaurants!!!! Glass/plexi sea wall.
- Have a full-service welcome center. Full-service as in some vending machines and clean bathrooms.
- teach about nature, ocean, fish, environment, etc. protecting & sustainable living
- Unsure
- Grocery store Complex that helps keeps tourists and summer residents along the corridor rather than speeding through our neighborhoods.
- Nothing
- Trolley service! There used to be a regularly running, throughout the summer trolley service when I was little and we would look forward to using public transit every summer! It was one of the highlights! It also decreased traffic BIG TIME!
- Change the roads at the main beach.
- More restaurants.
- add complex with better quality restaurants/shops/hotels.
- Guided/narrated tour.
- Revamp old and outdated hotels (especially those along Hampton Beach). Farmers market (seasonal) at the beach.
- Improve access for pedestrians....
- trolley system
- Improve walking and biking routes
- Larger designed parking areas, safer walkways, and possibly some public transit.
- Bike lane. It is a popular place for people that like to ride bikes and run so it makes sense to promote the route as a walking or bike route.

- Nothing.
- Hampton beach is not a family friendly place.
- A bike lane as well as a walking path that connected the length of the seacoast would be an amazing asset and provide an easier access point for tourists.
- Increase public transportation to the beach to help decrease traffic congestion during peak days such as 4th of July. Maybe an off beach parking lot with free shuttle service. This seems to work well during the seafood festival.
- Family friendly and safety walking/biking areas.
- Public transit
- I would not promote tourism on 1A, it is already too congested, restaurants and parking are full. The walking paths are heavily utilized.
- keep everything clean, do not overbuild. The new state structures are great, keep trending that way.
- small, locally owned business such as coffee shops or sandwich shops
- Nothing
- I don't want more tourists, it benefits the State of NH via the Meals and Rooms tax, but coastal communities are impacted with the expense of managing tourists, primarily public safety related.
- Off street parking
- none
- The Hampton state park area could be promoted more.
- Bike lane
- Sorry I wouldn't we have enough tourists impacting our way of life!
- Pull out with rustic areas for local artist and small food vendors.
- See #10. Basically just ways to encourage safe biking and running in as long a continuous line along the coastal section as possible.
- Create a four-season attraction that pays for itself.
- Improve cleanliness and safety of beaches.
- Clean up Hampton Beach area so it is a quaint family friendly area instead of disgusting drug and violence filled area that local people avoid at all costs.
- More police presence on beaches to reduce alcohol/open container
- As mentioned above, clean up the shops at Hampton Beach.
- Allow sidewalk vendors to cater to North Beach area in Hampton.
- Signage
- Maybe a website for the entire corridor that promotes businesses, features and activities and events along the corridor.
- Stress nature
- Nothing, allow this 13 miles of seacoast to be what it is a corridor to Hampton Beach and Portsmouth
- Nothing
- cheaper parking or trolley service to/ between the area
- The beautiful planing areas now in Hampton the expanded park area adjacent to the Seashell need to be kept weeded and free from trash. They look messy.
- Nothing, there's enough of that
- Make it easier to get here and to park once you arrive.
- Nothing
- pick up rubbish
- Make it look nicer, have restroom facilities at intervals, provide adequate parking
- Good breakfast restaurants.
- develop empty lots at Hampton Beach--finish rail to trail bike path Seabrook to Portsmouth
- Well-advertised shuttle service, from various parts of town and trolley service along 1-A and 1-B.
- bike path

- Address traffic congestion
- increase parking
- More walking paths, some commercial food truck locations
- Bike shoulders and safe walkways and crosswalks
- I don't like tourists
- Something that attracts people with a brain in their head... and money in their pocket. No more tee shirts, fried dough, tattoo parlors, no more trans fats for the so fats. Maybe a aquarium or ocean museum, something that attracts people like Mystic CT or other attractive ocean side communities. People want to know they can go somewhere and be safe with their kids and their own lives. Maybe the bike trail goes through land on the west side. Behind beautiful marshes and forests that we can't appreciate when looking at the "ocean". Very successful on the Cape. Through peoples backyards practically without being a nuisance. A beautiful, safe way to travel for old and young, regulars and visitors. The "corridor" should be seen as much wider than a strip of asphalt that hugs the edge of the water.
- More parking for out of town residents that are closer to the beaches.
- Add more public parking in Rye and encourage families and businesses to use the beach. Bonfires in the evening, exercise classes in the morning etc. It is a treasured resource and should not be restricted because for enjoyment of Rye residents only.
- MORE PARKING AVAILABILITY?
- A few nice, local restaurants with outdoor seating and ocean views.
- ENFORCE LAWS- DOGS ON BEACHES WHERE IT IS POSTED NO DOGS. MORE MAINTAINENCE OF BEACH AND REC AREAS WHERE NONE IS BEING PERFORMED!

New Castle

- Limit or eliminate bicycles on existing roads. Provide bicyclists with alternative bike-riding areas. Turn Pierce Island into a cyclists' paradise where they can ride all they want. Our roads were not designed to handle cars AND bicycles, period. Trying to make it work in the 1A/1B corridor isn't working. Find another solution. Other cities have maps designating specific streets where bikes are allowed, making other streets off limits. Most of 1B should be off limits to bicyclists due to the narrow space, even for cars.
- Advertise in the Pacific Coast region in Oregon. Our corridor is equal to theirs
- Again, bike and walking paths and protected areas
- shuttle or trolley tours
- We see no reason to promote or enhance tourism. We residents pay taxes to support the towns along the corridor. In my opinion our rights are vastly superior to those of the tourists who do virtually nothing to support the New Hampshire Seacoast. They are the ones who leave dirty diapers on our beaches. The value of tourism to the New Hampshire Seacoast is vastly over-rated.
- ?
- N/A
- trolley run from Hampton Beach north along 1A
- Add bathroom/clothes changing facilities.
- I prefer to keep tourists away
- Historic Site Signage
- see 11. We don't need more vehicle tourism
- Signage to promote cleanliness and no littering.
- Not sure I want to enhance tourism along the corridor. ;-)
- Better signage indicating points of interest and alternate routes for thru traffic.
- Improve parking availability along rte 1A
- Not interested in promoting tourism. Perhaps birdwatching opportunities.
- more signage of places for people to visit

- create more scenicpicnic/rest areas
- Better parking
- bikepath
- A trolley service
- not needed
- As a resident I'll be frank -- I'm not looking to enhance tourism beyond the current levels. It seems to be the roads and businesses are near capacity now in the summer months.
- Improve walkway/bike lane from Portsmouth to New Castle, particularly causeway. It is used by hundreds of pedestrians a day in summer and is very narrow. State did a very poor job of "renovating" this section. It needs to be redone.
- Not sure that I would want to enhance tourism.
- sidewalks
- Promoting or enhancing tourism is not an interest or priority to me,
- some type of historical signage that outlines the highlights of the area....could start with "did you know that....." i.e. Paul Revere made his 1st ride to New Castle!!
- none
- Widen and lengthen the walking path along Ocean Avenue in Rye and North Hampton.
- Signs
- Improve signage. So many places in our area there are signs to Strawberry Banke, let's say. So, you turn in the direction of where the sign pointed you, but there are no follow up signs, and I know that the driver is still quite a distance away! I'd be very frustrated as a tourist.
- Fix bridges as soon as possible.
- improve parking conditions and signage
- Widen Bike Lanes
- Bike Paths
- nothing
- nothing
- walking and/or running events
- Too much tourism already! Visiting people do not seem to take care of the environment. They have no investment in the community.
- Not sure if it is needed. Already have plenty of tourists.
- More safe biking / walking paths
- Better parking
- Nothing.....there are enough tourists

North Hampton

- Restaurants in Food Trucks
- Enhance the Hampton Beach area to be slightly more upscale especially along the retail establishments.
- I would not promote anything. Unless the state sends back what communities send them in meals and room taxes, I gain nothing from promoting the corridor other than a degradation of life.
- I don't think this area can handle any more tourists, so therefore, I disagree that we should be promoting and enhancing. The saturation point has been reached, and no matter how much anyone hopes to get thousands more tourists, we cannot squeeze them into this space
- nothing--the beaches already look like the public beaches on the jersey shore
- Don't particular want to increase tourism.
- Nothing. The state has done enough by advertising on websites to get half of quebec to come down and disrespect us and our beaches.

- clean up hampton beach to higher end attractions to attract families looking for a nice beach vacation not full of drunk/drugged streets.
- More open space
- Nothing
- REMOTE areas of parking with trolleys/public transportation, specifically to Hampton Beach
- We have enough tourists. But - I know they are necessary evil. (haha) so that being said ... Promote a different type of tourism... Eco tourism, people that respect the land, the water, the history. They are not there to dirty the beach - let the dogs poop all over - leave their trash - and drive like a maniac up and down the road. They are walkers, bike riders, hikers and photographers etc etc. They want to explore the beauty of the area - without trashing it. Get a better grade of tourist!!!!
- I don't want to promote or enhance tourism. We have too much of it now!
- None, we have too many tourists as it is.
- tourism is already high on summer days. no need to encourage more.
- control traffic, parking, beaches, motorcycle noise and create clear locations for parking.
- Encourage no dog waste - provide more signs/bags/enforcement
- Better signage. Identify parking opportunities, identify when the next beach, pull off, scenic view space is. Map the route for all - have available for smartphone so people can follow it up and down Rte. 1A/1B
- Don't want to promote...
- Why? This is a well used area and some people are rude - why would we want more rude people around here, specially ones that disrespect others, litter, and are rude. It's a special place let's keep it that way!
- Enforce existing laws re: parking, littering, crapping dogs.
- Nothing.

Portsmouth

- Direct them to Rt 1 and downtowns for restaurants and shops. Guess I could have done a better job with the drop down questions.
- occasional rest stops/ solar showers. Partnered events with retailers (surf contests, races etc)
- Protected bicycle lane
- Protected bike lane, entire length
- bike and walking paths.
- Corridor map that shows where public facilities are.
- Add walking paths and have maps available of paths, turn outs and parking.
- Add a walking/jogging/bike path
- Make sure that the area is safe. Safe to walk to the beach from your parked cars. This summer in particular, things at the beach felt a bit "frantic", drivers not stopping for pedestrians, drivers not obeying speed limits, and bikers in the way of drivers.
- I like it the way it is.
- Garbage cans and recycling!!!!
- Make it cycling and walker friendly
- Historic markers at scenic pull-overs (pedestrian and/or vehicular).
- Encourage people to use the beach and ocean: surfers, swimmers, exercisers, everyone. And, add garbage cans.
- bike paths!
- The organic growth is more than enough growth. I suggest that we find a way to slow the growth. The neighborhood that I live on is in the Ports/Rye section and I have to use the road everyday.
- I'm not sure that's one of things I think are important enough compared to other issues.

- Make it much more bicycle and pedestrian friendly, especially from Portsmouth, across Squamscott Bridge, to the traffic circle.
 - Promote awareness and enforce laws on speeding and other reckless driving
 - NOTHING. IT IS ALREADY OVER USED BY LOCALS.
 - Unsure.
 - provide more public access to the beaches and safer parking
 - safe walking/biking path especially on 1b - a separate bike path the entire length of 1b and the northern part of 1a from route 111 to Portsmouth.
 - Add nike/walking paths
 - None
 - make biking safer, enforce traffic laws regarding speed
 - parking and safety (pedestrian, bike)
 - The problem is too many tourists. Bus shuttle would be great.
 - Parking is a serious issue and the amount of traffic can be frustrating...not enough parking for visitors to stop to access public beaches, causes traffic blocks.
 - Why do we need to promote and enhance tourism? Can we leave a good thing alone. Development is not necessarily progress.
 - widen road and add bike lane where possible
 - Bike trails - Bike rentals -
 - make it walkable and more direction signages
 - Have information at restaurants/shops to inform public/visitors.
-
- Don't promote more-fine as is.
 - Limit use of motor bikes
 - Addition of pedestrian/cycling lanes
 - Not sure
 - Improve walking paths atop berms
 - Have free or cheap parking off the corridor with free shuttle service to at least Wallis Sands, Jenness and Hampton beaches. That'd help with traffic and parking on the corridor as well.
 - Nothing
 - Continuous, separated bike/ped path.
 - Improve rental accommodations by attracting a large scale eco-resort that supports the local heritage, culture, and natural resources.
 - Not enough land open to public to make it worth promoting more people to the area except for Hampton Beach.

Rye

- Ranger Marsh tours on walkways and canoes
- Restore restaurants like Saunders, Pilot House and Joseph's Rye on the Rocks for public enjoyment of the resource - encourage re-development of existing structures, not new building.
- None
- Beach trolleys from Portsmouth and from other areas with hotels. I do not think parking needs to be expanded. Our tides run between 9-11' depending on the cycle and at high tide there is very little dry sand for very large crowds at Jennes, Wallis Sands and other beaches. We should not kid ourselves that we can add to the busy weekends in July and August.
- Tourism seems to be out of control at most places ... especially in Rye. Tourist have to be more respectful of the local, tax paying residents.
- nothing

- Nothing - tourism should NOT be promoted along the corridor. The white mountains, the seacoast, and the Lakes are over visited and traffic is a problem all summer. Our natural attractions are finite, as is our budget. The promotion of tourism detracts from the quality of life for NH RESIDENTS.
- I don't want to enhance tourism. It has been a challenge with people not following the rules. Promote Hampton. They have the parking, and the police to support it.
- NOTHING. This area cannot support more tourism. The space is limited and it is maxed out now. Why would you want to promote tourism when the area would be destroyed by that? It is a limited and fragile resource that cannot support more tourism. Honor what you have and do not destroy it by overdevelopment.
- Nothing! We have a more tourism than we can manage now. To bring in more will degrade the experience of the Beaches and the Beauty by raising the irritation factor!
- WE DO NOT NEED MORE TOURISM.....WE HAVE TOO MANY ALREADY
- Based on my experience, tourism is doing just fine along the corridor. Perhaps the best promotion of our seacoast would be keeping commercial activity off the most popular beaches so that families and individuals can enjoy a day at the beach without competing for space with large groups/classes
- trolley
- welcome non-residents and thank them for leaving the beach as they found it when they got there - pick up their trash and take it with them!
- Improve public transportation.
- Better restaurants near the beach
- DON'T - THERE IS A HUGE PROBLEM NOW!!
- More public transportation into and out of the area
- acceptable as is
- Absolutely nothing ! Enhanced tourism is currently destroying the very thing that it is supposedly bringing people in to share and enjoy.
- provide a parking area at an off-site location/parking lot with trolley service to the public beaches to eliminate on-street parking between Wallis Sands State Beach and Petey's Seafood.
- Heavy management and enforcement protecting open space and public areas/access
- N/A. We have been discovered.
- picnic/recreation areas
- Seek to promote mid-week visits to minimize overcrowding
- Enforce existing beach rules that keep the beach family friendly. When you have surfers, swearing at people on the beach, it's a turn off to tourists.
- There is no need to encourage folks to come here, too many do already.
- Regular litter pickup
- Increase small public transit vehicles such as trolleys, in hopes of reducing number of private cars creating more traffic congestion.
- I do not believe the corridor needs any additional promoting. The limited nature of the New Hampshire coastline directs plenty of visitors; the challenge is better managing those that already come to visit, so they can do so in harmony with current residents.
- Block the roads to tourists. Residents and property owners only allowed.
- Walkway that ran 18 miles along the coast
- widen the road
- I wouldn't unless there are ideas for better, more appropriate signage. Promotion should be done in traditional ways, through media, new media, literature at hotels/motels/restaurants/stores.
- Nothing...we have too many tourists now
- Having trash pick up along the beach.
- Better parking areas with shuttle to beach and smart meters that allow for more time to park that take plastic.
- There are already plenty of tourists.

- Find another way to protect 1A and homes from storm damage.....get rid of the ugly rock wall that blocks the view of the ocean!
- not necessary already the area is overwhelmed by tourists
- Add a bike lane
- Eliminate Rye Beach post office and separate zip code
- I would not waste another dime promoting tourism. Jenness Beach is so over loaded if has destroyed the Family atmosphere.
- Walking paths
- scenic walking path
- Natural Preservation by decreasing commercialism.
- see 11
- Eateries: restaurants, coffee shops.
- Promote as a bike and walk run friendly stretch with sensational views. Have connector bike run paths to the Seabrook -Portsmouth rail trail. Free or low cost bike rentals from remote parking to beach.
- Not restrict parking.
- Lago's on the water
- Along year-round business.
- It seems like we have plenty of tourism. Perhaps some nicer hotels/motels than we have now?
- I think we have plenty of tourists on these Byways.
- keep it as natural as possible
- nothing
- Clean up Hampton and Seabrook
- Nothing!
- None
- Since the population of Rye increases from 5000 to 20,000 during the summer, I don't see where we can increase tourism.
- enough tourists now.....maybe to many
- Clean up the trash, continually! Pick up the trashed metal lobster traps and get them off the beach. Promptly get the dead animals off the beach and roadsides
- More environmental walking or kayak tours.
- More tourism is NOT a pressing issue.
- nothing - we have enough tourists
- It doesn't need any promotion. There are enough people already there.
- More public parking
- more restaurants, seasonal restaurants
- tourism is the root cause to most of the problems...state promotes tourism and then small towns like Rye have to deal with the normal summertime problems associated with the influx, the state needs to financially support towns like Rye to keep up w/ enforcement etc.
- Nothing. Too many vehicles already.
- Enhance access to public beaches
- Hampton Beach should continue to be promoted. It is developed for tourism, as a destination. The rest of the "corridor" should continue to develop in it's own unique manner.
- I wouldn't do anything. Tourism is already high during the summer months.
- Bike/Walking Path
- tasteful signage
- I would not spend any more money promoting tourism along the entire corridor; limit it to Hampton Beach and the existing state parks/beaches. Tourists know about the corridor.

- Buy the land by Rye Harbor from the real estate developer and put in a mixed use place—restaurant, coffee shop, board walk, etc... A huge loss for the town to have such a beautiful harbor that will hardly be used and enjoyed by locals or tourists.
- Have an affordable restaurant outdoor seating
- would not
- Nothing
- shuttle services so people do not have to bring their cars
- From what I have seen over the past 50 years we don't need to do ANYTHING to promote tourism. We have as much, if not more, than we can handle; at least in Rye and Rye Beach.
- more informational/ historical landmark signage along 1A -- e.g. Isles of Shoals info, Pulpit Rock
- Eliminate the frag mites in the marsh as they are taking over
- Fishing museum at rye state park marinatea

Seabrook

- have our government understand the need to market and promote the benefits of our history and value of life in NH
- That is not needed. I challenge you to find a way to try and reduce it!

No Answer/Other Community

- Reduce to tourism. Keep it more access able for those who live here and pay the taxes to do so.
- Parking availability at all beaches
- Keep it clean and attractive
- Make parking more accessible and affordable.
- make sure the road is well maintained and that it is kept safe for bicycles.
- public transportation
- I don't think tourism needs to be promoted along the corridor. It's a small road, that is already badly overused.
- increase off road parking. Make walking paths, biking paths, create walking biking lanes on both side of the roadway (o it could be separate walking biking lanes). Holland and Denmark have designs that work for them, and we could learn and adapt for our reality.
- Do we want more tourism?? I don't!
- N/A

21. Please provide any other comments you may have related to Routes 1A & 1B as a transportation corridor, destinations along the corridor, and use of the area by residents and/or visitors.

Hampton

- It's really not a transportation corridor. It's a seashore road that is scenic and beautiful and off road parking ,picnic areas ,swimming ,beaches, flowers ,beach roses etc. etc. that's what it is .Beautify it attract birds ,make provisions for people .We are not rock climbers !!!
- The new plans at the beach are great. I don't like the black fencing at Hampton - when you sit the poles are right at eye level and block the view. more input is needed from the regular folks who know the beach. Thank you for this opportunity.
- I think that once the proposed transportation hub at the Route 1/Route 101 is built, then more public transportation options to reach the ocean and Route 1A should be considered. I dont think it would be ideal or helpful to have public transportation on 1A further north than where Route 27 and Route 1A intersect.
- Balance Balance Balance--Hampton Beach Commercial interests seem to compete and conflict with residential

interests--ex. Hampton subsidizing commercial trash pick up--all the trash on the beach left by...whom???

- Continue make over of hampton to north beach, replace ugly wall so visitors can see ocean while driving, have covered rest areas like hampton, bath house by boars head, bike paths. Thank you
- Please make resident use of the corridor a priority over that of tourists.
- I strongly believe that this area will be losing a lot of fateful longtime resident due to the fact that the population is aging and there is no public conveniences for them/us to get about; ie doctors, shopping etc.
- I love the seacoast...it should be treasured and shared. The balance between them is important!
- high rise residences are getting too high!!! This needs to be curbed high rise condos are ugly and take away from the quaintness of the area.
- I think the State has done a magnificent job with Hampton Beach. My husband and I have been vacationing up at Hampton for years and the improvements to Hampton one the past years is one reason we chose to retire to this community.
- Everyone should feel welcome to visit our seacoast! There have been too many complaints about people leaving trash, maybe we could provide information about how important it is to not leave your trash and what it does to the environment when you do. We provide signs now expressing safety from rip tides, how about similar signs showing impacts of trash left behind.
- New bathrooms at north beach.
- I've come to see the corridor as an eyesore. I know it won't happen in my lifetime, but it would be great to see the whole road ripped up and turned to parkland. Most of the way you can't see the water from the car and just about everywhere you can see and hear the road from the beach.
- Thank you for caring enough to improve and increase safety measures! I grew up coming to Hampton every summer as my family owned property on 10th street. It is a wonderful place to visit and now live. :-)
- seacoast is beautiful area for year round as well as seasonal activities.
- I live on 1A.
- Improve the roads to handle "bikes"
- Provide non open metal sections for crossing bridges on a bicycle
- Very important for everyone to protect the natural character that exists today. Safer yes, some more opportunities for recreation and tourism, yes, but no need to make this a commercial destination that will change the character too dramatically.
- Better road conditions all around will improve the clash between cyclists and motorists. When Cyclists have to avoid bad conditions on the road, they end up further out into the travel lane, which annoys motorists. Fix the roads (and make bike lanes where possible) and it will relieve the tension and improve safety of all.
- I would like to see improvement and more maintenance of the sidewalks on the west side of hampton beach. From the ash worth to Boars Head
- Please keep NH beautiful. Encouraging a healthy outdoor lifestyle is important. As a local, I will NEVER bring my family back to Hampton Beach. There may be signs posted that alcohol is prohibited in public, however we were sandwiched between two groups of young adults on the beach who were drunk as could be. Their coolers full of alcohol, and profanity was unnerving. There were NO police keeping the law enforced. Please bring back the horses, maybe this would help?
- There is too little parking at Rye beach. Beach users are forced to park on 1A, which significantly narrows 1A and requires the beach users to walk along or cross 1A. This increases the danger to cyclists and pedestrians.
- Rte 101 & rte 1 interchange need redesign - hazard currently. Intermodal parking for Hampton beach would ease congestion at the beach Major security and maintenance problems between town & state State gets the parking meter revenue and the towns get the problems
- I don't know if there was a proper place to mention this concern, but motorcycle traffic and noise is very disturbing. There should be noise restrictions and speed limit enforcements!!
- There is so much of the shore line that the general public does not have access to. I believe there are people who own beach frontage and feel everything to the waters edge is theirs, If there was a public right-of-way to the beach at one time. I'd bet a lot of those right-aways have disappeared. Or once at the waters edge you can

go right or left because of the abutters.

- I am a sea kayaker and would love to see no or low-cost parking and/or longer term parking areas with hand-carry boat launches. I can use town of Hampton resident parking to access a couple of launches (that are really designed with hand-carries in mind) but outside of that my options are 1) full-pay boat launches 2) pay to park but be limited in the number of hours (full day trips are out of the question) 3) drive far enough that living in close proximity to the coast loses some of its convenience.
- Do what you can to attract visitors, but don't forget about permanent residents.
- It would be nice to have seasonal trolley service with several stops along Rte 1A.
- Please control commercializations beyond fishing
- The bicycles and the surfers need to be reigned in. I know they have a right to use the roads and beaches but they need to understand that the DO NOT own it and people live here who need to get around.
- Please do not spoil this place with more than what it can handle. No more buildings, parking lots, or commercial buildings, one good hurricane and they would be gone like hurricane Sandy in New Jersey. Just keep what exists maintained and consider, in the summer, an inexpensive Trolley service along the corridor.
- It is a wonderful stretch of road to ride a bike or walk. The bike lane needs to be a bit wider/safer
- Expand the use of the Hampton Seashell into the fall... its beautiful here in the fall, my favorite season. It's a shame everything including activities and food vendors close after the Seafood Festival (early September) there are many people walking around the beach in the fall... have free parking like it used to be from October 1 to May 1.. it would attract even more people to come here off season... reduce \$2/hour to only July and August and \$1/ hour during other months....work with the state.. Reduce \$2/ hour parking at Hampton Beach (keep only in July and August) reduce the price of parking from \$2 (July/ August) to \$1 (the other months)work with the state ..
- Having some type of transit system to move people around would ease the traffic and parking at the beach. Worker especially could use a way in and out that wouldn't have them stuck in traffic and taking up valuable parking spots all day long. Have more 10 minute parking areas where someone could run a quick errand, pick someone up etc.
- Stop development
- We absolutely need to improve the traffic flow here, especially during the tourist season. We need much more parking availability and or incentives to build additional parking, i.e parking garages. Better coordination from the police with moving traffic is necessary. And, we absolutely need better hotel accommodations here if we are going to attract a better quality customer.
- I would like to see more attention given to solving the Route 1/101 "Interchange from Hell" in Hampton than spend limited funds in Route 1A.
- Keep in mind that Routes 1A and 1B are used differently in different seasons. Whatever changes are made to "improve" these roads one season may cause problems or result in impediments in another season.
- Please develop the rail to trail bike path as soon as possible from Seabrook to Portsmouth.
- Thank you for this opportunity...WE NEED BIKE PATHS !
- Glad to see this being done !
- Living on the seacoast, I don't think overall traffic is very bad. There are a few places to avoid at certain times, but I really never get stuck in traffic. Seabrook is heavy because they have a lot of stores and this is a good thing for Seabrook's economy. Hampton Falls double light is probably the worst traffic area next to down town Hampton second. Going north the congestion reduces until you get to Portsmouth, and overall I think Portsmouth isn't that bad in my experience.
- There are too many rules and restrictions in place on the beaches. Lighten up on some of them.
- This 17 mile stretch has got to have an equivalent "value" as the states cherished mountains. A bit more concentrated but that should only allow it to be embellished, tastefully, on a comparable scale. Portsmouth is obviously betting on the long term, and probably not with such a narrow focus as to think they can do it alone. The coast is NH's jewel. The Gold Coast. Lets do this, but lets do it for the right people, for the right reasons, at whatever cost. The reward to the State should be handsome.

- There has been an effort recently by a Rye citizens group to "clean up the beach" by restricting parking and increased police patrols on the beach. I disagree strongly. Increased regulation and law enforcement is not the New Hampshire way. New Hampshire's beaches belong to EVERYONE, not just the privileged few that live in Rye. As population expands, crowded beaches are a fact of life, but they are not an excuse to restrict access and crack down on liberties. Thank you
- I HAVE A GREAT APPRECIATION FOR THE SEACOAST THAT WE HAVE, BUT WHERE TOURISM IS SUCH A BIG PART OF SEACOAST AND STATE ECONOMIES, IT ONLY FOLLOWS THAT WE STAY ON TOP OF PROBLEMS OR BLEMISHES TO PROTECT THIS ASSET. MY FEELING IS THAT NOT MUCH IS DONE ACCEPT IN THE STATE PARK AREAS, OR WHERE IT IS METERED!

New Castle

- It will be hard to stop or control bikers & walkers. Creating off road byways for runners & bikers will be difficult and expensive, but if it is worth doing it can be done. Expanding the causeways in New Castle and use of oneway streets would take us in the proper direction. Life is too short to miss the New Hampshire seacoast.
- Don't let big box stores destroy it
- Parking and traffic are issues....remote parking with shuttle service to and from the beach could help as well as trolley sightseeing service
- 1B through New Castle is not used primarily as transportation corridor for visitors. Do not make changes that promote its use by visitors until you secure the safe utilization by residents.
- Sad to say but beyond a shadow of a doubt, a traffic light is definitely needed at the junction of Wentworth Road and Sagamore Avenue (at the closed Mobil station). Perhaps it could be made functional "in season" only because it is only then (in season) that getting out onto Sagamore Avenue is difficult. In the "wintertime", egress onto Sagamore is easy/quick enough. Speaking of traffic lights, program them everywhere major so they "go green" sequentially for a car traveling at or just below the speed limit, this to enhance traffic flow. Improve garbage/litter collection along 1A. Try a "carry in/carry out" campaign, e. g. "carry to the seacoast/carry away from the seacoast" campaign...now this might be worthy of some signage! P. S. Good survey!
- Is there no way to stop the ever increasing traffic? Maybe make it a toll road?
- People go sign-crazy & don't realize that all together they make an area look trashy.
- Make it safer for walkers, joggers, bicyclists
- Improving walking and biking safety with a designated pathway or marking would be a cost effective first step to improving the corridor. In general appearances could be improved but not more residential or commercial development.
- Bike and running races need to be curbed temporarily until widening of corridor completed.
- Please put the information gathered to good use.
- The biggest problem is too many joggers, bicycles, strollers using the roads designed for cars.
- I'll repeat what I've already said. Given the cost of meeting rising sea level in the next 90 years, it is a dreamy luxury we can't afford to think of spending significant money on bike lanes. Fix bridges. Raise roads (e.g., the causeway into New Castle). The state and towns will be hard pressed just to achieve that.
- Thanks for doing this. Good survey, though it might have been better to be split into two geographies... as Seabrook/Hampton are a world away from Portsmouth.
- Sharing 1B with heavy traffic due to bridge closings etc. plus the numerous walkers, runners, bikers makes for a stressful and at times dangerous drive.
- I run a yacht chartering business at the Wentworth Marina and rely heavily on the tourism, local business' and residents to support my business.
- The narrow roads cannot have more traffic than they currently have.
- Widen the roads to allow bike paths.

North Hampton

- I have lived in North Hampton all my life. I love the area, but don't use it in the off seasons as I am a college student. I'd love to help however possible in promoting the seacoast community
- Better sidewalks and biking lanes. Also, tell the police to calm down a bit on the bikers. NH law in most areas allows for two up riding. The police seem to be attempting to limit the bicycling on the seacoast. Reduce motorcycle noise! The allowable noise level is way beyond reason. This is from a motorcyclist!
- There is zero benefit to promoting this corridor for tourism. tourism provides lousy low paying jobs and rewards a small minority of residents. Unless the state shifts its revenue distribution from meals and rooms taxes, we have no benefit from increased usage. The beach is over utilized and its a threat to the region. High rise development must be stopped in Hampton. The best option would be to have limited parking and to develop a transit system to bring folks to the beach.
- Protect the fragile coastline first. If that's not done, the area will succumb to nature, and no one will be able to enjoy it. Stop highrise building, it's not in character whatsoever. Recognize that the NH coastline is a small area not capable of every tourist attraction there is. Upgrade Hampton Beach from the honkeytonk place it is. Do not try to make the Seacoast a year-round destination, it will ruin the quality of life for the entire area.
- Alleviate recreational bottlenecks by opening railroad bed for multi-use trails
- Slow the traffic down - I can not stress this enough. This would solve 1/3 of the issues. Speed bumps, good signage - police patrol and speed traps - paint the lines - add crosswalks with flashing lights - keep the road highly maintained. These are small things that would have a huge impact. How about a 5\$ a stay tourism tax on rentals from May to October? Let the folks that are having the biggest impact help to foot the bill. Add \$5 dollars to every rental bill (home, hotel, b&b) etc and create a fund that can be used to help with improvements.
- We don't need more "destinations" along Route 1A! We have enough tourists and out-of-staters coming here now! Development of residential and commercial construction activities should be tightened! Don't turn Hampton Beach into Atlantic City. We must better protect our natural resources along the coast. A larger police presence from Rye to Hampton Beach is needed. The "shoring-up" or re-building of the sea walls should be a priority. Eliminate ALL road races of any kind and get those darn bicyclists under control and ensure when and where they ride it is in single file!
- It has become too crowded.
- North Hampton Beach needs better attention in regards to trash pick up and beach erosion issues.
- Such a beautiful area and so crowded. Litter control along roadside is major eyesore. Enforced bike lanes would be very positive. Like the updating of facilities in public areas - rest areas, parking,...Just not enough delineated space for all users of the road. - drivers, cyclists, runners, walkers, families with strollers, dogs, etc. Very crowded and dangerous.
- I'd like to see dogs aloud on state beaches: On season: before 9a after 6p. Off season: labor day -Memorial day:anytime of day. Of course owners must: keep dogs on leashes and pick up after their dogs at all times.
- Let's keep it safe, clean, and beautiful!
- The health and cleanliness of ocean, beaches, salt marshes, etc is FAR more important than attracting and pleasing additional visitors.

Portsmouth

- We need to portect the rights to access the water for everyday people. Do not favor only those rich enough to own beach front mansions.
- It's all about safety of our residents and our guests.
- Make the roads safe for walking and cycling. Make it safe enough for children, then it's safe for everyone.
- The 1b loop is a precious piece of land for NH. I know there is only a finite parcel of real estate, but it would be great to promote pedestrian and cyclists and demote car use (would love to see it a 1 way).
- Terrific resource for visitors and residents. We all have our favorite spots, but sometimes we just go there because we don't know what else there is "down the road". Need to get at the impression that the corridor is "just Hampton" or "just Rye" and that all the communities are linked together like a chain.

- I walk, so I am committed to better walking paths. I live on the corridor so am concerned about speeders on the straight aways. I find bicyclists too arrogant and not following the law when turning or waiting for lights, or being careful about cars. I do not like motorcycles because the drivers use the pipes but at least you know they are there and coming up beside you. The riders do have a right to be on the road but they must be held to the same standard as drivers in following the laws. So more police presence for speeders and bicyclists would be
- There are currently enough space to park on the shoulders but it is prohibited in some areas. Also the western entrance to Odiorne park should be open year round and parking should be allowed next to the road near the entrance.
- Safety of residents and visitors needs to be the highest concern.
- Continue to allow dogs at the beach. Most people do clean up after them. And, don't allow the private home owners to rule the beach. The ocean and beaches are everyone's resource to enjoy.
- It's great to see the road races and people enjoying our community. However, from my house it is very difficult to get to town on a weekend because of the congestion at South St/Sagamore Ave
- please add pedestrian/bike paths to improve safety for all modes of transportation and improved recreation.
- Add a bike/walking path.
- We would love to be able to bike along the corridor with our kids, but as it is now it is just too unsafe. Maintaining access for folks who don't own the large homes along the water.
- The proposed redevelopment of the Foyes Corner area in Rye does not fit with the surrounding neighborhood and will make traveling through that circle more dangerous for cars and bikes (both of which I use in that area). I can only image the traffic problems in the summer.
- We used to bike it regularly. Now find it very scary.
- This magnificent coastline is a national treasure. Too many restrictions along this corridor diminish the ability of visitors and residents to enjoy it.
- The area has developed over many decades "naturally" as desired by property owners, aka, taxpayers, including very capable local elected officials. Please be very careful in recommending "solutions" to problems that may be minor or not exist at all.
- None come to mind....
- Provision of public transportation similar to an airport shuttle with room for a modest amount of beach equipment (towels, beach chairs, small coolers) might decrease vehicle traffic in the summer peak season
- In general, I support most development along the corridor; the only thing I oppose is lodging. That's related to height concerns; hotels tend to be tall, boxy and aesthetically unappealing. I would also be opposed to tall apartment or condo buildings. Human-scale buildings along the corridor are greatly to be preferred, however dense they may be at ground level.
- Motorcycle pipes muffled.
- Please do not take the typical anti-development position, instead work to attract and implement smart development that helps the region to prosper and protect the local culture.
- Would be nice to actually be able to ride our bikes with the kids to the beach, just too dangerous now. Would love to see law enforcement actually enforce motorcycle noise.

Rye

- If Changes are made to improve infrastructure , a natural look for the area should be used
- We need to acknowledge and welcome visitors but also make them aware of the fragile ecosystem they are enjoying, protecting the wildlife both in the ocean and in the nearby marshes.
- I used to enjoy going down to the beach in the summertime but now it is very overcrowded. In the past few years it is even very hard to cross 1A to get to the beach.
- We are losing control along 1A/1B and there State and the town. need to work together to get things under control.The residents needs should be priority and not tourism.

- Carry in/carry out is insufficient. I live on the beach and many residents like me are constantly cleaning the beach. There are people that do this every day. There is inadequate enforcement of dog waste and trash during the summer. People also abuse the beaches during the winter with their dogs when the only enforcement is people like me. I think there should be a bath house at Wallis Sands. We have the state beach, but the town beach needs a small bath house with bathrooms and outdoor showers. The new one at North Beach is outstanding (needs an outdoor shower). Petey at the Red Roof had to put in a port-o-san because there is no toilet at Wallis Sands Town Beach. I think it is very hard on visitors to enjoy the beach with inadequate facilities. Can't promote use of the beaches without adequate access to facilities. I do think there should be consideration on dunes in some areas. Ammophila or some other grasses should be introduced. We have to start thinking about rising ocean levels and whether we are going to do anything about it.
- Something has to be done. It is getting dangerous especially in the summer.
- Please do something to bring sanity and balance back. We cannot continue to stuff 10 lbs of stuff into a 5 lb sack. The sack is tearing. Beach communities in Maine and Massachusetts would never have to suffer all the traffic and overcrowding, lessons, fitness activities and races that we have. Communities across the country have begun to limit these activities because it's simply too much, and visitors and tourists now frequently take a mile when you give them an inch.
- Please react. So many of us have reached out to the state, to the people in Concord responsible for parking, and to our board of selectmen. There will be lawsuits in the future if we don't take issues seriously. Thanks for reaching out!
- Please protect and save this beautiful area of the small New Hampshire coastline. Rye cannot accommodate unlimited tourism. It is a delicate and fragile resource that should be protected.
- Motorcycle noise needs to be limited (or enforced) for it degrades the rental/ownership experience along the corridor. We would forego purchase of property on Rt 1 because of the noise factor. It would be lovely to have the ability to dine by the ocean at a nice restaurant with table clothes and table service.
- I love the beach all year round. If I have time, I'll drive 1A rather than drive on Route 1 or 95. I walk the beach as much as possible ... with our dog or not. I love the beach on a busy, hot Saturday in August or on a cool, quiet Tuesday in April. I appreciate all the effort that so many groups are making to keep our beaches and "the corridor" people-friendly ... available to everyone to enjoy and hope that growth will be managed in a responsible manner to protect and preserve our coastal treasure.
- The corridor traverses 3 very different areas, each with their own unique qualities and quirks. Each area should have its own plan to address the problems and enhance the positives.
- Alcohol use needs to be stopped (or policed), permit parking expanded to all neighborhood streets east of the Boulevard.
- We love to take our visitors for a bike ride along the coast during summer mornings due to the unspoiled beauty along 1A and the scenic historic route along 1B. A safer cycling route along 1A/1B and into Portsmouth would greatly enhance our coast. We like to stop for a bagel or lunch along the way. While some healthier restaurant options would be welcome, excessive commercial development would spoil the coastline north of Hampton Beach. Another favorite activity is to get ice cream at the Beach Plum and cross the street to sit on the wall at North Hampton Beach to eat it. Another comment - state parks should be free to cyclists and walkers, eg. Rye Harbor State Park. While Hampton Beach can accommodate the more sedentary beachgoer, the corridor north of here should be developed as a tourist area for walkers, runners, cyclists, surfers, and more active users of the coast.
- It is a major problem that the Town of Rye is allowing Zumba and Summer Sessions to use the beach WITHOUT CHARGING THEM A DIME OR RESTRICTING THEIR USE. They should be able to use the beach but there need to be boundaries. The traffic near Jenness Beach is greatly increased due to these overdone activities. The bathrooms, trashcans and parking spaces are all being maxed out by the patrons of these classes. Rye needs to put its foot down and restrict, as well as make some money on permits!
- Develop roads away from the seacoast.
- Prepare for the changed climate and restrict development and provide more public transportation
- In Rye, we gladly share the historic and scenic magnificence of our coastal town; but there is a tipping point at

which sharing becomes invasion. We have reached that point. The main goal of the Town of Rye is to keep our beaches safe for all; but, in my opinion, excessive crowds/traffic encouraged by county and state promotion of this area should not result in dangerous bike/pedestrian conditions, unsafe exit of beach area residents from their homes during the summer months and should not add to the tax burden of Rye taxpayers.

- Enforce towing for people who violate the parking regulations - would make more of an impact than ticketing - or a bigger ticket fine.
- Prohibit violations of current ordinances with heavy enforcement, via town officials, police and lifeguards and with larger fines. Regulate and restrict commercial use (including board rentals) to evaluate and promote public access needs. Minimize road races, charity events and all money making activities - there has been an overuse this summer on the beaches and roads affecting average daily public usage of this limited resource, affecting open space, affecting enjoyment by all, affecting the aesthetic qualities of the seashore. Slower speed limits along Rt. 1A and 1B. More crosswalks. Metered parking needed. Prohibit parking on one or both sides of Rt. 1A and 1B along seashore, common to most seacoast coastal towns. Improved bath facilities at Jenness State Park. Larger swim only areas.
- Thank you for soliciting our input.
- We're very concerned about the safety of pedestrians, and beach goers.
- In the 50+ years i have been coming here to visit family or living here myself the character of the Seacoast has changed little. I hope that trend continues so that others can enjoy the beauty of the area by actually entering the experience rather than as tourists leaving a tour bus to snap a picture.
- Thanks for doing this! Hope we see some improvements. Change is good! We all must grow with change. Saying no to exercise is not the way to go about all this crowding and Summer Sessions is not the sole problem!
- Canadians and other visitors parking large campers on Ocean Blvd. is a major problem. They shouldn't be allowed to park on the street.
- More parking tickets and increase the fine to those that park in Permit Only areas without a permit.
- The parking situation must be resolved. Campers & cars pay no attention to current restrictions. The same vehicles will park day after day in "No Parking" zones either because they ignore the citations or because the convenience is worth the fine. Meanwhile, the vehicles block sight lines, force pedestrians and cyclist into traffic, creating dangerous & life-threatening situations.
- The road shoulder parking is creating a hazard along Wallis Sands Beach from Concord Point to the Wallis Sands State Park. It leaves little room for cars, bikes and pedestrians to share the road. It also creates a constant stream of people who want to cross the road and access the beach across private property because their parking puts them a distance from the public entrance to the beach. An off-site parking area w/ transport to the public beach entrances might alleviate this problem.
- I live on Brackett Rd. in Rye north of Marsh Rd. This is a State road with a 35 m.p.h. speed limit. Traffic is a major problem as many have discovered that this cut through will save about a mile on Route 1A. There is no reason to permit this. The road should be turned back to the Town and barriers should be installed to prevent through traffic.
- Thank you for the opportunity to give our perspective on these issues. We hope and expect thoughtful consideration will be given to all the "voices," but we ask that you pay particular attention to the needs of our children so they may safely live and play along the seacoast.
- WE need to be thoughtful and implementing any building or development. NO big stores or hotels. That will detract from the beauty of the ocean.
- Better motorcycle enforcement on weekend nights in the 6 o'clock time frame in the summer when a few cyclists, usually traveling alone, it would seem, have the need to speed and rev. More education regarding the need to stop for pedestrians at crosswalks, perhaps at entry points from other states. Most, but not all, NH drivers are vigilant about crosswalks. Also, there are a few spots, such as opposite the Rye General Store, where it is difficult for drivers to see waiting pedestrians or pedestrians approaching the crosswalks even though they are well marked. It may mean the loss of some parking spots or cutback of bushes and the like at the entrances to the walk.
- The out of town visitors use the beach and leave all their trash along side R1A where they park. Limit this

parking to residents only.

- It is my opinion that development should not take place along a seacoast area other than well away from erosion and storm damage. Building in these areas invites trouble, so why be stupid and build there? This is an issue all over the country's coastline. Yup, there is plenty already there, don't add any more. Tourists don't come to see buildings and roads. They want to enjoy the beach.
- I hate that the view of the ocean has had to be obstructed in so many places by an ugly wall of rocks. Houses have been allowed to be built on the marshes which could normally handle any overflow. Please, no more building where it endangers both residents and properties! I love our Rte. 1A and 1B and would hate to see too much development by those who want to own what should rightfully be enjoyed by everyone. P.S. I'm not even a Democrat!!!!
- just mainly the bicycle issue, especially when travel along 1B, Elwyn Road, Pioneer Road or other extremely narrow and highly traveled roads during the summer, and crowded street parking on beach weekends by Cable rd Ext and Pirates cove.
- Please hurry and finish Sagamore Bridge!
- Do not take actions that would restrict beach access.
- We need to limit the amount of parking. In front. Of jennese beach. Beaches are getting to busy
- Even though we live 1/4 mile from the ocean, I want to make sure that as many people as practical have access to the beach. I also want to make sure we protect access to the ocean for surfers.
- Don't mess with it! You'll screw it up!
- I'm glad you're doing this survey. I hope the responses are helpful.
- i like to surf and want to see it promoted BUT the amount of student surfers at sawyers from summer sessions is out of hand during the summer....to bring a bus load of students there several times a day for lessons is excessive...beach access is limited for residents/visitors as it is and this practise is only helpful to owners of the shop
- The high impact times for the people who live on 1A are July and August however May/June and September/October are seeing strong increased use as well. Trash is a real problem in the summer, diapers left on the side of the road, beach towels, chairs, sandals etc etc
- I think we have been lucky not to have more traffic fatalities. The bicycle riders have no respect for the other bicycle riders and/or walkers. They come up from behind and seldom let you know they are there. People park their vehicles wherever they want to, leave trash, make unnecessary noise and are often disrespectful of the residents.
- Trash left by walkers, bikers and cars.
- Allow dogs at Odiorne Point State Park again. It isn't a wildlife sanctuary - it is a public park.
- Need safer routes for pedestrians and cyclists, especially in Newcastle and areas of Rye w/ no/small shoulder ; need less parking on street near Jenness Beach, need better signage for cross walks, need more of a police presence to enforce existing traffic and parking laws.
- protect the beach for swimmers. isolate the surfers cut back on free parking along roadways
- NH Resident for entire life. Less is more.
- Route 1A in North Hampton, Rye and Rye Beach is a lovely winding scenic byway. That was the intention when it was built. The population density has increased explosively since, say the '70's, that there is always going to be friction between its capacity and the number of people wanting to get to the beaches and ocean. Striving to improve things on the margins is reasonable and desirable for public safety: improved bike and pedestrian lanes, cross walks, clear road markings and signage to control parking. But to keep it the scenic byway it has been one cannot over do it.
- Strict rules, procedures for any commercial development along 1A especially if intruding on wetland areas

Seabrook

- You spend any money on the infrastructure that is there. Improve parking surfaces, and keep the bicyclist single

file.

Other Community

- A much better exit from Hampton Beach is ABSOLUTELY NECESSARY for our tourist guests, but more importantly in the event of a Seabrook Power plant Emergency. There is currently NO WAY you could evacuate Hampton Beach in any reasonable time frame, and one accident on the egress way would make evacuation nearly impossible.
- I used to live year round in Rye Beach before I sold my home on a Inad grant and moved to Kittery. I feel very connected to the Rye area and still go to the Beach Club and St Andrew's by the Sea all summer long and to visit friends and use the Rye Public Library in the area all year long.
- Thank you for considering this area worthy of preservation and improvement.
- I am concerned that it is too close to the water and will be lost as sea level rises and we have more significant storms. We need to make sure that whatever is done for today is in context of that future.
- I've run a business in Portsmouth for over 30 years. I spend a lot of time on the Rt 1A & 1B corridor in the off-season. In the summer I keep my distance.
- I would like to see a consortium of public transportation, bicycle rider associations, and other transportation professionals, both governmental and private, from the Piscatqua River Watershed look at the whole region and the way various populations use the area, wether it is simply moving from point to point for work or shopping or commercial transportation, or for recreation or entertainment. The 1A/1B/ Newcastle corridor is a good place to start. Living in Maine I go across the river on my bike, walking or by car, and am aware of many, many people who come from New Hampshire and use the roads and facilities in Maine to ride, recreate, shop, work, or just enjoy our environment. Thanks for asking your questions, they have gotten me to focus on these concerns.
- Re #17, we've lived in Eliot for 18 years and we travel from York to Rye quite often to enjoy the ocean.

21. Please provide any other comments you may have related to Routes 1A & 1B as a transportation corridor, destinations along the corridor, and use of the area by residents and/or visitors.

- New bathrooms at north beach.
- I've come to see the corridor as an eyesore. I know it won't happen in my lifetime, but it would be great to see the whole road ripped up and turned to parkland. Most of the way you can't see the water from the car and just about everywhere you can see and hear the road from the beach.
- Thank you for caring enough to improve and increase safety measures! I grew up coming to Hampton every summer as my family owned property on 10th street. It is a wonderful place to visit and now live. :-)
- high rise residences are getting too high!!! This needs to be curbed high rise condos are ugly and take away from the quaintness of the area.
- seacoast is beautiful area for year round as well as seasonal activities.
- I live on 1A.
- Please make resident use of the corridor a priority over that of tourists.
- Improve the roads to hands "bikes"
- Provide non open metal sections for crossing bridges on a bicycle
- Very important for everyone to protect the natural character that exists today. Safer yes, some more opportunities for recreation and tourism, yes, but no need to make this a commercial destination that will change the character too dramatically.
- Better road conditions all around will improve the clash between cyclists and motorists. When Cyclists have to avoid bad conditions on the road, they end up further out into the travel lane, which annoys motorists. Fix the roads (and make bike lanes where possible) and it will relieve the tension and improve safety of all.
- I would like to see improvement and more maintenance of the sidewalks on the west side of hampton beach. From the ash worth to Boars Head
- Please keep NH beautiful. Encouraging a healthy outdoor lifestyle is important. As a local, I will NEVER bring my family back to Hampton Beach. There may be signs posted that alcohol is prohibited in public, however we were sandwiched between two groups of young adults on the beach who were drunk as could be. Their coolers full of alcohol, and profanity was unnerving. There were NO police keeping the law enforced. Please bring back the horses, maybe this would help?
- There is too little parking at Rye beach. Beach users are forced to park on 1A, which significantly narrows 1A and requires the beach users to walk along or cross 1A. This increases the danger to cyclists and pedestrians.
- Rte 101 & rte 1 interchange need redesign - hazard currently. Intermodal parking for Hampton beach would ease congestion at the beach Major security and maintenance problems between town & state State gets the parking meter revenue and the towns get the problems
- I don't know if there was a proper place to mention this concern, but motorcycle traffic and noise is very disturbing. There should be noise restrictions and speed limit enforcements!!
- Balance Balance Balance--Hampton Beach Commercial interests seem to compete and conflict with residential interests--ex. Hampton subsidizing commercial trash pick up--all the trash on the beach left by...whom???
- I think that once the proposed transportation hub at the Route 1/Route 101 is built, then more public transportation options to reach the ocean and Route 1A should be considered. I dont think it would be ideal or helpful to have public transportation on 1A further north than where Route 27 and Route 1A intersect.
- It's Really not a transportation corridor. It's a seashore road that is scenic and beautiful and off road parking ,picnic areas ,swimming ,beaches, flowers ,beach roses etc. etc. that's what it is .Beautify it attract birds ,make

provisions for people .We are not rock climbers !!!

- There is so much of the shore line that the general public does not have access to. I believe there are people who own beach frontage and feel everything to the waters edge is theirs, If there was a public right-of-way to the beach at one time. I'd bet a lot of those right-aways have disappeared. Or once at the waters edge you can go right or left because of the abutters.
- I strongly believe that this area will be losing a lot of fateful longtime resident due to the fact that the population is aging and there is no public conveniences for them/us to get about; ie doctors, shopping etc.
- I am a sea kayaker and would love to see no or low-cost parking and/or longer term parking areas with hand-carry boat launches. I can use town of Hampton resident parking to access a couple of launches (that are really designed with hand-carries in mind) but outside of that my options are 1) full-pay boat launches 2) pay to park but be limited in the number of hours (full day trips are out of the question) 3) drive far enough that living in close proximity to the coast loses some of its convenience.
- x
- Do what you can to attract visitors, but don't forget about permanent residents.
- I think the State has done a magnificent job with Hampton Beach. My husband and I have been vacationing up at Hampton for years and the improvements to Hampton one the past years is one reason we chose to retire to this community.
- I love the seacoast...it should be treasured and shared. The balance between them is important!
- It would be nice to have seasonal trolley service with several stops along Rte 1A.
- Please control commercializations beyond fishing
- Everyone should feel welcome to visit our seacoast! There have been too many complaints about people leaving trash, maybe we could provide information about how important it is to not leave your trash and what it does to the environment when you do. We provide signs now expressing safety from rip tides, how about similar signs showing impacts of trash left behind.
- The bicycles and the surfers need to be reigned in. I know they have a right to use the roads and beaches but they need to understand that the DO NOT own it and people live here who need to get around.
- The new plans at the beach are great. I don't like the black fencing at Hampton - when you sit the poles are right at eye level and block the view. more input is needed from the regular folks who know the beach. Thank you for this opportunity.
- Please do not spoil this place with more than what it can handle. No more buildings, parking lots, or commercial buildings, one good hurricane and they would be gone like hurricane Sandy in New Jersey. Just keep what exists maintained and consider, in the summer, an inexpensive Trolley service along the corridor.
- It is a wonderful stretch of road to ride a bike or walk. The bike lane needs to be a bit wider/safer
- Continue make over of hampton to north beach, replace ugly wall so visitors can see ocean while driving, have covered rest areas like hampton, bath house by boars head, bike paths. Thank you
- Expand the use of the Hampton Seashell into the fall... its beautiful here in the fall, my favorite season. It's a shame everything including activities and food vendors close after the Seafood Festival (early September) there are many people walking around the beach in the fall... have free parking like it used to be from October 1 to May 1.. it would attract even more people to come here off season... reduce \$2/hour to only July and August and \$1/ hour during other months....work with the state.. Reduce \$2/ hour parking at Hampton Beach (keep only in July and August) reduce the price of parking from \$2 (July/ August) to \$1 (the other months)work with the state ..
- Having some type of transit system to move people around would ease the traffic and parking at the beach.

Worker especially could use a way in and out that wouldn't have them stuck in traffic and taking up valuable parking spots all day long. Have more 10 minute parking areas where someone could run a quick errand, pick someone up etc.

- Stop development
- We absolutely need to improve the traffic flow here, especially during the tourist season. We need much more parking availability and or incentives to build additional parking, i.e parking garages. Better coordination from the police with moving traffic is necessary. And, we absolutely need better hotel accommodations here if we are going to attract a better quality customer.
- I would like to see more attention given to solving the Route 1/101 "Interchange from Hell" in Hampton than spend limited funds in Route 1A.
- Keep in mind that Routes 1A and 1B are used differently in different seasons. Whatever changes are made to "improve" these roads one season may cause problems or result in impediments in another season.
- Please develop the rail to trail bike path as soon as possible from Seabrook to Portsmouth.
- Thank you for this opportunity...WE NEED BIKE PATHS !
- Glad to see this being done !
- Living on the seacoast, I don't think overall traffic is very bad. There are a few places to avoid at certain times, but I really never get stuck in traffic. Seabrook is heavy because they have a lot of stores and this is a good thing for Seabrook's economy. Hamton Falls double light is probably the worst traffic area next to down town Hampton second. Going north the congestion reduces until you get to Porstmouth, and overall I think Portsmouth isn't that bad in my experience.
- There are too many rules and restrictions in place on the beaches. Lighten up on some of them.
- This 17 mile stretch has got have an equivalent "value" as the states cherished mountains. A bit more concentrated but that should only allow it to be embellished, tastefully, on a comparable scale. Portsmouth is obviously betting on the long term, and probably not with such a narrow focus as to think they can do it alone. The coast is NH's jewel. The Gold Coast. Lets do this, but lets do it for the right people, for the right reasons, at whatever cost. The reward to the State should be handsome.
- There has been an effort recently by a Rye citizens group to "clean up the beach" by restricting parking and increased police patrols on the beach. I disagree strongly. Increased regulation and law enforcement is not the New Hampshire way. New Hampshire's beaches belong to EVERYONE, not just the privileged few that live in Rye. As population expands, crowded beaches are a fact of life, but they are not an excuse to restrict access and crack down on liberties. Thank you
- I HAVE A GREAT APPRECIATION FOR THE SEACOAST THAT WE HAVE, BUT WHERE TOURISM IS SUCH A BIG PART OF SEACOAST AND STATE ECONOMIES, IT ONLY FOLLOWS THAT WE STAY ON TOP OF PROBLEMS OR BLEMISHES TO PROTECT THIS ASSET. MY FEELING IS THAT NOT MUCH IS DONE ACCEPT IN THE STATE PARK AREAS, OR WHERE IT IS METERED!
- Please put the information gathered to good use.
- The biggest problem is too many joggers, bicycles, strollers using the roads designed for cars.
- It will be hard to stop or control bikers & walkers. Creating off road byways for runners & bikers will be difficult and expensive, but if it is worth doing it can be done. Expanding the causeways in New Castle and use of oneway streets would take us in the proper direction. Life is too short to miss the New Hampshire seacoast.
- People go sign-crazy & don't realize that all together they make an area look trashy.
- Is there no way to stop the ever increasing traffic? Maybe make it a toll road?
- Improving walking and biking safety with a designated pathway or marking would be a cost effective first step to

improving the corridor. In general appearances could be improved but not more residential or commercial development.

- Bike and running races need to be curbed temporarily until widening of corridor completed.
- I'll repeat what I've already said. Given the cost of meeting rising sea level in the next 90 years, it is a dreamy luxury we can't afford to think of spending significant money on bike lanes. Fix bridges. Raise roads (e.g., the causeway into New Castle). The state and towns will be hard pressed just to achieve that.
- Thanks for doing this. Good survey, though it might have been better to be split into two geographies... as Seabrook/Hampton are a world away from Portsmouth.
- 1B through New Castle is not used primarily as transportation corridor for visitors. Do not make changes that promote its use by visitors until you secure the safe utilization by residents.
- Sharing 1B with heavy traffic due to bridge closings etc. plus the numerous walkers, runners, bikers makes for a stressful and at times dangerous drive.
- I run a yacht chartering business at the Wentworth Marina and rely heavily on the tourism, local business' and residents to support my business.
- Sad to say but beyond a shadow of a doubt, a traffic light is definitely needed at the junction of Wentworth Road and Sagamore Avenue (at the closed Mobil station). Perhaps it could be made functional "in season" only because it is only then (in season) that getting out onto Sagamore Avenue is difficult. In the "wintertime", egress onto Sagamore is easy/quick enough. Speaking of traffic lights, program them everywhere major so they "go green" sequentially for a car traveling at or just below the speed limit, this to enhance traffic flow. Improve garbage/litter collection along 1A. Try a "carry in/carry out" campaign, e. g. "carry to the seacoast/carry away from the seacoast" campaign...now this might be worthy of some signage! P. S. Good survey!
- The narrow roads cannot have more traffic than they currently have.
- Parking and traffic are issues....remote parking with shuttle service to and from the beach could help as well as trolley sightseeing service
- Widen the roads to allow bike paths.
- Don't let big box stores destroy it
- Make it safer for walkers, joggers, bicyclists
- Alleviate recreational bottlenecks by opening railroad bed for multi-use trails
- Slow the traffic down - I can not stress this enough. This would solve 1/3 of the issues. Speed bumps, good signage - police patrol and speed traps - paint the lines - add crosswalks with flashing lights - keep the road highly maintained. These are small things that would have a huge impact. How about a 5\$ a stay tourism tax on rentals from May to October? Let the folks that are having the biggest impact help to foot the bill. Add \$5 dollars to every rental bill (home, hotel, b&b) etc and create a fund that can be used to help with improvements.
- We don't need more "destinations" along Route 1A! We have enough tourists and out-of-staters coming here now! Development of residential and commercial construction activities should be tightened! Don't turn Hampton Beach into Atlantic City. We must better protect our natural resources along the coast. A larger police presence from Rye to Hampton Beach is needed. The "shoring-up" or re-building of the sea walls should be a priority. Eliminate ALL road races of any kind and get those darn bicyclists under control and ensure when and where they ride it is in single file!
- It has become too crowded.
- North Hampton Beach needs better attention in regards to trash pick up and beach erosion issues.
- Protect the fragile coastline first. If that's not done, the area will succumb to nature, and no one will be able to enjoy it. Stop highrise building, it's not in character whatsoever. Recognize that the NH coastline is a small area

not capable of every tourist attraction there is. Upgrade Hampton Beach from the honkeytonk place it is. Do not try to make the Seacoast a year-round destination, it will ruin the quality of life for the entire area.

- I have lived in North Hampton all my life. I love the area, but don't use it in the off seasons as I am a college student. I'd love to help however possible in promoting the seacoast community
- Such a beautiful area and so crowded. Litter control along roadside is major eyesore. Enforced bike lanes would be very positive. Like the updating of facilities in public areas - rest areas, parking,...Just not enough delineated space for all users of the road. - drivers, cyclists, runners, walkers, families with strollers, dogs, etc. Very crowded and dangerous.
- I'd like to see dogs aloud on state beaches: On season: before 9a after 6p. Off season: labor day -Memorial day:anytime of day. Of course owners must: keep dogs on leashes and pick up after their dogs at all times.
- Let's keep it safe, clean, and beautiful!
- The health and cleanliness of ocean, beaches, salt marshes, etc is FAR more important than attracting and pleasing additional visitors.
- There is zero benefit to promoting this corridor for tourism. tourism provides lousy low paying jobs and rewards a small minority of residents. Unless the state shifts its revenue distribution from meals and rooms taxes, we have no benefit from increased usage. The beach is over utilized and its a threat to the region. High rise development must be stopped in Hampton. The best option would be to have limited parking and to develop a transit system to bring folks to the beach.
- Better sidewalks and biking lanes. Also, tell the police to calm down a bit on the bikers. NH law in most areas allows for two up riding. The police seem to be attempting to limit the bicycling on the seacoast. Reduce motorcycle noise! The allowable noise level is way beyond reason. This is from a motorcyclist!
- Continue to allow dogs at the beach. Most people do clean up after them. And, don't allow the private home owners to rule the beach. The ocean and beaches are everyone's resource to enjoy.
- It's great to see the road races and people enjoying our community. However, from my house it is very difficult to get to town on a weekend because of the congestion at South St/Sagamore Ave
- please add pedestrian/bike paths to improve safety for all modes of transportation and improved recreation.
- I walk, so I am committed to better walking paths. I live on the corridor so am concerned about speeders on the straight aways. I find bicyclists too arrogant and not following the law when turning or waiting for lights, or being careful about cars. I do not like motorcycles because the drivers use the pipes but at least you know they are there and coming up beside you. The riders do have a right to be on the road but they must be held to the same standard as drivers in following the laws. So more police presence for speeders and bicyclists would be
- There are currently enough space to park on the shoulders but it is prohibited in some areas. Also the western entrance to Odiorne park should be open year round and parking should be allowed next to the road near the entrance.
- Add a bike/walking path.
- Make the roads safe for walking and cycling. Make it safe enough for children, then it's safe for everyone.
- It's all about safety of our residents and our guests.
- We would love to be able to bike along the corridor with our kids, but as it is now it is just too unsafe. Maintaining access for folks who don't own the large homes along the water.
- Safety of residents and visitors needs to be the highest concern.
- The proposed redevelopment of the Foyes Corner area in Rye does not fit with the surrounding neighborhood and will make traveling through that circle more dangerous for cars and bikes (both of which I use in that area). I can only image the traffic problems in the summer.

- We used to bike it regularly. Now find it very scary.
- This magnificent coastline is a national treasure. Too many restrictions along this corridor diminish the ability of visitors and residents to enjoy it.
- The 1b loop is a precious piece of land for NH. I know there is only a finite parcel of real estate, but it would be great to promote pedestrian and cyclists and demote car use (would love to see it a 1 way.
- We need to protect the rights to access the water for everyday people. Do not favor only those rich enough to own beach front mansions.
- The area has developed over many decades "naturally" as desired by property owners, aka, taxpayers, including very capable local elected officials. Please be very careful in recommending "solutions" to problems that may be minor or not exist at all.
- None come to mind....
- Terrific resource for visitors and residents. We all have our favorite spots, but sometimes we just go there because we don't know what else there is "down the road". Need to get at the impression that the corridor is "just Hampton" or "just Rye" and that all the communities are linked together like a chain.
- Provision of public transportation similar to an airport shuttle with room for a modest amount of beach equipment (towels, beach chairs, small coolers) might decrease vehicle traffic in the summer peak season
- In general, I support most development along the corridor; the only thing I oppose is lodging. That's related to height concerns; hotels tend to be tall, boxy and aesthetically unappealing. I would also be opposed to tall apartment or condo buildings. Human-scale buildings along the corridor are greatly to be preferred, however dense they may be at ground level.
- Motorcycle pipes muffled.
- Please do not take the typical anti-development position, instead work to attract and implement smart development that helps the region to prosper and protect the local culture.
- Would be nice to actually be able to ride our bikes with the kids to the beach, just too dangerous now. Would love to see law enforcement actually enforce motorcycle noise.
- Motorcycle noise need to be limited (or enforced) for it degrades the rental/ownership experience along the corridor. We would forgo purchase of property on Rt 1 because of the noise factor. It would be lovely to have the ability to dine by the ocean at a nice restaurant with table clothes and table service.
- Better motorcycle enforcement on weekend nights in the 6 o'clock time frame in the summer when a few cyclists, usually traveling alone, it would seem, have the need to speed and rev. More education regarding the need to stop for pedestrians at crosswalks, perhaps at entry points from other states. Most, but not all, NH drivers are vigilant about crosswalks. Also, there are a few spots, such as opposite the Rye General Store, where it is difficult for drivers to see waiting pedestrians or pedestrians approaching the crosswalks even though they are well marked. It may mean the loss of some parking spots or cutback of bushes and the like at the entrances to the walk.
- The out of town visitors use the beach and leave all their trash along side R1A where they park. Limit this parking to residents only.
- We love to take our visitors for a bike ride along the coast during summer mornings due to the unspoiled beauty along 1A and the scenic historic route along 1B. A safer cycling route along 1A/1B and into Portsmouth would greatly enhance our coast. We like to stop for a bagel or lunch along the way. While some healthier restaurant options would be welcome, excessive commercial development would spoil the coastline north of Hampton Beach. Another favorite activity is to get ice cream at the Beach Plum and cross the street to sit on the wall at North Hampton Beach to eat it. Another comment - state parks should be free to cyclists and walkers, eg. Rye

Harbor State Park. While Hampton Beach can accommodate the more sedentary beachgoer, the corridor north of here should be developed as a tourist area for walkers, runners, cyclists, surfers, and more active users of the coast.

- It is my opinion that development should not take place along a seacoast area other than well away from erosion and storm damage. Building in these areas invites trouble, so why be stupid and build there? This is an issue all over the country's coastline. Yup, there is plenty already there, don't add any more. Tourists don't come to see buildings and roads. They want to enjoy the beach.
- I hate that the view of the ocean has had to be obstructed in so many places by an ugly wall of rocks. Houses have been allowed to be built on the marshes which could normally handle any overflow. Please, no more building where it endangers both residents and properties! I love our Rte. 1A and 1B and would hate to see too much development by those who want to own what should rightfully be enjoyed by everyone. P.S. I'm not even a Democrat!!!!
- I live on Brackett Rd. in Rye north of Marsh Rd. This is a State road with a 35 m.p.h. speed limit. Traffic is a major problem as many have discovered that this cut through will save about a mile on Route 1A. There is no reason to permit this. The road should be turned back to the Town and barriers should be installed to prevent through traffic.
- Thank you for the opportunity to give our perspective on these issues. We hope and expect thoughtful consideration will be given to all the "voices," but we ask that you pay particular attention to the needs of our children so they may safely live and play along the seacoast.
- just mainly the bicycle issue, especially when travel along 1B, Elwyn Road, Pioneer Road or other extremely narrow and highly traveled roads during the summer, and crowded street parking on beach weekends by Cable rd Ext and Pirates cove.
- WE need to be thoughtful and implementing any building or development. NO big stores or hotels. That will detract from the beauty of the ocean.
- Thanks for doing this! Hope we see some improvements. Change is good! We all must grow with change. Saying no to exercise is not the way to go about all this crowding and Summer Sessions is not the sole problem!
- prepare for the changed climate and restrict development and provide more public transportation
- Something has to be done. It is getting dangerous especially in the summer.
- Develop roads away from the seacoast.
- Please hurry and finish Sagamore Bridge!
- Do not take actions that would restrict beach access.
- We need to limit the amount of parking. In front. Of jennese beach. Beaches are getting to busy
- Even though we live 1/4 mile from the ocean, I want to make sure that as many people as practical have access to the beach. I also want to make sure we protect access to the ocean for surfers.
- The corridor traverses 3 very different areas, each with their own unique qualities and quirks. Each area should have its own plan to address the problems and enhance the positives.
- Canadians and other visitors parking large campers on Ocean Blvd. is a major problem. They shouldn't be allowed to park on the street.
- Don't mess with it! You'll screw it up!
- If Changes are made to improve infrastructure , a natural look for the area should be used
- In Rye, we gladly share the historic and scenic magnificence of our coastal town; but there is a tipping point at which sharing becomes invasion. We have reached that point. The main goal of the Town of Rye is to keep our beaches safe for all; but, in my opinion, excessive crowds/traffic encouraged by county and state promotion of

this area should not result in dangerous bike/pedestrian conditions, unsafe exit of beach area residents from their homes during the summer months and should not add to the tax burden of Rye taxpayers.

- I'm glad you're doing this survey. I hope the responses are helpful.
- I like to surf and want to see it promoted BUT the amount of student surfers at sawyers from summer sessions is out of hand during the summer....to bring a bus load of students there several times a day for lessons is excessive...beach access is limited for residents/visitors as it is and this practise is only helpful to owners of the shop
- More parking tickets and increase the fine to those that park in Permit Only areas without a permit.
- In the 50+ years I have been coming here to visit family or living here myself the character of the Seacoast has changed little. I hope that trend continues so that others can enjoy the beauty of the area by actually entering the experience rather than as tourists leaving a tour bus to snap a picture.
- The high impact times for the people who live on 1A are July and August however May/June and September/October are seeing strong increased use as well. Trash is a real problem in the summer, diapers left on the side of the road, beach towels, chairs, sandals etc etc
- Alcohol use needs to be stopped (or policed), permit parking expanded to all neighborhood streets east of the Boulevard.
- We are losing control along 1A/1B and there State and the town. need to work together to get things under control.The residents needs should be priority and not tourism.
- I love the beach all year round. If I have time, I'll drive 1A rather than drive on Route 1 or 95. I walk the beach as much as possible ... with our dog or not. I love the beach on a busy, hot Saturday on August or on a cool, quiet Tuesday in April. I appreciate all the effort that so many groups are making to keep our beaches and "the corridor" people-friendly ... available to everyone to enjoy and hope that growth will be managed in a responsible manner to protect and preserve our coastal treasure.
- Please protect and save this beautiful area of the small New Hampshire coastline. Rye cannot accommodate unlimited tourism. It is a delicate and fragile resource that should be protected.
- Carry in/carry out is insufficient. I live on the beach and many residents like me are constantly cleaning the beach. There are people that do this every day. There is inadequate enforcement of dog waste and trash during the summer. People also abuse the beaches during the winter with their dogs when the only enforcement is people like me. I think there should be a bath house at Wallis Sands. We have the state beach, but the town beach needs a small bath house with bathrooms and outdoor showers. The new one at North Beach is outstanding (needs an outdoor shower). Petey at the Red Roof had to put in a port-o-san because there is no toilet at Wallis Sands Town Beach. I think it is very hard on visitors to enjoy the beach with inadequate facilities. Can't promote use of the beaches without adequate access to facilities. I do think there should be consideration on dunes in some areas. Ammophila or some other grasses should be introduced. We have to starting thinking about rising ocean levels and whether we are going to do anything about it.
- I used to enjoy going down to the beach in the summertime but now it is very overcrowded. In the past few years it is even very hard to cross 1A to get to the beach.
- It is a major problem that the Town of Rye is allowing Zumba and Summer Sessions to use the beach WITHOUT CHARGING THEM A DIME OR RESTRICTING THEIR USE. They should be able to use the beach but there need to be boundaries. The traffic near Jenness Beach is greatly increased due to these overdone activities. The bathrooms, trashcans and parking spaces are all being maxed out by the patrons of these classes. Rye needs to put its foot down and restrict, as well as make some money on permits!
- The parking situation must be resolved. Campers & cars pay no attention to current restrictions. The same

vehicles will park day after day in 'No Parking' zones either because they ignore the citations or because the convenience is worth the fine. Meanwhile, the vehicles block sight lines, force pedestrians and cyclist into traffic, creating dangerous & life-threatening situations.

- I think we have been lucky not to have more traffic fatalities. The bicycle riders have no respect for the other bicycle riders and/or walkers. They come up from behind and seldom let you know they are there. People park their vehicles wherever they want to, leave trash, make unnecessary noise and are often disrespectful of the residents.
- Please react. So many of us have reached out to the state, to the people in Concord responsible for parking, and to our board of selectmen. There will be lawsuits in the future if we don't take issues seriously. Thanks for reaching out!
- We're very concerned about the safety of pedestrians, and beach goers.
- Please do something to bring sanity and balance back. We cannot continue to stuff 10 lbs of stuff into a 5 lb sack. The sack is tearing. Beach communities in Maine and Massachusetts would never have to suffer all the traffic and overcrowding, lessons, fitness activities and races that we have. Communities across the country have begun to limit these activities because it's simply too much, and visitors and tourists now frequently take a mile when you give them an inch.
- Trash left by walkers, bikers and cars.
- Allow dogs at Odiorne Point State Park again. It isn't a wildlife sanctuary - it is a public park.
- Thank you for soliciting our input.
- Need safer routes for pedestrians and cyclists, especially in Newcastle and areas of Rye w/ no/small shoulder ; need less parking on street near Jenness Beach, need better signage for cross walks, need more of a police presence to enforce existing traffic and parking laws.
- We need to acknowledge and welcome visitors but also make them aware of the fragile ecosystem they are enjoying, protecting the wildlife both in the ocean and in the nearby marshes.
- protect the beach for swimmers. isolate the surfers cut back on free parking along roadways
- NH Resident for entire life. Less is more.
- Route 1A in North Hampton, Rye and Rye Beach is a lovely winding scenic byway. That was the intention when it was built. The population density has increased explosively since, say the '70's, that there is always going to be friction between its capacity and the number of people wanting to get to the beaches and ocean. Striving to improve things on the margins is reasonable and desirable for public safety: improved bike and pedestrian lanes, cross walks, clear road markings and signage to control parking. But to keep it the scenic byway it has been one cannot over do it.
- Strict rules, procedures for any commercial development along 1A especially if intruding on wetland areas
- The road shoulder parking is creating a hazard along Wallis Sands Beach from Concord Point to the Wallis Sands State Park. It leaves little room for cars, bikes and pedestrians to share the road. It also creates a constant stream of people who want to cross the road and access the beach across private property because their parking puts them a distance from the public entrance to the beach. An off-site parking area w/ transport to the public beach entrances might alleviate this problem.
- Enforce towing for people who violate the parking regulations - would make more of an impact than ticketing - or a bigger ticket fine.
- Prohibit violations of current ordinances with heavy enforcement, via town officials, police and lifeguards and with larger fines. Regulate and restrict commercial use (including board rentals) to evaluate and promote public access needs. Minimize road races, charity events and all money making activities - there has been an overuse

this summer on the beaches and roads affecting average daily public usage of this limited resource, affecting open space, affecting enjoyment by all, affecting the aesthetic qualities of the seashore. Slower speed limits along Rt. 1A and 1B. More crosswalks. Metered parking needed. Prohibit parking on one or both sides of Rt. 1A and 1B along seashore, common to most seacoast coastal towns. Improved bath facilities at Jenness State Park. Larger swim only areas.

- You spend any money on the infrastructure that is there. Improve parking surfaces, and keep the bicyclist single file.
- Thank you for considering this area worthy of preservation and improvement.
- I am concerned that it is too close to the water and will be lost as sea level rises and we have more significant storms. We need to make sure that whatever is done for today is in context of that future.
- I've run a business in Portsmouth for over 30 years. I spend a lot of time on the Rt 1A & 1B corridor in the off-season. In the summer I keep my distance.
- I would like to see a consortium of public transportation, bicycle rider associations, and other transportation professionals, both governmental and private, from the Piscatqua River Watershed look at the whole region and the way various populations use the area, whether it is simply moving from point to point for work or shopping or commercial transportation, or for recreation or entertainment. The 1A/1B/ Newcastle corridor is a good place to start. Living in Maine I go across the river on my bike, walking or by car, and am aware of many, many people who come from New Hampshire and use the roads and facilities in Maine to ride, recreate, shop, work, or just enjoy our environment. Thanks for asking your questions, they have gotten me to focus on these concerns.
- Re #17, we've lived in Eliot for 18 years and we travel from York to Rye quite often to enjoy the ocean.
- A much better exit from Hampton Beach is ABSOLUTELY NECESSARY for our tourist guests, but more importantly in the event of a Seabrook Power plant Emergency. There is currently NO WAY you could evacuate Hampton Beach in any reasonable time frame, and one accident on the egress way would make evacuation nearly impossible.
- I used to live year round in Rye Beach before I sold my home on a Inad grant and moved to Kittery. I feel very connected to the Rye area and still go to the Beach Club and St Andrew's by the Sea all summer long and to visit friends and use the Rye Public Library in the area all year long.
- I've changed my opinion on the Neil Underwood Bridge (Hampton Harbor Bridge). I used to think that making a four lane bridge where four lanes exist on either side was the way to go, but no I think you would be just moving the problem to other locations both north and south. Especially to Route 286 in Seabrook. I believe that maybe just adding wider bike and pedestrian areas on east side of the bridge could be done by cantilevering off of existing bridge. I strongly think that any large/expensive projects should be scaled down when people take a hard look at the flooding issues going forward. Walkers, runners and bikes and fishermen would be on the short lift span and all would have to share the existing narrow lane for obvious reasons.
- Coastal protection and promoting alternative transportation are the major priorities to me.
- We need more off road trails where bikes and pedestrians can travel safely.
- Mutual respect by motorists, cyclists and pedestrians always important. Like mutual respect in any other aspect of life.
- I hope that this helps to end or lessen the conflict between motorists/police and cyclists. I really don't feel safe or protected on the roadway a lot of the time.
- Encourage the communities to plan transportation and land use in the corridor as an inter-connected region.
- Thank you for doing this survey.
- Thanks for asking for my opinion.

- Route traffic from other highways around and not through residential areas. Limit truck traffic.
- Also cooperate with Salisbury
- Bike lanes are crucial....tied to the local rail trail.
- Very interested in having a safe, designated bicycle lane...my priority!
- We already have too many tourists and cars. This excess is already diminishing the quality of life of those who actually live here. We should not be encouraging even more cars and tourists onto our already crowded seacoast area roads. We also should not be increasing the tax burden on our residents for the benefit of tourists.
- Development needs to fit in with the views and neighborhoods. Too much development is being built for maximum size and visual impact, which is contrary to the longterm benefit of the corridor.
- I lived in Portsmouth from 1985 to 2013. I only moved to Kittery because I couldn't afford to buy in Portsmouth because the real estate market has been driven up artificially by big developers building high-cost condos and raising the costs of housing. It is a darn shame what is happening to the Portsmouth area--I hear that restaurants are complaining because people cancel because Portsmouth is too congested and there isn't enough parking. The solution isn't to cut down more trees to build parking lots. The solution is to make responsible decisions to not allow so much development and so many new high-rise buildings. It makes me very suspicious of town councils that there isn't some hanky panky going on or councilors are getting some financial reward for allowing these decisions to be made. That may not be the case, but the decisions in recent years have been SO BAD that it makes me wonder. It is driving people who lived there for years and made the seacoast their community, because they are trying to get richer people from out of town to come in and buy real estate. I think there is an old boys club between realtors, town councils, and big developers--it really is such a shame and I hope it will stop--but it's almost too late--because once you allow one developer to build a block of five story buildings you've opened the door to more development. I am amazed and disheartened at the lack of responsible decision-making that has taken place in the seacoast!
- Current mix of business and residential and recreational is fine. I don't think this present balance needs to be upset.
- I would like to see a consortium of public transportation, bicycle rider associations, and other transportation professionals, both governmental and private, from the Piscataqua River Watershed look at the whole region and the way various populations use the area, whether it is simply moving from point to point for work or shopping or commercial transportation, or for recreation or entertainment. The 1A/1B/ Newcastle corridor is a good place to start. Living in Maine I go across the river on my bike, walking or by car, and am aware of many, many people who come from New Hampshire and use the roads and facilities in Maine to ride, recreate, shop, work, or just enjoy our environment. Thanks for asking your questions, they have gotten me to focus on these concerns.
- Re #17, we've lived in Eliot for 18 years and we travel from York to Rye quite often to enjoy the ocean.

APPENDIX C
NH Coastal Scenic Byway Corridor Management Plan
Compiled Input from Community Meetings in Rye, Portsmouth and Hampton
May & June 2014

MEETING NOTES

What do you value most about the NH Coastal Scenic Byway (Route 1A/1B)?

- Views of the Isles of Shoals
- Broad ocean views
- Access to Rye Harbor
- Fishing and whale watching out of Rye Harbor
- Broad marsh views
- Birds in marshes
- Views to historic homes and sites
- The opportunity to park and just watch the ocean
- Diversity of scenery
- Twists and turns
- It's home
- Beautiful ocean views
- The scenery and openness to view
- Walking along coast, North Beach, North Hampton
- View beautiful, bring visitors
- Parking for out of town visitors (customers)
- Winter – wildlife, surfing, quiet, DRED plowed sidewalks this winter (High Street to Haverhill Avenue)
- Untapped potential, Captain Smith Monument
- Density and diversity of attractions

What one change would you most like to see related to the Byway?

- Good cell reception throughout
- Beach cleanliness
- More signage to “pack it out” (or trash cans)
- Restrict smoking (no smoking beaches)
- Boardwalks along berms entire length

- More trash pick-up with barrels for dog waste so people don't drop bags along roadways
- Integrating Hampton Branch rail line into the plan – will provide an alternate for bikers
- One person agreed with all comments above
- Integrating the byway resources in school programming
- Widen bike paths
- Parking garages outside beach limits
- Increased shuttle service between corridor locations
- Reduce speed limit 1B rye: narrow, curves, blind curves
- Educational signs strategically placed: 3 foot buffer between cars and bikes state law
- Bike paths
- Wider/more bike lanes
- Nothing – already too congested
- Loud motorcycles...noise enforcement
- More parking for commercial businesses
- Better signage – wayfinding, cross streets, for attractions also: restaurants
- Ped/bike access across Hampton River Bridge
- Limit cars on Ocean Boulevard in Hampton Beach, pedestrian only
- Wider shoulders
- Dredging of waterways to improve year round recreational use
- Trailhead access: signage and education

What opportunities do you see to make use of the Byway support the local economy while maintaining quality of life and resource protection?

- Museum at Rye Harbor of history of fishing in the area
- Open Goss farm barn for farmers market
- Place (pay fee) telescopes to view Shoals from Rye Harbor Park
- Promote fishing, ???, whale watching and trips to Isles of Shoals
- Build assortment of restaurants “on the water” – perhaps at Rye Harbor Beach and/or Wallis Sands
- Towns, work cooperatively to issue permits for special use such as road/bike/pedestrian events
- Parking lots with shuttles to alleviate roadway congestion
- Trail of historic sites all up coast, signage, maps

What threats do you see to the Byway and/or adjacent resources that help define its character?

- Encroachment on existing right-of-way
 - Encroachment into tidal and freshwater marshes
 - Destruction/tear down of cottages, modest homes
 - Trash – low respect for the environment
-

- Over development
- Seasonal roadside parking
- On-street parking extending up side streets into residential areas
- Development by waiver of destination/setbacks impact environment and character
- Increased traffic
- Development/renovation that impacts historical character of the homes and buildings along the route
- Development
- Too much success/visitation Beach Plum parking and trash
- Climate change
- Residents bearing costs of welcoming visitors (services), also gentrification
- Funding for resource management
- Economic impact study for Hampton – need for full byway
- Parking invasion into residential areas
- Lack of parking for residents
- Lack of enforcement

What do you think can be done to address conflicts between automobiles/ bicyclists/ pedestrians on the corridor?

- More police presence
 - Better separation of pedestrian/bikes and cars
 - User education, traffic calming techniques, sharrows for bikes
 - Better bike lane markings and multimodal signage
 - Remove ledge in front of 11 Wentworth to eliminate blind curve
 - Repair crosswalks annually and use stand-up signs to mark
 - Add crosswalks at points many cross
 - Utilize some of green space to the East of Route 1A around Little Boars Head in North Hampton to widen the shoulder
 - Evaluate additional areas for one-way traffic to get more area to accommodate bikes/ pedestrian to detour Sea Road to Central then back down Washington
 - Widen shoulder on Pioneer and Wentworth
 - Marked sharrows on blind curves
 - Reminders of “rules” of the road – or respect or politeness
 - Consistent width of bike paths
 - Maintenance of ??
 - Paint bicycle and walking pictures on shoulders
 - Standard shoulder width of 8 feet, where possible
 - Signage to warn of heavy recreational use along roadway edges
 - Building “boardwalk” for bicycles and pedestrians adjacent to Route 1A – maybe pile supported in salt marsh areas adjacent to roadway
 - Would also provide educational/natural resource opportunities
-

- Eliminate parking on Route 1A – force remote parking – at least on weekends
- Should wide enough for walkers and cyclists with no parking
- Improve Jenness and Wallis Sand bathroom facilities
- Better signage
- Trash pick-up
- Widen roadway/shoulder in North Hampton around Little Boars Head
- Close Ocean Boulevard in Hampton Beach to traffic, make it pedestrian pathway
- Provide alternate routes for cars/bike paths
- More signage of rules of road for bikes vs. cars
- More signs especially around beaches reminding cars to yield to cyclists who are on road...the cars try to cut off bikes
- Need more/wider lanes for bikes from 111/Atlantic Ave to Jenness Beach...very unsafe/windy road for bikes
- Dedicated bicycle lanes – along ?????? parking area included hatched lane for ??? openings from parked cars
- Restrict parallel parking to allow where only necessary
- Clarify rules of the road for both cyclists and motorists
- Educate drivers regarding cyclist road rights
- Educate bicycle riders on responsibilities/rules of the road
- More police and law enforcement of laws
- One way traffic out of town (or into) on Islington Street
- Bike lanes marked in glow in dark paint and color different than white
- More patrol oversight for driving infractions, speeding, etc. on bike lane designated roads
- Narrow driving lanes on 1A & 1B to give a shoulder to pedestrians
- Separating where possible (New Castle SAFEPATH)
- Reduce distracted driving
- What's more important? Cars? Bikes? Relocation to rail trail
- Challenging of maintaining facilities
- Boardwalks through marshes/dunes – minimal on ecosystems
- Coherent plan for locations for activities – swim areas, trail heads, surfing areas, wildlife viewing – all well-advertised possibly with auto exclusions
- Walkways on top of berms
- Discount attractions pass NH Seashore (like White Mountains pass)

Are there other issues we haven't asked about?

- Ongoing Byway Council based on HBC to implement plan
-

- **Comments on Road & Traffic Maps**

- Coordination of East Coast Greenway/Rail Trail with Scenic Byway. Signage at locations where they intersect or you can transition from one to another
- Where are there bike racks?
- Most cyclists don't want to exit NH1A to go on side path at Odiorne – want to stay on road (too much pedestrian traffic on narrow path).
- State/town own both sides of road along NH1A past Odiorne, so RoW not an issue for widening shoulders here.
- Narrow shoulders marked along NH1A from Little Boars Head north to Bass Beach area.

- Bottleneck at Hampton Harbor Bridge
- Relocate Hampton Beach center parking islands for safety
- Improve pedestrian pathway along Ocean Boulevard at Hampton Beach
- Narrow shoulders along NH1A around Little Boars Head
- Reduce speed limit on NH1B in Rye (currently)
- Lack of parking for business use along NH1A between Wallis Sands and Petey's/Pirates Cove.
- Gravel berm south of Odiorne is unattractive
- New bathroom at North Beach area. Lots of parking underutilized

- **Comments on Resource Inventory Maps**

- Studebaker House in Rye should be identified on map
 - President Taft stayed at a home at Little Boars Head
 - Seavey Homestead along Pioneer Road – Historic American Building Survey (HABS)
 - Seacoast Science Center at Odiorne Point should be identified on map
 - Pulpit Rock Base Station should be identified on map
 - Seal Rocks as a location for wildlife viewing
 - Lizzie Ann schooner wreck in 1905 (north of Concord Point, south of Wallis Sands)
 - John Smith Monument at Rye Harbor State Park summer 2014
 - Awcomin Marsh Trail should be marked on map (marsh behind Rye Harbor)
 - Beach has been breached, water now (north part of Straws Point)
 - Develop a mobile app with a historic resources tour
 - Tuck Museum in Hampton should be identified on map
 -
 - Historic pub crawl
 - Ghost trail in Hampton (local haunted spots)
-

Appendix D

Inventory of Historic Resources, Documentation and Institutions by Community NH Coastal Byway Corridor Communities

All information is on file at DHR, unless otherwise specified.

STRUCTURE OF EACH TOWN INVENTORY

1. IDENTIFICATION
 - A. Surveys
 - B. National Register forms (prepared but not listed)
 - C. Other, including Master Plan Chapters

2. PROTECTION & EDUCATION
 - A. National Register and National Landmark properties
 - B. Properties Determined Eligible for the National Register & State Register
 - C. Local Historic Districts, Commissions, and Certified Local Governments:
 - D. Local Historical Societies

3. MISCELLANEOUS
 - A. Regular property files at DHR
 - B. Review and compliance files at DHR
 - C. Correspondence files at DHR
 - D. Clipping files at DHR

Hampton

1. IDENTIFICATION

A. Surveys:

Town Area Form, received January 1991.

Project Area Form, Route 101/51. January 1991. (In Multi-Town Files at DHR)

Project Area Form, Hampton Beach Area. February 2010.

Project Area Form, Hampton Village. December 2000

Historic District Area Form, Exeter Road Rural District. March 1991.

Eastern Railroad Area Form (Multi-Town). 2002.

B. National Register forms (not listed):

None.

2. PROTECTION

A. National Register and National Landmark properties:

Reuben Lamprey Homestead, listed November 1982 (NR).

Benjamin James House, listed March 2002. (NR)

B. Properties Determined Eligible for the National Register & State Register:

Exeter Road Rural Historic District, March 1991.

James House. 1995. (NR)

Philbrick Estate School. 1997. (NR)

Marelli's Market. 2008. (NR within District) (SR)

Towle Farm, 1993.

C. Local Historic Districts, Commissions, and Certified Local Governments:

Hampton Heritage Commission

D. Local Historical Societies:

Hampton Historical Society, Tuck Museum. 40 Park Avenue

Hampton Historians, Inc.

Meeting House Green Memorial and Historical Association, Inc.

3. MISCELLANEOUS

A. Regular property files at DHR:

None.

B. Review and compliance files at DHR:

FDIC, FEMA, USDA/FMHA:

Hampton Bathhouse and Seawall Replacement, 1987.

Rip-Rap Revetment at Plaice Cover, 1993.

Hampton Elderly Housing Project, 1993.

Odyssey House Foundation, 1987.

C. Correspondence files at DHR:

None.

D. Clippings files at DHR:

None.

New Castle

1. IDENTIFICATION

- A. Surveys:
 - Historic District Area Form – Fort Constitution Area. May 2002.
- B. National Register forms (not listed):
 - Fort Stark, form completed 1973. Not submitted.
 - New Castle Town Hall, form completed 1982. Rejected.
- C. Other:
 - Wentworth-by-the-Sea Study (location unknown).

2. PROTECTION

- A. National Register and National Landmark properties:
 - Fort Constitution, listed July 1973.
 - Portsmouth Harbor Light, listed October 2009. (NR)
- B. Properties Determined Eligible for the National Register & State Register:
 - Wentworth Hotel. 2000. (NR)
 - Battery Elon Farnsworth. 2002. (NR)
 - Walbach Tower – USCG Station. 2002. (NR within District)
 - Mines Casement – USCG Station. 2002. (NR)
 - Engineering Building – USCG Station. 2001. (NR within District)
 - New Castle Congregational Church. 2007. (SR)
- C. Local Historic Districts, Commissions, and Certified Local Governments:
 - Historic District Commission
- D. Local Historical Societies:
 - Archives and Records Committee.

3. MISCELLANEOUS

- A. Regular property files at DHR:
 - Portsmouth Harbor Station - US Coast Guard.
 - Old Boathouse, Pts. Harbor Coast Guard.
 - Wentworth-by-the-Sea.
- B. Review and compliance files at DHR:
 - New Castle Bridge.

Battery Farnsworth.

504 Review: Fort Stark Improvement Program.

Modifications to US Coast Guard Station.

DOA/COE Wentworth/Pacific Park. 1982.

NOAA/CZM: Proposed shoreline protection and dock repair on Great Island
Common. 1988.

DRED/UNH: Coastal Marine Lab at Ft. Constitution. 1992.

C. Correspondence files at DHR:

None.

D. Clippings files at DHR:

None.

North Hampton

1. IDENTIFICATION

- A. Surveys:
 - Historic District Area Form, Little Boar's Head District. June 1999.
 - Eastern Railroad Area Form (Multi-Town). 2002.
- B. National Register forms (not listed):
 - None.
- C. Other:
 - Master Plan Chapter on file at RCP, limited visual survey.

2. PROTECTION

- A. National Register and National Landmark properties:
 - North Hampton Public Library, listed February 2014. (NR)
 - North Hampton Town Hall, listed February 2013. (NR)
 - Little Boar's Head Historic District, listed June 1999 (NR)
- B. Properties Determined Eligible for the National Register & State Register:
 - Centennial Hall. 1999. (NR)
- C. Local Historic Districts, Commissions, and Certified Local Governments:
 - North Hampton Heritage Commission.
- D. Local Historical Societies:
 - North Hampton Historical Society.

3. MISCELLANEOUS

- A. Regular property files at DHR:
 - General Henry Dearborn House Site. Tablet to mark (Route 151).
- B. Review and compliance files at DHR:
 - None.
- C. Correspondence files at DHR:
 - FHWA/DOT/DPWH: NH Route 101D Bridge Replacement.
- D. Clippings files at DHR:
 - None.

Portsmouth

1. IDENTIFICATION

A. Surveys:

Carter Center Cutorial Building (Strawbery Banke), July 1992.

An Exterior Architectural and Historical Survey of the South End of Portsmouth, James Garvin, August 1972.

Portsmouth Intersection Study (mostly in Christian Shore), Thomas Morgan, December 1985.

An Inventory of Historic Structures in Portsmouth, Dorothy Vaughan, 1972.

Local surveys done in 1978, 1982 and 1992 (South End, West End and Downtown areas); on file at the Portsmouth Athenaeum.

Survey and other research information is included in Building Portsmouth: The Neighborhoods & Architecture of New Hampshire's Oldest City. Richard M. Candee, 1992. Updated 2006.

Project Area Form – Court Street. August 2001.

Project Area Form – Greenland Road. October 2000.

Project Area Form – New Castle Avenue. June 2002.

Project Area Form – Route 1 Bypass. August 2005.

Project Area Form - Sagamore Avenue Project. May 2014.

Project Area Form - Sarah Mildred Long Bridge Replacement. November 2012.

Project Area Form - Sagamore Creek Bridge Replacement. January 2010.

Project Area Form – State Street Project. June 2009.

Historic District Area Form – Atlantic Heights. February 2001.

Historic District Area Form – Christian Shore. January 2007.

Historic District Area Form – Creek Neighborhood.

Historic District Area Form – Hillside Drive. November 2000.

Historic District Area Form – Hopley Family Historic Area. October 2000.

Historic District Area Form – Islington/Melbourne. December 2000.

Historic District Area Form – Mariner's Village. June 1994.

Historic District Area Form – Middle Road. November 2000.

Historic District Area Form – Bypass/Sarah Mildred Long Bridge. March 2006.

Historic District Area Form (Multi-Town) – Newington Branch, Portsmouth & Dover RR. April 2010

Eastern Railroad Area Form (Multi-Town). 2002.

- B. National Register forms (not listed):
Jabez Fitch House, submitted March 1972; not resubmitted.
Samuel Gerrish House, not individual, in Portsmouth Parade Historic District though. Dec.1972.
Kearsarge Hotel, NR Form submitted 1981, not completed.

2. PROTECTION

- A. National Register and National Landmark properties:
Atlantic Heights Development, listed September 2006.
Benedict House, listed May 1973.
Daniel Pinkham House, listed November 1972.
Freewill Baptist Church, listed September 2003.
General Porter Condominiums, listed October 1985.
George Rodgers House listed June 1976.
Governor John Langdon Mansion, National Historic Landmark, listed December 1979
Governor John Wentworth House, listed June 1973
Hart-Rice House, listed August 1972.
Haven/White House, listed June 1985.
Henry Sherburne House, listed August 1972.
Individual Properties located on The Hill, Portsmouth Parade Historic District, listed March 1972:
James Neal House, listed August 1972.
Jeremiah Hart House, listed November 1972.
John Hart House, listed November 1972.
Larkin-Rice House, listed November 1979.
MacPheadris-Warner House, National Historic Landmark, listed October 1966
Moffatt-Ladd House (William Whipple House), listed November 1968
New Hampshire Bank Building, listed September 1979.
Nutter-Rymes House, listed November 1972.
Old North Cemetery, listed March 1978.
Phoebe Hart House, listed April 1973.
Portsmouth Athenaeum, listed May 1973.
Portsmouth Cottage Hospital, listed September 1996.
Portsmouth Public Library, listed March 1973
Rockingham Hotel, listed March 1982.

Rundlet-May House, listed June 1976.
Saint John's Church, listed January 1978.
Samuel Beck House, listed April 1973.
Simeon P. Smith House, listed November 1972.
South Meeting House, listed April 1982.
South Unitarian Universalist Church, listed August 1972
Strawbery Banke Historic District, listed June 1975.
The Franklin Block, listed June 1984.
Tobias Lear House, listed October 1979.
USS Albacore, National Historic Landmark, listed April 1989.
Wentworth-Gardner House, listed October 1979.
Whidden-Ward House, listed November 1971.

B. Properties Determined Eligible for the National Register & State Register:

Union Cemetery. 2006. (NR)
Creek Farm. 2000. (NR)
Haven Park. 2001. (NR)
Peoples Baptist Church. 2001. (NR)
Advent Christian Church. 2002. (NR)
New Castle Avenue Seawall. 2002. (NR)
339 Wibird Street. 2000. (NR within District)
Portsmouth Armory. 2003. (NR)
Memorial Park/Scott Avenue Bridge. 2006. (NR)
Portsmouth Brewing Company. 2004. (NR within District)
Pier II Warehouse. 2004. (NR) (Demolished 2009)
Music Hall. 2004. (NR)
Home for Aged Women. 2005. (NR)
US Route 1 Bridge/Memorial Bridge. 2006. (NR)
Samuel Sherburne House. 2006. (NR)
St. Mary's Cemetery. 2006. (NR)
Lafayette School. 1998. (NR)
Kenneth & Winifred Caswell House. 2007. (NR within District)
Frank E. Leavitt House. 2007. (NR within District)
Wright House. 2007 (NR within District)
Humphreys-Grace House. 2007. (NR within District)
Humphreys House. 2007. (NR within District)
Witmore House. 2007. (NR within District)
Morley Button Factory. 2007. (NR)

Helen Diamond House. 2006. (NR)
Portsmouth Marine Railway. 2006. (SR)
Two Mile Bridge. 2006. (NR within District)
Deer Tavern Site. 1981. (NR)
Fort Washington. 1978. (NR)
Hart/Shortridge Site. 1981. (NR)
Dyer Foss Farm. 1985. (NR)
Plains Playground. 2006. (NR)
National Block. 2008. (NR)
Portsmouth Armory/Readiness Center. 2009. (NR)
Bersum Gardens Historic District Area Form. 2013. (NR)
State Street Area. June 2009. (NR)

- C. Local Historic Districts, Commissions, and Certified Local Governments:
Portsmouth Historic District Commission, and (2) Historic Districts.
- D. Local Historical Societies:
Portsmouth Advocates.
Portsmouth Athenaeum.

3. MISCELLANEOUS (folders for Portsmouth at DHR are alphabetical)

Property files at DHR:

Thomas Bailey Aldrich Memorial.
Alms House Site.
Atlantic Heights.
Austin-Lyman House.
Ayers House.
Gideon Beck House.
Blue Strawberry.
Charles Blunt House.
Oliver Blunt House.
Langley Boardman House.
Brewster House.
John Brewster House.
Briard-Dwight House.
Browne House.
Buckminster House.
..... etc.

Other:

Wentworth-Coolidge Mansion: Historical and Archeological Report and Furnishing Plan.
James Garvin, February 1978.
Survey of Governor Benning Wentworth House. Public Works, 1954.

Rye

1. IDENTIFICATION

A. Surveys:

- Individual form for Odiorne Farm, across from Odiorne State Park, March 1993.
- Cemetery inventory (files of the Old Graveyard Association)
- Visual Survey by Rockingham Planning Commission (files at RPC), 1983.
- Historic District Area Form - Abenaqui Country Club. September 2003.
- Project Area Form – Seavey Creek/Odiorne Point. July 2001.
- Eastern Railroad Area Form (Multi-Town). 2002.

B. National Register forms (not listed):

None.

2. PROTECTION

A. National Register and National Landmark properties:

- Elijah Lock House, listed December 1979.
- Parsons Homestead, listed December 1980.
- Isles of Shoals, listed December 1980.
- St. Andrews by the Sea, listed December 2001

B. Properties Determined Eligible for the National Register & State Register:

- Nathaniel Foye House. 1998. (NR)
- Seavey Creek Bridge. 2001. (NR)
- Odiorne Farm. 2007. (NR)
- Isles of Shoals Light Station. 1989. (NR within District)

C. Local Historic Districts, Commissions, and Certified Local Governments:

- Historic District Commission, 1964. Four Historic Districts: 1) Rye Center Historic District, 1964; 2) Isles of Shoals; 3) Brackett Massacre Site; 4) Cable House.
- Rye Heritage Commission

D. Local Historical Societies:

- Rye Historical Society.

3. MISCELLANEOUS

A. Regular property files at DHR:

- Atlantic Cable Station.

Pulpit Rock.

Seavey House.

B. Review and compliance files at DHR:

Odiome State Park, Nature Center.

504: Rye Harbor State Park, Ragged Neck Cottage.

USDOT/CG: Isle of Shoals Lighthouse. 1992.

C. Correspondence files at DHR:

None.

D. Clippings files at DHR:

None.

Seabrook

1. IDENTIFICATION

- A. Surveys:
 - Town-Wide Area Form. January 1995.
 - Eastern Railroad Area Form (Multi-Town). 2002.
- B. National Register forms (not listed):
 - None.
- C. Master Plan Chapter in files of RPC, limited visual survey.

2. PROTECTION

- A. National Register and National Landmark properties:
 - None.
- B. Properties Determined Eligible for the National Register & State Register:
 - Old South Meeting House. 1995. (NR)
 - Sanborn School. 1993. (NR)
 - Edward Gove House. 1995. (NR)
 - John & Newell Brown House. 1996. (NR)
- C. Local Historic Districts, Commissions, and Certified Local Governments:
 - None.
- D. Local Historical Societies:
 - Seabrook Historical Society (owns four buildings).

3. MISCELLANEOUS

- A. Regular property files at DHR:
 - None.
- B. Review and compliance files at DHR:
 - None.
- C. Correspondence files at DHR:
 - 1993 letter, Eric Small, Historical Society. Looking for preservation easement information for schoolhouse building they want to give back to town.
- D. Clippings files at DHR:
 - None.

Appendix E - NH Coastal Scenic Byway Corridor Management Plan

Full Data from Bicycle & Pedestrian Counts

Extrapolated volume estimates based on model from National Bicycle/Pedestrian Documentation Project, an initiative of the Institute of Transportation Engineers (ITE)

Location	Date	Time	Day	Weather	2 Hour Count	Adjusted Count	Daily Estimate	Weekly Estimate	Monthly Estimate (Sept)	Annual Estimate	Notes
Memorial Bridge	9/9/2014	7:00-9:00am	Tue	Sunny 54	122	128	1,165	8,958	38,392	349,015	Steve Bakula
Memorial Bridge	9/18/2014	5:00-7:00pm	Thu	Sunny 60	162	170	1,215	10,125	43,393	394,481	Andrew Janiak
Memorial Bridge	9/14/2014	10:00-Noon	Sun	Sunny 55-65	420	441	2,205	12,250	52,500	477,273	J.R. Howard
New Castle/South	9/9/2014	7:00-9:00am	Tue	Sunny 54	168	176	1,604	12,336	52,867	480,610	Mark St. Denis
New Castle/South	9/9/2014	5:00-7:00pm	Tue	Sunny cool	210	221	1,575	12,115	51,923	472,028	Mark St. Denis
New Castle/South	9/13/2014	7:00-9:00am	Sat	Sunny 45-57	251	264	2,928	16,269	69,722	633,838	Mark St. Denis
New Castle/South	9/14/2014	8:00-10:00am	Sun	Sunny 55-65	244	256	1,708	9,489	40,667	369,697	Mark St. Denis
New Castle Common	8/26/2014	5:00-7:00pm	Tue	Sunny warm	89	93	668	5,135	22,739	162,422	Chelsea Berg
New Castle Common	9/10/2014	7:00-9:00am	Wed	Cloudy cool	42	44	401	3,341	14,318	130,165	Mark St. Denis
New Castle Common	9/9/2014	5:00-7:00pm	Tue	Sunny cool	106	111	795	6,115	26,209	238,262	Scott Bogle
New Castle Common	9/14/2014	10:00-Noon	Sun	Sunny 55-65	166	174	872	4,842	20,750	188,636	Scott Bogle
Odiorne Point	8/23/2014	8:00-10:00am	Sat	Sunny warm	129	135	903	5,017	22,217	158,690	Scott Bogle
Odiorne Point	9/9/2014	7:00-9:00am	Tue	Sunny 54	6	6	57	441	1,888	17,165	Jenn Rowden
Odiorne Point	9/9/2014	5:00-7:00pm	Tue	Sunny cool	66	69	495	3,808	16,319	148,352	Rob Pruyne
Odiorne Point	9/13/2014	10:00-Noon	Sat	Cloudy 55	68	71	357	1,983	8,500	77,273	Matt Marunde
Odiorne Point	9/14/2014	10:00-Noon	Sun	Sunny 55-65	164	172	861	4,783	20,500	186,364	Matt Marunde
Rye Beach Club	8/26/2014	5:00-7:00pm	Tue	Sunny warm	95	100	713	5,481	24,272	173,371	Tom Falk
Jenness	9/9/2014	7:00-9:00am	Tue	Sunny 54	51	54	487	3,745	16,049	145,900	Tom Falk
Jenness	9/10/2014	5:00-7:00pm	Wed	Sunny cool	173	182	1,298	10,813	46,339	421,266	Deb Chase
Jenness	9/13/2014	10:00-Noon	Sat	Cloudy 55	125	131	656	3,646	15,625	142,045	Madeline Robertson
Jenness	9/14/2014	10:00-Noon	Sun	Sunny 55-65	209	219	1,097	6,096	26,125	237,500	Madeline Robertson
North Beach	8/26/2014	5:00-7:00pm	Tue	Sunny warm	357	375	2,678	20,596	91,212	651,511	Scott Bogle
Hampton Beach	8/26/14	5:00-7:00pm	Tue	Sunny warm	815	856	6,113	47,019	208,228	1,487,343	Cliff Sinnott
Hampton Beach	9/9/2014	7:00-9:00am	Tue	Sunny 54	280	294	2,673	20,559	88,112	801,112	Dave Walker
Hampton Beach	9/9/2014	5:00-7:00pm	Tue	Sunny cool	242	254	1,815	13,962	59,835	543,956	Cliff Sinnott
Hampton Beach	9/14/2014	10:00-Noon	Sun	Sunny 55-65	622	653	3,266	18,142	77,750	706,818	Stephanie Casella

APPENDIX F - Public Parking Lots Within One Mile of Byway Corridor
NH Coastal Byway Corridor Management Plan

Point #	Community	Capacity	Surface	Scenic Turnout?	Management	Fee	Description/Comments
1	Seabrook	100	paved	Not a turnout		No	Seabrook Harbor Beach
2	Hampton	1000	unpaved	Not a turnout	State Parks	Yes	Hampton Beach State Park Day Use Area
3	Hampton	30	paved	Not a turnout	State Parks	Yes	Hampton Harbor State Marina
4	Hampton	257-305	unpaved	Not a turnout	Town Owned	Yes	Church Lot
5	Hampton	313	paved	Not a turnout	Town Owned	Yes	Ashworth Avenue Lot
6	Hampton	230	paved	Not a turnout	Town Owned	Yes	Island Pond Lot
7	Hampton	2000	paved	Not a turnout	State Parks	Yes	Pay & Display Lots along Ocean Blvd (Hampton Beach and North Beach)
8	Hampton	35	paved	Not a turnout	Town Owned	Yes	Bicentennial Park
9	No. Hampton	109	paved	Not a turnout	State Parks	Yes	North Hampton State Beach
10	Rye	70	paved	Not a turnout	State Parks	Yes	Jenness State Beach
11	Rye	75	unpaved	Not a turnout	State Parks	Yes	Rye Harbor State Park
12	Rye	75	unpaved	Not a turnout	State Parks	Yes	Rye Harbor State Marina
13	Rye	482	paved	Not a turnout	State Parks	Yes	Wallis Sands State Park
14	Rye	122	paved	Not a turnout	State Parks	Yes	Odiorne Point State Park
15	Rye	35	paved	Unsigned	NHDOT	No	South of Odiorne
16	Rye	20	paved	Unsigned	NHDOT	No	South of Odiorne
17	Rye	30	paved	Unsigned	NHDOT	No	South of Odiorne
18	Rye	60	paved	Unsigned	NHDOT	No	Pulpit Rock pullover area
19	Rye	30	paved	Unsigned	NHDOT	No	Isles of Shoals state historic marker
20	Rye	30	paved	Unsigned	NHDOT	No	South of Isles of Shoals pullover
21	Rye	30	paved	Unsigned	NHDOT	No	South of Isles of Shoals pullover
22	Rye	135	unpaved	Not a turnout	Private	Yes	Opposite Jenness Beach behind Dunes Motor Inn
23	Rye	730	paved	Not a turnout	NHDOT	No	Rye Beach
24	New Castle	100	paved	Not a turnout	Town Owned	Yes	New Castle's Great Island Common
25	Portsmouth	755	paved	Not a turnout	City Owned	No	Portsmouth High School
26	Portsmouth	166	paved	Not a turnout	City Owned	No	Portsmouth City Hall
27	Portsmouth	115	paved	Not a turnout	City Owned	No	Pierce Island/Four Tree Island
28	Portsmouth	92	paved	Not a turnout	City Owned	Yes	Worth Lot
29	Portsmouth	930	paved	Not a turnout	City Owned	Yes	High/Hanover Garage
30	Portsmouth	49	paved	Not a turnout	City Owned	Yes	Memorial Bridge Lot
31	Portsmouth	49	paved	Not a turnout	City Owned	No	Wright Ave Lot
32	Portsmouth	190	paved	Not a turnout	City Owned	No	Parrott Avenue Lot
33	Portsmouth	91	paved	Not a turnout	City Owned	No	South Mill Playground Lot
34	Portsmouth	13	paved	Not a turnout	City (leased)	Yes	Court St Parking Area
35	Portsmouth	61	paved	Not a turnout	City (leased)	No	Masonic Temple Lot
36	Portsmouth	10	paved	Unsigned	City Owned	No	Prescott Park Lot
37	Portsmouth	65	paved	Not a turnout	City Owned	Yes	Bridge St Lot
38	Portsmouth	93	paved	Not a turnout	City (leased)	No	Market St Church Lot
39	Portsmouth	90	paved	Not a turnout	City (leased)	Yes	Vaughan St Lot
40	Portsmouth	12	paved	Not a turnout	City Owned	Yes	Market / Hanover Lot

Appendix G - Scenic Resources Inventory & Evaluation Summary Results
NH Coastal Byway Corridor Management Plan

Methodology based on model from MassDOT using inventory of positive and degrading landscape features. Corridor was driven and inventoried twice, once northbound and once southbound. Directional scores were averaged for overall segment score. Scores <10 rated as Low, 10-14.5 rated as Medium, 15+ rated as High

Seg #	Route	Town	Landscape West of Byway	Landscape East of Byway	Beginning Landmark	Ending Landmark	Average Northbound/Southbound Score	Scenic Rating
1	NH1A	Portsmouth	Dev-Resid	Dev-Resid	South St	Middle St	15	High
2	NH1A	Portsmouth	Dev-Resid	Dev-Resid	Little Harbor Road	Middle St	13	Medium
3	NH1A	Portsmouth	Dev-Resid	Cemetery	Little Harbor Road	South St	11.5	Medium
4	NH1A	Rye/ Portsmouth	Dev-Mixed	Dev-Mixed	NH1A/NH1B Intersection	Little Harbor Road	14	Medium
5	NH1A	Rye	Dev-Mixed	Dev-Mixed	Foye's Corner	NH1A/NH1B Intersection	7.5	Low
6	NH1A	Rye	Dev-Resid	Dev-Resid	Brackett Road	Foye's Corner	12	Medium
7	NH1A	Rye	Marsh	Ocean/ Forest	Odiorne Pt SP Entry	Brackett Road	20	High
8	NH1A	Rye	Marsh	Ocean/ Forest	Pollock Drive	Odiorne Pt SP Entry	15.5	High
9	NH1A	Rye	Dev-Resid	Ocean/ Resid	Cole Noyes Ave	Pollock Drive	17.5	High
10	NH1A	Rye	Dev-Resid	Ocean	Marsh Road	Cole Noyes Ave	15.5	High
11	NH1A	Rye	Marsh	Dev-Resid	Wallis Road	Marsh Road	19	High
12	NH1A	Rye	Marsh/ Resid	Dev-Resid	Highland Park Ave	Wallis Road	11	Medium
13	NH1A	Rye	Dev-Resid	Ocean	Washington Road	Highland Park Ave	18	High
14	NH1A	Rye	Dev-Resid	Ocean	Rye Harbor Park	Washington Road	16	High
15	NH1A	Rye	Marsh	Marsh/ Harbor	Locke Road	Rye Harbor Park	20	High
16	NH1A	Rye	Marsh/ Resid	Field/ Resid	Breakers Road	Locke Road	10.5	Medium
17	NH1A	Rye	Dev-Resid	Dev-Resid	Perkins Road	Breakers Road	12.5	Medium
18	NH1A	Rye	Marsh/ Pond	Ocean/ Resid	Sea Road	Perkins Road	19.5	High
19	NH1A	Rye	Dev-Resid	Ocean	Church Road	Sea Road	19	High
20	NH1A	North Hampton/Rye	Dev-Resid	Ocean	Willow Ave	Church Road	20.5	High
21	NH1A	North Hampton	Dev-Resid	Ocean	Willow Ave	Willow Ave	16	High
22	NH1A	North Hampton	Dev-Resid	Ocean	Sea Road	Willow Ave	21.5	High
23	NH1A	Hampton/ North Hampton	Marsh-Resid	Res/ Ocean	Noreast Lane	Sea Road	16	High
24	NH1A	Hampton	Marsh-Resid	Dev-Resid	Smith Avenue	Noreast Lane	11.5	Medium
25	NH1A	Hampton	Dev-Mixed	Ocean-Mixed	19th Street	Smith Avenue	13	Medium
26	NH1A	Hampton	Dev-Resid	Ocean	6th Street	19th Street	13	Medium
27	NH1A	Hampton	Dev-Resid	Ocean	Winnicunet Road	6th Street	7.5	Low

Seg #	Route	Town	Landscape West of Byway	Landscape East of Byway	Beginning Landmark	Ending Landmark	Average Northbound/Southbound Score	Scenic Rating
28	NH1A	Hampton	Dev-Mixed	Ocean/ Resid	Great Boars Head Rd.	Winnicunet Road	7.5	Low
29	NH1A	Hampton	Dev-Mixed	Ocean	Ross Avenue	Great Boars Head Rd.	8.5	Low
30	NH1A	Hampton	Dev-Mixed	Ocean	H Street	Ross Avenue	11	Low
31	NH1A	Hampton	Dev-Mixed	Ocean/ Mixed	Hampton Beach State RV Park	H Street	17	High
32	NH1A	Hampton	Marsh/ Harbor	Ocean	Harbor Bridge S end	Hampton Beach State RV Park	15.5	High
33	NH1A	Seabrook	Marsh/ Mixed	Dev-Resid	Hooksett Street	Harbor Bridge S end	10.5	Medium
34	NH1A	Seabrook	Marsh/ Mixed	Dev-Resid	Lawrence Street	Hooksett Street	13	Medium
35	NH1A	Seabrook	Marsh/ Mixed	Dev-Resid	State Line	Lawrence Street	7.5	Low
A	NH1B	Portsmouth	Town Center	Town Center	Pleasant Street	State Street	26	High
B	NH1B	Portsmouth	Harbor/ Resid	Harbor/ Resid	New Castle/ Ports TL	Pleasant Street	22.5	High
C	NH1B	Portsmouth/ New Castle	Harbor	Harbor	Riverview	New Castle/Ports TL	22.5	High
D	NH1B	New Castle	Dev-Resid	Dev-Mixed	Cranfield Street	Riverview	15.5	High
F	NH1B	New Castle	Village Center	Village Center	New Castle Common	Cranfield Street	17.5	High
G	NH1B	New Castle	Dev-Resid	Forest/ Resid	Bay Gate Road	New Castle Common	16	High
H	NH1B	New Castle	Dev-Mixed	Dev-Mixed	Wentworth Bridge	Bay Gate Road	25	High
I	NH1B	Rye/ New Castle	Dev-Resid	Ocean	Harbor View 1A/1B	Wentworth Bridge	19.5	High
J	NH1B	Rye	Dev-Resid	Dev-Mixed	Intersection	Harbor View	14.5	Medium