

Office Memorandum

DEPARTMENT Mn/DOT - Environmental Services
Room 704

DATE: Nov. 2, 1982

TO : Leonard G. Eilts, Director
Office of Environmental Services

FROM : Jim Reiersen, Supervisor *J. Reiersen*
Site and Development Unit

PHONE: 6-5773

SUBJECT: Rest Area Usage Survey
I-35 Heath Creek, N.B.L.

On August 12, 1982 a five-day rest area usage survey was begun at the Heath Creek interstate rest area, between the hours of 9 A.M. and 5 P.M. The object of the survey was to:

1. identify rest area usage patterns,
2. verify design criteria used in the planning and location of safety rest areas, and
3. begin to evaluate the relative success of INFO STOP facilities incorporated into safety rest areas.

During the survey period, approximately 1,000 persons visited the rest area facilities on a daily basis. Of those visiting the site, 58.2% were from out of state. This high percentage figure reflects a very strong tourist and recreation related influence entering and moving throughout the state.

Thirty-three percent of the visitorship reviewed the public and private advertisements in the INFO STOP kiosk. While this may be considered an adequate figure, the program is just beginning to operate on a comprehensive basis, familiarity is growing and advertising available to the user should increase. These factors should add up to a larger usage percentage in the future.

Public perception of the rest area facilities, from the user viewpoint, was very good. A significant majority of the users were appreciative of the rest area facilities and their cleanliness. Attached to this report are some of the comments which were most often reported. One of the questions the survey asked had to do with what additional facilities would be provided at rest areas. The major response was to incorporate vending machine services into the facilities, e.g., pop, coffee and snack machines. This Unit is currently evaluating the success of vending programs presently in operation in other states. Based on this review, a proposal for a vending program may be presented to the Mn/DOT staff.

The Office of Environmental Services will continue to conduct annual usage surveys to measure overall user patterns and to continue to monitor the on-going INFO STOP franchise information program.

cc: R. P. Braun	G. Ofstead	Jim Dock)
R. J. McDonald	R. Larson	Gary Urban)
F. C. Marshall	D. Shaw	Cory Dacus)
W. G. Merritt	S. Paulson	Dean Sherman)
		John Kaiser)

Heritage Communications, Inc.

DEPARTMENT Mn/DOT - Environmental Services
Room 704

Office Memorandum

TO : Jim Reiersen
Site Development Unit

DATE: Sept. 24, 1982

FROM : Thomas Virnig ^{TV}
Architectural Drafting Technician II

PHONE 6-7588

SUBJECT: Heath Creek Rest Area Usage Study, T.H. 35

This rest area usage study was done to provide information on current use patterns. This information will be used in spacing rest areas and providing the proper numbers of facilities.

The information was obtained by giving each vehicle entering the rest area a questionnaire which was answered during their stay in the area. The questionnaire was then collected as the vehicle left the area. The study was performed for five consecutive days, Thursday - Monday, 8 hours per day.

The mainline traffic was counted and classified according to type of vehicle during the same time period. This allows us to derive averages for stopping of vehicles using the rest area.

The following information was collected:

Heath Creek Rest Area Usage Study, T.H. 35

SUMMARY

Date : August 12-16, 1982
 Hours: 9 A.M. to 5 P.M.
 Weather warm, partly cloudy, except for showers Friday A.M.
 Total vehicles on mainline 21,005
 Vehicles entering rest area 1,931
 Percent of vehicles stopping 9.2%
 Total people using rest area 4,965
 Average person per vehicle 2.6
 Average time in rest area 14.1 min.
 Percent of out of state vehicles 58.2%

PURPOSE FOR ENTERING AREA (Vehicles)

Use rest rooms	1,359	(70%)
Just to rest	270	(14%)
Eat/picnic	106	(5%)
Others (mostly switching drivers)	87	(4%)
Telephone	36	(2%)
INFO STOP Kiosk	34	(2%)
Water	22	(1%)
Dispose of refuse	11	(1%)
Dispose of sewage	6	(1%)
	<u>1,931</u>	<u>100%</u>

PERCENT OF PEOPLE USING

Rest Rooms	3,915	(79%)
Drinking water	1,882	(38%)
INFO STOP Kiosk	1,585	(33%)

PERCENT OF VEHICLES USING

Trash receptacle	481	(25%)
Travel Information	304	(16%)
Picnic table	201	(10%)
Telephone	108	(6%)
Play area	107	(6%)
Pet exercise area	89	(5%)
Picnic shelter	30	(2%)
Others	24	(1%)
None of these	875	(45%)

NUMBER OF VEHICLES STOPPING 9 A.M. TO 5 P.M.

<u>Date</u>	<u>Day</u>	<u>Vehicles Entering</u>	<u>Out of State</u>	<u>Vehicles on Mainline</u>	<u>% Stopping</u>
Aug. 12	Thurs.	329	60.4%	3,560	9.2%
Aug. 13	Fri.	424	62.7%	4,440	9.5%
Aug. 14	Sat.	447	61.7%	4,671	9.6%
Aug. 15	Sun.	426	49.3%	4,876	8.7%
Aug. 16	Mon.	305	57.0%	3,458	8.8%
		<u>1,931</u>	<u>58.2%</u>	<u>21,005</u>	<u>9.2%</u>

TIME VEHICLES ENTERED AREA

	<u>Thurs.</u>	<u>Fri.</u>	<u>Sat.</u>	<u>Sun.</u>	<u>Mon.</u>
9-10	36	37	53	38	39
10-11	55	58	70	51	38
11-12	43	54	81	65	36
12-1	39	61	52	61	47
1-2	44	49	49	51	41
2-3	50	57	63	56	37
3-4	31	62	51	53	42
4-5	<u>31</u>	<u>46</u>	<u>28</u>	<u>51</u>	<u>25</u>
	329	424	447	426	305

AVERAGE INFORMATION FOR EACH TYPE OF VEHICLE THAT ENTERED AREA

<u>Type Vehicle</u>	<u>Average Length of Stay</u>	<u>Average No. of People</u>	<u>A</u>	<u>B</u>
Car	13.4 Min.	2.5	69.3%	8.6%
Car with camper trailer	14.5 Min.	3.4	1.2%	11.8%
Car with house trailer	21.1 Min.	2.3%	1.1%	36.7%
Car with boat trailer	13.7 Min.	2.9	1.3%	14.8%
Car with other trailer	17.5 Min.	3.2	.9%	15.6%
Single unit truck (pickup or van)	13.1 Min.	2.6	12.6%	10.4%
Truck with camper	22.8 Min.	3.0	2.0%	32.4%
Truck with various trailers	21.2 Min.	3.7	1.7%	10.1%
Truck (commercial)	11.1 Min.	1.3	0.7%	5.0%
Semi	15.7 Min.	1.3	6.5%	10.2%
Motorhome	16.6 Min.	3.2	0.8%	5.9%
Bus	9.2 Min.	6.8	0.2%	5.1%
Others (Mostly motorcycles)	13.2 Min.	1.5	1.7%	11.5%

A refers to percentage of total number of vehicles using rest area.

B refers to percentage of this vehicle that stopped in rest area out of total number of vehicles passing the area.

Vehicles with pets	107	(5.5%)
Vehicles stopping at other rest areas	476	(24.6%)
Vehicles spending vacations in Minnesota	1,037	(53.7%)
Vehicles whose plans had been affected by gas pricing	707	(36.6%)
Vehicles that noticed "Kiosk" sign	1,328	(68.8%)
Vehicles that visited the kiosk	634	(32.8%)
Vehicles that did, or will, use kiosk info to plan vacations	291	(15.1%)

We asked motorists "What additional facilities would you like to see in the rest area?"

Pop machine	105
Maps (Minnesota) and brochures	53
Coffee machine	49
Snack machines	47

Heath Creek Rest Area Usage Survey, T.H. 35

We received general comments from 51% of the people stopping, about the excellent facilities, how clean and well maintained they were and how attractive the rest area was. Other comments included the following:

Landscaping is fabulous - lovely stop!

Happy that Minnesota finally has some nice ones.

Best on the trip.

Heck of alot better than Wyoming and Kansas.

Need more rest areas!

Minnesota rest areas are among the best in the nation.

It served its purpose!

They represent some of the best used tax dollars in the system.

Friendly personnel.

Pet exercise areas are extremely helpful!

Overnite camping should be allowed.

Very nice, but 20 years too late.

Need light over mirror in rest room.

Minnesota's are the best. Keep it up!

HEATH CREEK REST AREA USAGE SURVEY

DEAR MOTORIST:

THE MINNESOTA DEPARTMENT OF TRANSPORTATION IS ATTEMPTING TO DETERMINE HOW REST AREAS ARE UTILIZED AND WHAT FACILITIES THEY SHOULD PROVIDE TO SATISFY YOUR NEEDS. ONLY YOU CAN SUPPLY INFORMATION WE NEED TO PLAN FUTURE REST AREA FACILITIES. PLEASE ANSWER THE FOLLOWING QUESTIONS:

DAY OF WEEK _____ VEHICLE TYPE _____ NUMBER OF PEOPLE IN
DATE _____ TIME IN _____ VEHICLE _____
LICENSING STATE _____ TIME OUT _____
WHERE IS YOUR HOME (CITY) _____ (STATE) _____

REST AREA USE

1. WHAT WAS YOUR CHIEF PURPOSE FOR STOPPING AT THIS REST AREA? (Check only one)
 1. ___ Use rest room
 2. ___ Just to rest
 3. ___ Eat/Picnic
 4. ___ Dispose of sewage
 5. ___ Info Stop Kiosk
 6. ___ Dispose of refuse
 7. ___ Water
 8. ___ Telephone
 9. ___ Other _____
(Please specify)
2. HOW MANY PEOPLE IN YOUR PARTY USED THE FOLLOWING?
Rest room facilities ___ Drinking water supply ___ Info Stop Kiosk ___
3. WHICH OF THE FOLLOWING FACILITIES WERE USED BY YOUR PARTY?
 1. ___ Picnic table
 2. ___ Picnic shelter
 3. ___ Play area
 4. ___ Travel information
 5. ___ Trash receptacle
 6. ___ Pet exercise area
 7. ___ Telephone
 8. ___ None of these
 9. ___ Other _____
(Please specify)
4. DO YOU HAVE ANY PETS TRAVELING WITH YOU? Yes ___ No ___ Species _____
5. DID YOU STOP AT ANY OTHER REST AREAS IN MINNESOTA THIS TRIP? Yes ___ No ___ Where _____
6. WHAT ADDITIONAL FACILITIES WOULD YOU LIKE TO SEE IN THIS REST AREA? _____
7. WILL YOU OR DID YOU SPEND VACATION TIME IN MINNESOTA? Yes ___ No ___ Where _____
8. HAS THE CURRENT GAS PRICING AFFECTED YOUR VACATION TRAVEL? Yes ___ No ___

TRAVEL INFORMATION

9. DID YOU NOTICE THE ADVANCE SIGNING FOR THE TRAVEL INFO KIOSK? Yes ___ No ___
10. DID YOU VISIT THE INFO STOP KIOSK(BUILDING)? Yes ___ No ___
11. DID YOU OR WILL YOU USE THE BUSINESS ADVERTISING IN THE INFO STOP TO PLAN YOUR TRAVEL ACCOMODATIONS? Yes ___ No ___

REST AREA COMMENTS _____

PLEASE RETURN TO PEOPLE AT REST AREA EXIT. THANK YOU.