



**Town of Hingham - Harbor Development Committee
Survey Results: Hingham Harbor & Route 3A/Summer St.**

Background: Why a survey?



- ❖ **Article 30: Annual Town Meeting 2015**
\$400,000 awarded for Engineering Services for the Route 3A Rotary and Summer St.
- ❖ **Update Harbor Vision from 2007 Harbor Master Plan**
- ❖ **Collect Wide Citizen Input**
- ❖ **Opportunity to communicate corridor concerns back to MassDOT Planners**

TAKE THE
Harbor / Rt. 3A
SURVEY

www.Hingham-Ma.Gov



Survey Method

- ❖ Online via Survey Monkey
- ❖ September 29, 2015-
October 16, 2015
- ❖ Promoted:
Town Website
Push Emails: Town & Rec.
Dept.
Facebook: Hingham
Pinboard
Hingham Journal
Signage

1. If you live in Hingham, what neighborhood do you identify with?

2. If you do not live in Hingham, what is your zip code?

3. Do you own or use a watercraft (boat, kayak, shell, stand up paddle board, etc...) on Hingham's inner harbor?

Yes
 No
 Other (please specify)

4. How many days per week do you travel on Route 3A/Rotary/Summer St.?

Number of Days

In Fall/Winter

In Spring/Summer

5. If you are a daily traveler on Route 3A/Rotary/Summer St. how many times per day do you use the corridor?

6. What is your primary purpose for traveling on Route 3A/Rotary/Summer St.?

Other

7. Rank the type of transportation you use most often when you travel on Route 3A/Rotary/Summer St?

	Most Often	More Often	Often	Sometimes	Never
Drive Alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive with Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passenger in an automobile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overview of Results & Statistical Validity



- ❖ 1,513 Respondents.
Approximately 10% of voting population.
2/3 of respondents were women
1/3 of respondents were between 35-44 years old
- ❖ Typical of Internet Survey; Needed to adjust for Town of Hingham age & gender.
- ❖ Retained Frederick Wiseman, Professor of Statistics Northeastern University, D'Amore-McKim School of Business - *pro bono*
- ❖ Professor Wiseman weighted survey. Responses we discuss are adjusted for Town of Hingham age & gender

Results: Baseline Use: Question 1-7



1. Neighborhood Identification

2. 282 Non Resident Respondents

3. Do you own or use a watercraft on Hingham's inner harbor?

57% No

43% Yes

4-7. Summer St. Travel: Frequency, Purpose & Mode

Frequency: 5-7 days per week

in winter 47%

in summer 67.6%

Purpose: Personal 59.6%

Mode: Alone in Car 72%

Results: Question 10



10. Please rank your concerns regarding Route 3A/ Rotary/Summer St. corridor from Least (1-2) to Greatest Concern (4-5)

	Least Concern (1-2)	Moderate Concern (3)	Greatest Concern (4-5)	Mean
Lack of sidewalk on both sides of street	23.2	18.3	58.5	3.72
Narrow width between traffic & people (inadequate shoulder)	18.8	23.6	57.6	3.68
Speed of other vehicles	22.7	22.6	54.7	3.61
Lack of adequate crosswalks	27.7	21.8	50.5	3.54
Condition of sidewalks (utility poles in middle/not maintained in winter)	28.9	24.1	47.0	3.49
Volume of traffic during beach season	24.6	20.8	54.6	3.47
Potential for drunk drivers	27.5	24.4	48.1	3.47

Comments from Q10: Route 3A/Rotary/Summer St. Concerns



I have a love/hate relationship with this corridor. On the one hand, it is arguably the most scenic drive in all of Hingham and I feel very fortunate to see the Harbor so many times a day...On the other hand, I literally feel like I take my life in my hands EVERY time I drive through it...



Results: Question 11



11. Which of the following statements best describes your opinion of the Route 3A Rotary In Hingham Harbor: (*Only Hingham Residents*)

	Percent
The rotary works as is but could benefit from better signage	38.9
The rotary should be replaced with a signalized intersection	12.1
The rotary takes up too much waterfront space and should be replaced by a signalized intersection	13.2
The rotary takes up too much waterfront space but I am open to a smaller roundabout that achieves the same traffic flow	22.0
Other	<u>13.7</u>
Total	100.0

60.9% of Hingham residents support keeping the Rotary

63.8% of All survey respondents support keeping the Rotary



Comments from Q11: Rotary

The rotary works as is but would work better if drivers actually knew how to properly enter/exit the rotary.

Traffic engineers are the best to determine this.



Results: Question 12



12. Do concerns about safely crossing Route 3A/Rotary/Summer St. currently keep you from utilizing existing Hingham Harbor facilities (Bathing Beach, Whitney Wharf, Lincoln Maritime Center, etc...)

Abutters defined as residents of neighborhoods accessible only via Route 3A/Summer St. (Otis Hill, Crow Point, Hingham Harbor, Worlds End, etc...)

	Yes	No	Total
Not an abutter	27.1%	72.9%	100.0%
Abutter	37.8%	62.2%	100.0%
Total	31.5%	68.5%	100.0%

Abutters to 3A/Summer St. are 10% more concerned about safely crossing the corridor than non-abutters to Route 3A/Rotary/Summer St.

Comments from Q12: Concerns about safely crossing 3A



While I don't have concerns for myself, I do worry about the safety of my kids.

Yes, its like taking a death chance. We live close by we NEVER walk. My kids did HHS sailing and rowing, we drive them for fear of them being run over while walking to the harbor



Results: Question 14



14. Please rank the facilities and services you would like to see in a redeveloped Hingham Harbor on a scale of Not Important (1-2) to Most Important (4-5)

	Not Important (1-2)	Moderate Important	Most Important (4-5)	Mean
Farmer's Market	15.8	21.7	62.5	3.73
Sidewalk/Bike Path from Crow Point to Worlds End	21.9	17.4	60.7	3.61
Boardwalk along waterfront	26	21.2	52.8	3.41
Picnic Areas	18.8	34.4	46.8	3.39
Parking	26	29.2	44.8	3.29
Lincoln Maritime Center (sailing/rowing)	33.6	23.1	43.3	3.16
Restaurant	33.7	20.6	45.7	3.15

Comments From Q14: Future Harbor Development



Love the idea of bike path/walking path from Crow Point to Worlds End... I think the boardwalk, restaurants, playground and even dog park would do wonders for the area. Water taxis from Hingham Shipyard would be great!

If you incorporate downtown Hingham with the waterfront, you don't need snack shacks etc on the water... don't change the nature of the space... Enhance, not change.



Wealth of Commentary



- ❖ Number of comments submitted per the following categories

General Comments:	223
Purpose for Traveling 3A:	199
Opinion of Rotary:	194
Rank Corridor Concerns:	188

- ❖ While commentary was varied; volume illustrates passionate feelings about the area

Next Steps



- ❖ Town Engineer Roger Fernandes to present Central Transportation Planning Staff (CTPS) State Study of Route 3A/Summer St./George Washington Blvd. following this presentation.
- ❖ Work with Town Engineer as he seeks engineering services for redevelopment plan for Route 3A/Rotary/Summer St.
- ❖ Engineering work paid for by town will be informed by State Study and Town Survey
- ❖ Selectmen to Discuss in January



THANK YOU

Town of Hingham - Harbor Development Committee