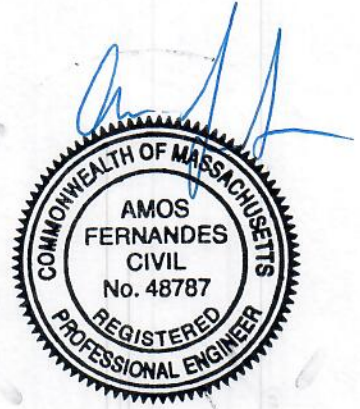


BOSTON TRAFFIC DATA

PO BOX 1723, Framingham, MA 01701
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DataRequest@BostonTrafficData.com
www.BostonTrafficData.com



MEMORANDUM

TO: Watermark Donut Company

FROM: Amos Fernandes, P.E., PTOE, AICP, President

RE: **Proposed Dunkin Donuts at 296-300 Cambridge St, Boston, MA
PROJECT 428_03_DD and 428_03B_DD**

DATE: August 28, 2019

Boston Traffic Data has been retained by Watermark Donut Company to assess recent Beacon Hill Neighborhood Association concerns regarding potential risks from “double parking” affiliated with a new proposed Dunkin Donuts at 296-300 Cambridge Street in Boston, Massachusetts.

To assess the potential risks of “double parking”, three nearby existing Dunkin Donuts stores were studied in August 2019. The study was a two-prong approach, one involving the temporary installation of cameras to record any double parking activity at three existing Dunkin Donuts stores. The other approach involved having field staff interview customers at the stores in order to be better understand the mode split characteristics (i.e. transportation mode taken, trip purpose, etc.). The addresses of these three nearby stores are:

- Existing Dunkin Donuts at 106 Cambridge Street, Boston
- Existing Dunkin Donuts at 161 Charles Street, Boston
- Existing Dunkin Donuts at 22 Beacon Street, Boston

Double Parking at Existing Stores

Video cameras were installed to capture any “double parking” affiliated with the three existing nearby Dunkin Donuts stores on August 12, 13, 26, and 27 from 7:00AM to 11:00AM. The results are shown in Figures 1 through 3.

Figure 1: August 12 Data Collection

| | | |
|-----------------------|-------------------------|-----------------------|
| Client: | Sean Sullivan | |
| Project #: | 428_003_DD | |
| BTD #: | Location 1 & 2 | |
| Location: | Boston, MA | |
| Street 1: | 106 Cambridge Street | |
| Street 2: | 161 Charles Street | |
| Count Date: | 8/12/2019 | |
| Day of Week: | Monday | |
| Weather: | Mostly Sunny, 80°F | |
| VEHICLES | | |
| Double Parking | | |
| Start Time | at 106 Cambridge Street | at 161 Charles Street |
| 7:00 AM | 0 | 0 |
| 7:15 AM | 0 | 0 |
| 7:30 AM | 0 | 0 |
| 7:45 AM | 0 | 0 |
| 8:00 AM | 0 | 0 |
| 8:15 AM | 0 | 0 |
| 8:30 AM | 0 | 0 |
| 8:45 AM | 0 | 0 |
| 9:00 AM | 0 | 0 |
| 9:15 AM | 0 | 0 |
| 9:30 AM | 0 | 0 |
| 9:45 AM | 0 | 0 |
| 10:00 AM | 0 | 0 |
| 10:15 AM | 0 | 0 |
| 10:30 AM | 0 | 0 |
| 10:45 AM | 0 | 0 |
| TOTAL | 0 | 0 |


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Figure 2: August 13 Data Collection

| | | |
|-----------------------|-------------------------|-----------------------|
| Client: | Sean Sullivan | |
| Project #: | 428_003_DD | |
| BTD #: | Location 1 & 2 | |
| Location: | Boston, MA | |
| Street 1: | 106 Cambridge Street | |
| Street 2: | 161 Charles Street | |
| Count Date: | 8/13/2019 | |
| Day of Week: | Tuesday | |
| Weather: | Mostly Cloudy, 80°F | |
| VEHICLES | | |
| Double Parking | | |
| Start Time | at 106 Cambridge Street | at 161 Charles Street |
| 7:00 AM | 0 | 0 |
| 7:15 AM | 0 | 1 |
| 7:30 AM | 0 | 1 |
| 7:45 AM | 0 | 0 |
| 8:00 AM | 0 | 0 |
| 8:15 AM | 0 | 0 |
| 8:30 AM | 0 | 0 |
| 8:45 AM | 0 | 0 |
| 9:00 AM | 0 | 0 |
| 9:15 AM | 0 | 0 |
| 9:30 AM | 0 | 0 |
| 9:45 AM | 0 | 0 |
| 10:00 AM | 0 | 0 |
| 10:15 AM | 0 | 0 |
| 10:30 AM | 0 | 0 |
| 10:45 AM | 0 | 0 |
| TOTAL | 0 | 2 |

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Figure 3: August 26 and 27 Data Collection

| Client: | Sean Sullivan |  <p>PO BOX 1723, Framingham, MA 01701 Office: 978-746-1259 DataRequest@BostonTrafficData.com www.BostonTrafficData.com</p> |
|---|-----------------------|--|
| Project #: | 428_003B_DD | |
| BTD #: | Location 1 | |
| Location: | Boston, MA | |
| Street 1: | 22 Beacon Street | |
| Street 2: | - | |
| Count Date: | 8/26/2019 & 8/27/2019 | |
| Day of Week: | Monday & Tuesday | |
| Weather: | Mostly Sunny, 70°F | |
| | | |
| VEHICLES | | |
| at 22 Beacon Street Double Parking | | |
| Start Time | Monday (8/26) | Tuesday (8/27) |
| 7:00 AM | 0 | 0 |
| 7:15 AM | 0 | 0 |
| 7:30 AM | 0 | 0 |
| 7:45 AM | 0 | 0 |
| 8:00 AM | 0 | 0 |
| 8:15 AM | 0 | 0 |
| 8:30 AM | 0 | 0 |
| 8:45 AM | 0 | 0 |
| 9:00 AM | 0 | 0 |
| 9:15 AM | 0 | 0 |
| 9:30 AM | 0 | 0 |
| 9:45 AM | 0 | 0 |
| 10:00 AM | 0 | 0 |
| 10:15 AM | 0 | 0 |
| 10:30 AM | 0 | 0 |
| 10:45 AM | 0 | 0 |
| TOTAL | 0 | 0 |

As shown in Figures 1 through 3, there was only 1 vehicle observed “double parking” between the three existing nearby Dunkin Donuts stores over the course of the 2 days at each location. The one vehicle was “double parked” for approximately 13 minutes, and its tally in Figure 2 was captured in the 7:15AM and 7:30AM intervals for the 161 Charles Street store.

Mode Split Survey

Field staff conducted mode split surveys to identify the purpose and mode of transportation used by Dunkin Donut customers at the three existing nearby Dunkin Donuts stores on August 12, 13, 26 and 27 from 7:00AM to 11:00AM. The results are shown in Tables 1 through 3.

Table 1: Dunkin Donuts at 106 Cambridge St, Mode Split Survey Results

| | On way to Work | Tourist/Other | Walk from home | Total |
|-------------|-----------------|---------------|----------------|-------|
| 8/12 7-9AM | 21 | 2 | 1 | 24 |
| 8/13 9-11AM | 17 | 2 | 2 | 21 |
| Total | 38 | 4 | 3 | 45 |
| Percentage | 84% | 9% | 7% | |
| | | | | |
| | Transit to Work | Car to Work | Walk | Total |
| 8/12 7-9AM | 20 | 2 | 2 | 24 |
| 8/13 9-11AM | 17 | 2 | 3 | 22 |
| Total | 37 | 4 | 5 | 46 |
| Percentage | 80% | 9% | 11% | |

Table 2: Dunkin Donuts at 161 Charles St, Mode Split Results

| | On way to Work | Tourist/Other | Walk from home | Total |
|-------------|-----------------|---------------|----------------|-------|
| 8/12 9-11AM | 14 | 6 | 2 | 22 |
| 8/13 7-9AM | 19 | 1 | 2 | 22 |
| Total | 33 | 7 | 4 | 44 |
| Percentage | 75% | 16% | 9% | |
| | | | | |
| | Transit to Work | Car to Work | Walk | Total |
| 8/12 9-11AM | 16 | 2 | 4 | 22 |
| 8/13 7-9AM | 16 | 3 | 3 | 22 |
| Total | 32 | 5 | 7 | 44 |
| Percentage | 73% | 11% | 16% | |

Table 3: Dunkin Donuts at 22 Beacon Street, Mode Split Results

| 22 Beacon St | | | | |
|--------------|-----------------|---------------|--------------|-------|
| | On way to Work | Tourist/Other | Primary Trip | Total |
| 8/26 7-11AM | 33 | 2 | 3 | 38 |
| 8/27 7-11AM | 35 | 4 | 1 | 40 |
| Total | 68 | 6 | 4 | 78 |
| Percentage | 87% | 8% | 5% | |
| 22 Beacon St | | | | |
| | Transit to Work | Car to Work | Walk | Total |
| 8/26 7-11AM | 34 | 2 | 2 | 38 |
| 8/27 7-11AM | 33 | 3 | 2 | 38 |
| Total | 67 | 5 | 4 | 76 |
| Percentage | 88% | 7% | 5% | |

At 106 Cambridge Street, 84% of the customers stopped into the Dunkin Donuts on their way to work, and 80% used the MBTA. Similarly, at 161 Charles Street, 75% of the customers stopped into the Dunkin Donuts on their way to work, and 73% used the MBTA. Tourists and those with appointments at near by medical offices represented 9% of the Dunkin visitors at 106 Cambridge Street and 16% at 161 Charles Street. Only 7% and 9% of the Dunkin patrons surveyed were primary trips (via walking from home) at the 106 Cambridge and 161 Charles Street locations, respectively.

At 22 Beacon Street, 87% of the customers stopped on their way to work, with only 5% being a primary sole trip to Dunkin Donuts. Of the 5% that was a primary trip purpose, one took Transit and the rest walked. No one surveyed drove their car to Dunkin Donuts on either day.

Conclusions

The new proposed Dunkin Donuts at 296-300 Cambridge Street in Boston, Massachusetts is expected to pose minimal-to-no potential risks of “double parking” based on the study of three nearby existing Dunkin Donuts stores studied in August 2019. Patterns of predictable recurring “double parking” at the three nearby existing Dunkin Donuts were not observed during the 2 data collection days at the stores. Only one vehicle was observed to double park for the purpose of patronizing Dunkin Donuts.

Moreover, the majority of the visitors to Dunkin Donuts surveyed indicated that their trip was a pass-by trip on their way to work. And most of those surveyed took transit to work. None of those surveyed indicated they drove their car to Dunkin Donuts as the primary purpose of their trip. Patrons were either on their way to work, had an appointment nearby, was a tourist, or lived nearby and walked to the Dunkin Donuts.