



November 18, 2016

**Amit Kothari**

San Francisco Municipal Transportation  
Agency  
One South Van Ness Avenue,  
Third Floor San Francisco, CA  
94103

**SUBJECT: Proposal for ITE 2017 Data Collection Projects**

**Dear Mr. Kothari:**

On behalf of the ITE Student Chapter at Cal Poly San Luis Obispo, thank you for the opportunity to submit this data collection proposal in response to the *Request for Proposals 2017 Data Collection Projects*.

We are excited about moving forward with this project. I am pleased to be serving as the mentor for this project. Please don't hesitate to contact me at 813-974-9797 or [rbertini@usf.edu](mailto:rbertini@usf.edu) if you have any questions or need any additional information.

Sincerely,

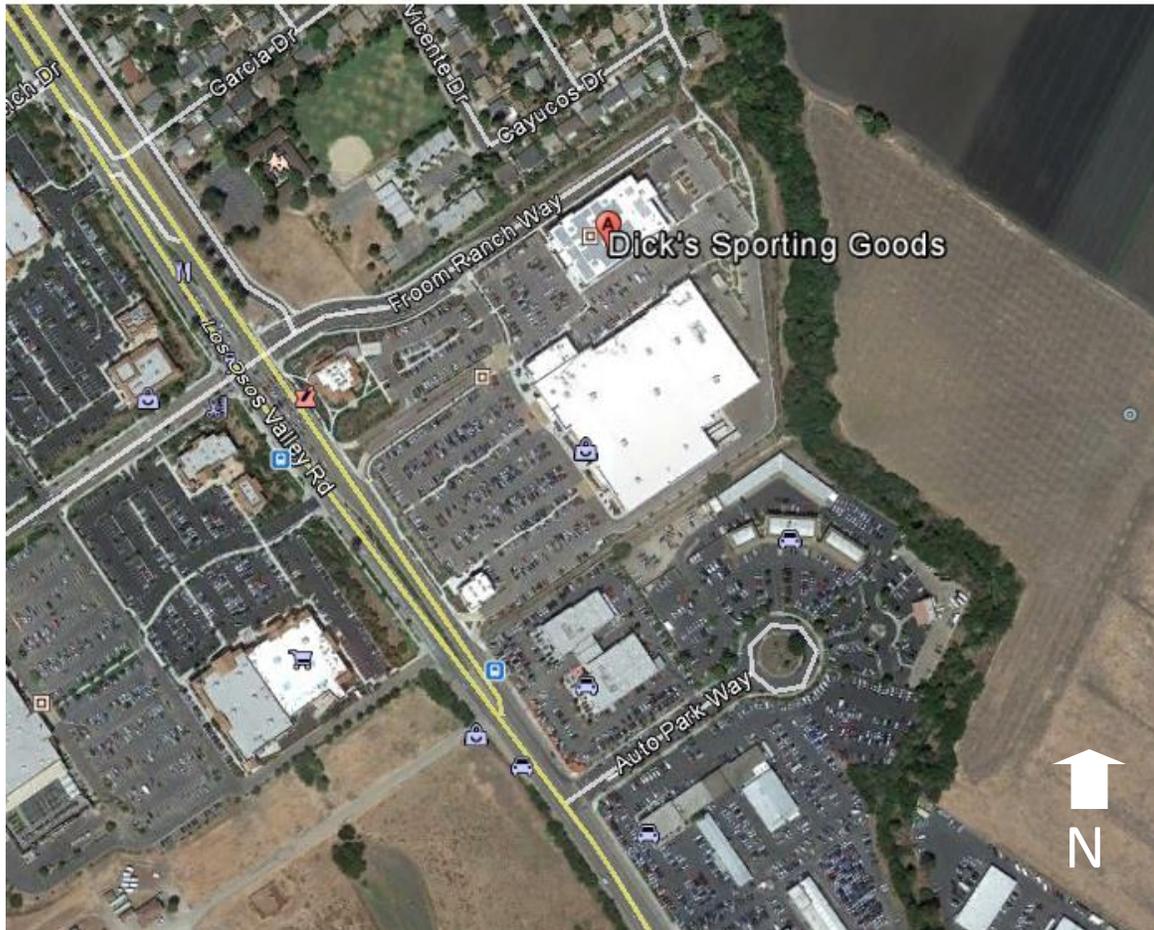
A handwritten signature in black ink that reads "Robert Bertini". The signature is written in a cursive, flowing style.

**Robert L. Bertini, Ph.D., P.E.**

Director, Center for Urban Transportation Research  
Professor of Civil and Environmental Engineering

## Trip Generation and Parking Demand Data Collection Proposal for Dick's Sporting Goods Store in San Luis Obispo, CA

- Data Collection Proposal Scope:** The Cal Poly San Luis Obispo student chapter of ITE proposes to collect trip generation and parking demand data for the Dick's Sporting Goods Store in San Luis Obispo, California. A map of the store location is shown below in Figure 1.



**Figure 1: Dick's Sporting Goods Store Location Map**

Data collection of trips, vehicle occupancy, and parked vehicles will be done through manual counts. ***In addition to vehicles, bicycles, trucks, and pedestrians will be counted.*** Data will be collected at the site over the span of three weeks (one day per week). Two weekday counts (Tuesday and Wednesday) and one weekend count (Saturday) will be performed. Collection will occur from 7AM to store closing time and parking data will be recorded for 12 consecutive hours. Data for trip generation and parking will be collected in accordance with ITE's *Trip Generation Manual, 9<sup>th</sup> Edition* and ITE's *Parking Generation, 4<sup>th</sup> Edition*, respectively.

We have communicated about this project with the store and expect to have an approval prior to commencement of the work. The student chapter plans to collaborate and communicate regularly with Dick's Sporting Goods if the proposed effort is chosen to move forward. Site information, including building area in square footage, number of employees, and the number of parking spaces, will be obtained by CE 322 Fundamentals of Transportation Engineering Lab students as a part of a laboratory assignment (*See Level of Effort Section*).

2. **Mentoring:** Dr. Robert Bertini will serve as the mentor to the Cal Poly San Luis Obispo ITE student chapter. He will provide oversight, assistance, and mentoring to students involved in the data collection effort. Dr. Anurag Pande is the faculty advisor for the Cal Poly San Luis Obispo ITE chapter and will also provide advice for this data collection effort.
3. **Schedule:** Following are the dates for critical milestones of the proposed effort:  
*Student Data Collection:* February 13 – March 3, 2017  
*Submittal of Draft Report:* **Friday**, March 10, 2017  
*Submittal of Final Report:* **Friday**, April 14, 2017  
*Submittal to ITE's Online Data Portal:* **Friday**, April 28, 2017

It should be noted that the data collection completion dates are chosen so that this data collection effort can be worked into Cal Poly's CE 322 (Fundamentals of Transportation Engineering Lab) schedule during the **winter** quarter. The final report will be completed well before the end of **spring** quarter so that the students involved will not have departed for the summer.

4. **Level of Effort:** CE 322 is a required lab class in the Civil Engineering curriculum at Cal Poly. The data collection project will be carried out as one of the lab assignments in the class. The exercise will provide Cal Poly students with exposure to the data collection procedure for trip generation and parking demand. Students will also be responsible for gathering site characteristics as a part of the lab assignment.

The total level of effort for this study is expected to be 80 person hours. Approximately 25 students enrolled in the CE 322 class during the upcoming winter quarter would on average spend 2 hours each on the data collection effort, working in small teams. Volunteers from the ITE student chapter would oversee the teams and collect data at any times that CE 322 students are not available. These student chapter volunteers would spend a combined total of 30 hours coordinating the effort with the class instructor, supervising the data collection, and documenting the results in the form of draft and final reports. The faculty advisor and mentor would provide support and feedback throughout the process.

5. **Project Management:** Key personnel involved in this effort are as follows:
  - *Student Coordinator:* Ms. Justina Tran, EIT, Secretary, Cal Poly San Luis Obispo ITE student chapter, 1791 Eaglehurst Drive, San Jose, CA 95121. Email: [jtran71@calpoly.edu](mailto:jtran71@calpoly.edu) Ph: 408.206.0591
  - *Mentor:* Robert L. Bertini, Ph.D., P.E., Director, Center for Urban Transportation Research, Professor of Civil and Environmental Engineering, University of South Florida, 4202 East Fowler Avenue, CUT100, Tampa, FL 33620. Email: [rbertini@usf.edu](mailto:rbertini@usf.edu), Ph: 813.974.9797
  - *Faculty Member:* Dr. Anurag Pande, Advisor, Cal Poly San Luis Obispo ITE student chapter, 1 Grand Ave, San Luis Obispo, CA 93407. Email: [apande@calpoly.edu](mailto:apande@calpoly.edu) Ph: 805.756.2104

Ms. Justina Tran will remain in contact with the ITE Western District for coordination until August 1, 2017.

Grant funds would be used to fund student travel to the 2017 ITE Western District Annual Meeting in San Diego, California, with any surplus funds being directed toward student recruitment for the chapter.

6. **Agreement to Hold Harmless:** The Cal Poly San Luis Obispo ITE student chapter holds harmless and indemnifies the ITE Western District from any and all liability associated with the conduct and completion of this proposal, data collection and associated activity.