

November 21, 2016

Mr. Amit Kothari  
ITE Western District

**RE: UCLA ITE Student Chapter  
Proposal for 2017 Data Collection Projects**

Dear Mr. Kothari:

The ITE Student Chapter of the University of California, Los Angeles is pleased to submit this proposal to participate in the ITE Western District Data Collection Project.

Our student chapter at UCLA has selected transit-oriented and mixed-use urban development as the subject of our data collection. We believe that collecting the data for transit-oriented and mixed-use urban developments in the Western United States would benefit the industry. Due to the lack of current data, this will help to increase the accuracy of data for the profession. With the unique demand and trips taken by transit, it is crucial to collect data about these locations.

The UCLA Student Chapter will be assisted in this data collection effort by our Faculty Advisor, Walter Okitsu of KOA Corporation. Sam Morrissey of Iteris, Inc. will serve as our Mentor for the project. Walter Okitsu and Sam Morrissey co-lecture two of UCLA's traffic and transportation engineering courses.

A mixed-use transit-oriented development adjacent to the Culver City Metro Expo Line Station, an LRT stop in the City of Culver City, California, has been chosen for data collection as outlined in this proposal.

If awarded a data collection grant, we would use the funds for travel and registration to the Western District ITE Annual Meeting this June 17-21, 2017 in San Diego, California. Attending transportation conferences is valuable to our student chapter as it affords members an opportunity to learn about the industry and network with transportation professionals. The grant money would be used to pay for hotel rooms and registration for our student members and we believe that this would increase awareness and participation for the rapidly growing ITE Student Chapter at UCLA.

We appreciate the opportunity to submit this proposal and we look forward to hearing from you after your review of the enclosed material. Thank you for spending the time to assist the Western District Student Initiatives Program.

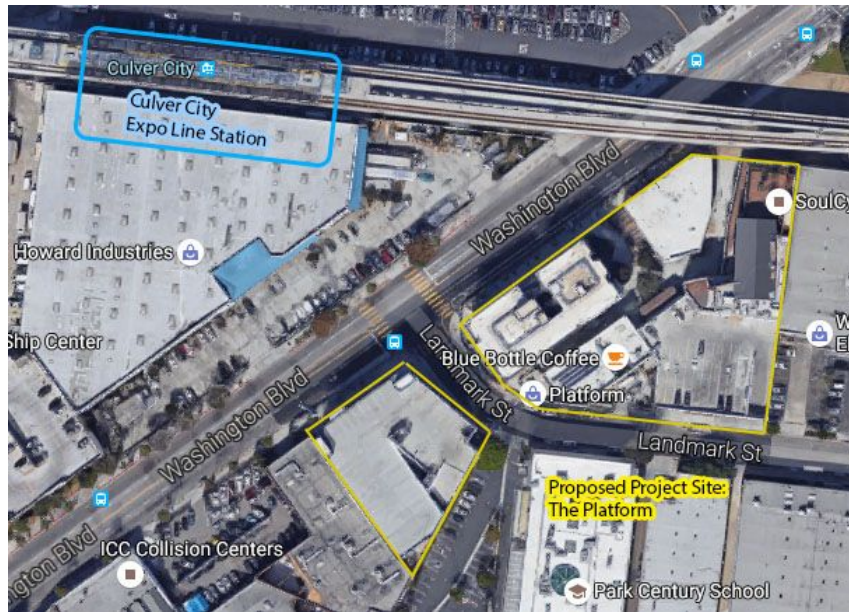
Sincerely,

Janet Ye  
Data Collection Project Manager  
UCLA ITE Student Chapter, Project Manager

Sheena Kim  
Data Collection Project Member  
UCLA ITE Student Chapter, President

## Proposal

### DATA COLLECTION



*Aerial View of Proposed Site - Source: Google*

The ITE Student Chapter at UCLA proposes to collect trip generation data at mixed-use transit-oriented developments. The location we have selected to collect data is as follows:

- **The Platform** - The Platform is a transit-oriented mixed-use development that serves retail and specialty retail stores, offices, restaurants, coffee shops and a fitness center. Hours of operation range from 10 AM to 9 PM. The development is approximately 48.5 ksf and includes two parking garages with a total of 305 spaces. Located on 8840-8850 Washington Boulevard in Culver City, California, the Platform is 500 feet from the Culver City Metro Expo Line Station, an LRT stop, and within 200 feet from the nearest Metro, Culver City and LA DOT Commuter Express bus stops. It is in an urban area adjacent to two private schools and a commercial/industrial area.

Trip generation data will be collected from the development above. Permission to conduct data collection will be acquired from the store owners/managers with the assistance of our student chapter advisor and mentor. For the trip generation study, store information (square footage and the number of employees) will be obtained from the store managers through our mentors before we initiate this study. Our counters will keep separate tallies for different mode uses at each entrance of the development, including entrances from parking garages. We will count for two consecutive weekdays (Tuesday and Wednesday) and on one Saturday. The counts will begin at 10 AM and end at 7 PM to follow the typical peak hours of operation.

- Three counters will be stationed at the proposed project site at all times. One, west of Landmark Street, on the sidewalk outside the parking garage entrance to count entering and exiting cars and the number of occupants in each vehicle along with pedestrians and bikers. Another counter will be on the sidewalk along Washington Boulevard to observe bikers and pedestrians by transit. The last counter will be stationed outside the parking garage entrance on Landmark Street to count entering and exiting cars and the number of occupants in each vehicle.

## **MENTORING**

Walter Okitsu of KOA Corporation and Sam Morrissey from Iteris, Inc., will serve as Faculty Advisor and mentor, respectively, to provide supervision and guidance along the course of the project. In addition to their mentorship, these professionals will be able to acquire permission to conduct traffic studies at data collection sites. They will educate and train our project members and review the results of the collected data.

## **SCHEDULE**

The trip generation data collection will be conducted one week in February 2017. After a thorough analysis of the data and review from our ITE mentors, we will submit a draft abstract, summary table and data forms for review by the ITE Committee by April 1, 2017. We will submit a final abstract by May 1, 2017. We will then upload the data to the ITE online data submittal portal two weeks from the acceptance of the Final Report.

## **USE OF FUNDS**

If we are fortunate enough to be awarded a grant, our student chapter at UCLA will use the funds to subsidize future costs of registration, airfare, and hotel rooms to the Western District Annual Meeting in San Diego, California. We will also use the funds to subsidize our travel fees to attend the Western ITE Student Leadership Summit at Cal State Fullerton.

## **LEVEL OF EFFORT**

With three volunteers at the site at all times for 9 hours per day, each day will require 27 person-hours. We will count 81 total hours of trip generation counts over the three days. Our volunteers for this project will be recruited from our ITE student chapter at UCLA, along with students from our Transportation Engineering class in the upcoming quarter.

## **HOLD HARMLESS**

The UCLA ITE Student Chapter holds harmless and indemnifies ITE Western District from any and all liability associated with the conduct and completion of this proposal, data collection and associated activity.

## **PROJECT MANAGEMENT**

### Project Manager

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ITE Student Chapter at UCLA  
Project Manager  
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### Mentor

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### Faculty Advisor

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