



SAN DIEGO STATE
UNIVERSITY

SDSU ITE Student Chapter
5500 Campanile Drive
San Diego, CA 92115

November 29, 2017

Amit Kothari

ITE Western District Technical Committee Chair

Re: 2018 ITE Western District Data Collection Fund

Dear Mr. Kothari,

The Institute of Transportation Engineers' Student Chapter at San Diego State University (ITE SDSU) is pleased to submit a proposal for the 2018 ITE Western District Data Collection Fund.

Because of the high level of effort needed to accomplish this project, our chapter has decided to reach out to students currently taking transportation courses so that they can utilize their in-class knowledge and apply it to the field. When presenting our goals for this project, I was pleased to see how many students were interested in participating. We currently have 12 participants and we aim for all of them to use this experience to aid them in their engineering career.

The ITE SDSU Student Chapter is excited to move forward. Every student who will work on this project will gain a better understanding of the terminology associated with transportation engineering, as well as gain experience with collecting data and creating an analytical report.

The goal of this project will be to focus on a land use that has not been adopted by the *Institute of Transportation Engineer's Trip Generation Manual*. Our land use for this year's proposal will be on a tasting room within the San Diego region. According to the City of San Diego's municipal code, a tasting room is defined as a site that offers tastings and sells beverages manufactured on the premises for on-site and off-site consumption. Although they are becoming more common due to the recent deregulation of micro-breweries and distilleries, tasting rooms are a relatively new concept and business model that is not represented in the *ITE Trip Generation Manual* and does not properly fall into other land uses. Locally craft beer is a major component of the San Diego community and is spreading to cities throughout the nation. With this data collection project, we hope to help towards gaining a better understanding of tasting rooms' characteristics and provide data and information for future growth and development.

Thank you,

Matthew Zipagan

President

ITE SDSU Student Chapter





SCOPE

Currently, cities are having a hard time responding to the growth of tasting rooms because this type of business model does not fall under typical characteristics that other businesses such as retailers and restaurants do.

The Institute of Transportation Engineers’ Student Chapter at San Diego State University (ITE SDSU) proposes to collect trip generation and parking demand data for the Coronado Brewing Company (CBC; designated in light industrial zone; Lot size approximately 20,000 square feet). CBC is located at 1205 Knoxville Street and includes an on-site parking lot of 32 spaces. In addition, on-street parking is available on Knoxville Street. *Figure 1* shows an aerial map of the tasting room location. In order to perform the data collection at this location, ITE SDSU obtained permission from CBC. ITE SDSU will continue to coordinate with CBC throughout the entirety of this project.



Figure 1 – Project Site: San Diego Tasting Room

Obtaining data will be done through observation counts that will include trips, parking demand/occupancy and vehicle occupancy rate (VOR). Data that will focus on trip generation will comprise of counts for **automobiles** (personal vehicle trips and ride-hailing), **trucks, buses, pedestrians, and bicycles**. In order to ensure the consistency of the collected data, dates for two weekdays and one weekend day will be strategically chosen and factors such as holidays, special events, and nearby construction will be considered. Data will be collected from 10AM to 10PM (one hour before opening and one hour after closing). Methodologies for trip generation and parking will be in accordance with the *ITE Trip Generation Manual, 10th Edition*, and the *ITE Parking Generation, 4th Edition*.

MENTORING

Matt Horton, AICP, Planner at Kimley-Horn and Associates, and **Charlene Sadiarin**, P.E., Transportation Engineer II at Linscott Law & Greenspan, Engineers have agreed to be the mentors for this year’s data collection project. Each mentor will provide assistance to the ITE SDSU Student Chapter by (1) training/lecturing members on collecting, reducing, and analyzing data, (2) overseeing the data collected and the results they produce, (3) answering questions or concerns that may arise, and (4) reviewing and submitting deliverables per proposed schedule shown in *Table 1*.

The position of Faculty Advisor has been accepted by the ITE SDSU Student Chapter advisor, Professor **Sahar Ghanipoor Machiani**.

SCHEDULE

Table 1 - Schedule

Date	Task
Friday, December 29, 2017	Proposal Selection - Grants Awarded
February 19, 2018 to March 17, 2018	Data Collection
Friday, March 23, 2018	Submittal of Draft Report
Friday, April 13, 2018	Submittal of Final Report
Friday, April 27, 2018	Upload data to ITE's online submittal portal

Table 2 - Projected Level of Effort

Task	Hours
Lecture ^a	10
Training ^a	5
Data Collection ^b	40
Analysis and information reduction	10
Problem – Solution	10
Report Writing and Revising	10
Total Hours	85

Footnotes:

- a. Each student is responsible for attending all lectures and trainings with mentors before data collection.
- b. Students will divide 36 hours of data collection with an additional 4 hours of field observations.



Table 3 - Daily On Site Data Collection Schedule

Time ^a	Students ^b												
		1	2	3	4	5	6	7	8	9	10	11	12
10:00 AM - 1:00 PM		X	X	X									
1:00 PM - 4:00 PM					X	X	X						
4:00 PM - 7:00 PM								X	X	X			
7:00 PM - 10:00 PM											X	X	X

Footnotes:

- a. Operating business hours at CBC are from 11:00 AM to 9:00 PM.
- b. Each student will complete 3 hours per day totaling 12 consecutive hours of observations

EFFORTS AND RESOURCES

The data collection portion of this project will require 12-hour trip generation and parking occupancy counts on two weekdays plus an additional 12-hour count on one weekend day. Students will collect data in groups of three. There will be a pedestrian, bicycle, and ride-hailing count that will be conducted concurrently. Data collection, analysis, problem solving, and report writing, will accumulate to 70 hours of combined team effort as shown in *Table 2*. A total of 12 students will each take a 3 hour shift per observed day as shown in *Table 3*. Each student is required to partake in a total of 10 lecture hours and 5 training hours provided by Transportation Engineering Course 481 at San Diego State University and mentors referenced above.

PROJECT MANAGEMENT

STUDENT COORDINATOR

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The ITE SDSU Student Chapter plans to use the funds from this project to aid in the continual growth of the Student Chapter and subsidize costs for students to attend the 2018 ITE Western District Conference in Keystone, Colorado.

AGREEMENT TO HOLD HARMLESS

The San Diego State University 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.