

November 20, 2018

Mr. Amit Kothari
ITE Western District

RE: UCLA ITE Student Chapter Proposal for 2019 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 the Getty Center Museum, located in Los Angeles, California, as the subject of our data collection. Land Use 580: Museum is extremely underrepresented in the ITE Trip Generation Manual. Existing data for the museum land use stems from one study conducted in 2009 in Memphis, Tennessee. The Getty Center museum is unique in that it is isolated from other land uses but is served by public transit and bikeways, which allows for the collection of higher quality data.

The UCLA Student Chapter will be assisted in this data collection effort by Faculty Advisor Walter Okitsu and Mentor Robert Campbell of LA Metro. Walter Okitsu and Robert Campbell co-lecture two of UCLA's traffic and transportation engineering courses.

If awarded a data collection grant, we would use the funds for travel and registration to the Student Leadership Summit this January 25-27, 2019 in Berkeley, California and the Western District ITE Annual Meeting this June 23-26, 2019, in Monterey, California. We strongly believe that attending these conferences offers our members an invaluable opportunity to engage with both transportation professionals as well as other students from throughout the Western District. With a rapidly growing ITE chapter at UCLA, these conferences allow us to increase member participation outside of campus.

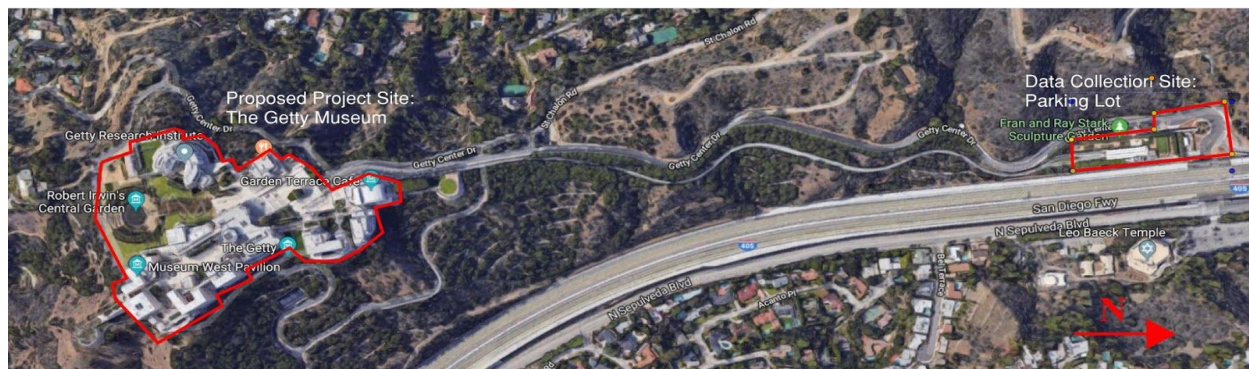
We appreciate the opportunity to submit this proposal, and we look forward to hearing from you after your review of the enclosed material. Thank you for spending the time to assist the Western District Student Initiatives Program.

Sincerely,

Brandon Duong
Data Collection Project Manager
UCLA ITE Student Chapter, Project Manager

Dario Qiu
Data Collection Project Member
UCLA ITE Student Chapter, President

Proposal Scope



Aerial View of the Project Site - Source: Google

The ITE Student Chapter at UCLA proposes to collect trip generation data at the Getty Center in Los Angeles at 1200 Getty Center Drive. The site was chosen because it can be classified as an “Other underrepresented land use”. This description is satisfactory because the 10th Edition of the ITE Trip Generation Manual only has one data point for Land Use 580: Museum. From this one data point, data was collected for the period of 7-9 am, which only reflected employee and service trips. The goal for our study would be to collect data and add a second data point for Vehicle Trip Ends and a first data point for Person Trip Ends.

The Center, which opened in December 1997, attracts 1.5 million visitors a year to experience its array of art, architecture, and gardens with free admission. The Center is a six-building, 940,000 square foot complex in the Santa Monica Mountains. About 1300 employees and 900 docents work at the site. The hours of operation are from 10 AM to 5:30 PM on Sunday and Tuesday through Friday, and 10 AM to 9 PM on Saturday.

Access to the Getty Center is available through the Getty tram, which is located approximately 600 feet from two bus stops that serve LA Metro’s Routes 234 and 734. Street parking in the area is very limited. However, there is paid parking available on-site in the Center’s underground parking structure, which holds 1,200 cars. By the parking structure entrance, there is a turnaround for drop-offs and ride-hailing services. Access to the tram stop, parking structure, and turnaround is only available via Getty Center Drive, which only serves the Getty Center. This isolation is especially helpful for accurate and comprehensive data collection.

Trip generation data will be collected from the data collection site. Permission to conduct data collection will be acquired from the Center with the assistance of our student chapter advisors. We will collect data for one Thursday, one Friday, and one Saturday. The counts will begin at 7 AM and end at 7 PM on weekdays. On Saturday, the counts will begin at 9 AM and end at 9 PM to cover all hours of operation. The volunteers will be stationed at the data collection site at all times, and they will keep separate tallies for different mode uses at the entrance of the site on Getty Center Drive. Additionally, every hour one of the two volunteers on site will conduct a spot check inside of the parking structure and record the parking occupancy.

Mentoring

Walter Okitsu of KOA Corporation and Robert Campbell from LA Metro will serve as Faculty Advisor and Faculty Mentor, respectively, to provide supervision and guidance throughout the course of the project. In addition to their mentorship, they will be able to acquire permission to conduct traffic studies at data collection sites. They will be able to train our project members and review the results of the collected data.

Schedule

The trip generation data collection will be conducted over three weeks between January and February 2019. 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, 2019. We will submit a final abstract by May 1, 2019. 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 awarded a grant, the UCLA ITE student chapter will use the funds to subsidize future costs of registration, rides, and hotel rooms to the 2019 ITE Western District Annual Meeting in Monterey, California. We will also use the funds to subsidize the travel costs of students attending the Western ITE Student Leadership Summit at the University of California, Berkeley.

Level of Effort

With two volunteers at the site at all times for twelve hours per day, each day will require 24 person-hours. We will conduct observation counts at the isolated site for a total of 72 hours of trip generation counts and parking data collection over the course of three days. Volunteers for this project will be recruited from our ITE student chapter at UCLA. For the Vehicle Trip and Person Trip ends, our volunteers will also take into account visitors who walk, take transit, and ride bicycles to the Getty Center.

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

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