



December 3, 2018

Amit Kothari
TJKM Transportation Consultants
4305 Hacienda Drive, Suite 550
Pleasanton, CA 94588

SUBJECT: Proposal for ITE 2019 Data Collection Projects

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 2019 Data Collection Projects.

Attached, please find our proposal to collect trip generation and parking demand data for Madonna Inn in San Luis Obispo, California. This is a landmark, resort hotel that has been on California's Central Coast for over 50 years. Each of its 110 rooms are uniquely decorated with their own themes. The Inn is also home to a dining room with a dance floor, store, spa, and an expo center along with many recreational facilities and programs. Madonna Inn is a popular mixed-use resort venue with historic significance which is why we chose this site to correspond with ITE land use 330.

We are eager to move forward with this project and are confident in submitting a thorough, professional report. Thank you for your consideration to our proposal. I am pleased to be serving as the student coordinator for this project. Please do not hesitate to contact me at 909.801.4054 or aeyao@calpoly.edu if you have any questions or require any additional information.

Sincerely,

Ashley E. Yao
Secretary
Cal Poly ITE Student Chapter

Trip Generation and Parking Demand Data Collection Proposal for Madonna Inn Resort in San Luis Obispo, CA

1. 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 Madonna Inn Resort in San Luis Obispo, California. A map of the resort location is shown below in Figure 1.

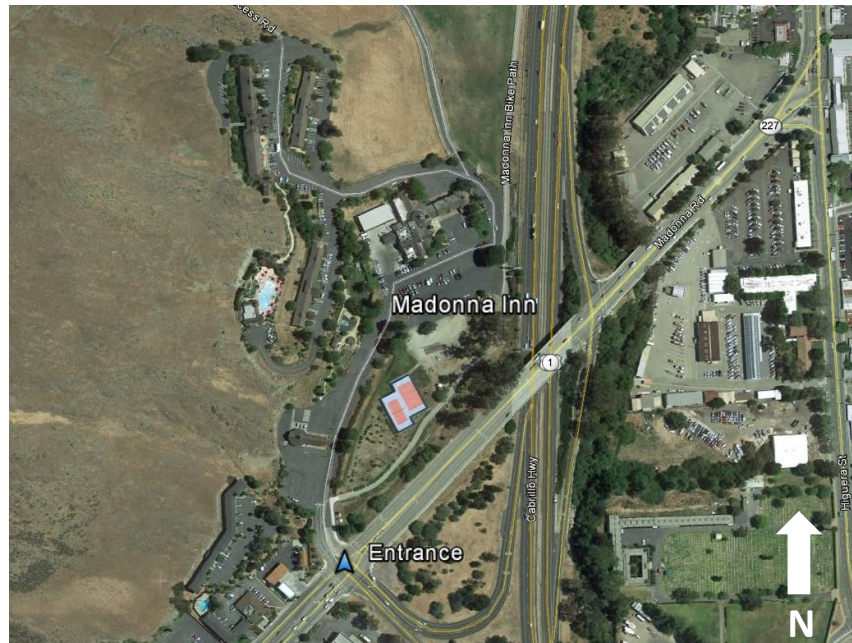


Figure 1: Madonna Inn Location Map

Data collection of trips, vehicle occupancy, and parked vehicles will be conducted through manual counts. In addition, bicycles and pedestrians will be counted when entering and exiting the facility. Data will be collected at the site over the span of three weeks (one day per week). Two weekday counts and one weekend count will be performed. Collection will occur from 7AM to 7PM to be a 12 consecutive hour span. Data for trip generation and parking will be collected according to ITE's Trip Generation Manual, 10th Edition and ITE's Parking Generation, 4th Edition, respectively.

We have communicated about this project with the resort and are anticipating a positive response prior to commencement of the work. The student chapter plans to collaborate and communicate regularly with Madonna Inn if the proposed effort is chosen to move forward. Site information, including building area in square footage, number of employees, and number of parking spaces will be obtained by CE322 students as a part of a laboratory assignment (Refer to Level of Effort)

2. Mentoring:

Travis Low, a local transportation professional at Central Coast Transportation Consulting, will serve as our mentor. He will provide oversight and assistance to students involved in the data collection effort. Drs. Carole Voulgaris and Anurag Pande are the co-faculty advisors for the Cal Poly San Luis Obispo ITE chapter and will also provide advice throughout the data collection project.

3. Schedule:

Following are the dates for critical milestones of the proposed effort:

Table 1: Work Schedule

Date	Task
January 3, 2019	Selection of Awarded Grants
February 11, 2019 - March 1, 2019	Data Collection
March 8, 2019	Submittal of Draft Report
April 12, 2019	Submittal of Final Report
April 26, 2019	Submittal to ITE's Online Data Portal

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 Lab: Fundamentals of Transportation Engineering 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 30 students are enrolled in CE 322 class for the upcoming winter quarter. Each student 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 20 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. Madonna Inn also only has one primary entrance point which will allow for simplified data collection and more accurate trip generation results.

5. Project Management:

Key personnel involved in this effort are as follows:

- **Student Coordinator:** Ms. Ashley Yao, Secretary, Cal Poly ITE student chapter, 1591 Eto Circle, San Luis Obispo, CA 93405. Email: aeyao@calpoly.edu, Ph: 909.801.4054
- **Mentor:** Travis Low, Professional, Alumni, Cal Poly ITE student chapter, 895 Napa Avenue, Suite A-6, Morro Bay, CA 93442. Email: travis@transportationcc.com, Ph: 805.316.0101
- **Faculty Member:** Dr. Anurag Pande, Advisor, Cal Poly ITE student chapter, 1 Grand Ave, San Luis Obispo, CA 93407. Email: apande@calpoly.edu Ph: 805.756.2104

Grant funds would be used to fund student travel to the 2019 ITE Western District Annual Meeting in Monterey, California, with any surplus funds being directed toward student recruitment for the chapter.

6. Agreement to Hold Harmless:

The Cal Poly 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.