

December 9, 2022

Ms. Jeanne Acutanza
ITE Western District

RE: UCLA ITE Student Chapter Proposal for 2023 Data Collection Projects

Dear Ms. Acutanza:

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. The site falls under Land Use 580: Museum, which is underrepresented in the ITE Trip Generation Manual. The UCLA Student Chapter conducted data collection at the Getty Center in 2019, one year before the start of the pandemic. Resurveying the Getty Center will allow us to capture changes over the pandemic and update current data accordingly. The Getty Center will allow for the collection of high quality data due to its isolation from other land uses while being serviced by public transit and bikeways.

The UCLA Student Chapter will be assisted in this data collection effort by Faculty Advisor Professor Jiaqi Ma and Mentor Dario Qiu, PE. Professor Ma teaches three of UCLA's traffic and transportation engineering courses. Mr. Qiu has previously served as our project mentor with several years of transportation design experience and was the Student Chapter President in 2019.

If awarded a data collection grant, we would use the funds for travel and registration to the Student Leadership Summit this February 24-26, 2023 in Southern California and the Western District ITE Annual Meeting this August 13-16, 2023, in Portland, Oregon. We strongly believe that attending these conferences offers our members an invaluable opportunity to engage with transportation professionals and 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. Funds will also aid in the execution of our newly formed STEM Outreach Program, inspired by the 2021 RFP.

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,

Joshua Dungca
ITE at UCLA Student Chapter
Project Manager

Quinlan McKnight
ITE at UCLA Student Chapter
Project Manager

Shaun Howard
ITE at UCLA 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 “Other underrepresented land use”. According to the 10th Edition of the ITE Generation Manual, there is only one data point for Land Use 580: Museum. The Student Chapter contributed data to this land use by surveying the Getty Center in 2019, one year before the start of the pandemic. It is important that data for this land use is comprehensive and up-to-date. Therefore, the goal for our study is to collect prevailing data to capture changes over the pandemic, if any.

The Getty Center opened in December 1997 and attracts about 1.5 million visitors to its six-building, 940,000 square foot complex in the Santa Monica Mountains. About 1300 employees and 1000 volunteers work at the site. The hours of operation are from 10 AM to 5:30 PM, except Saturdays, where the museum is open from 10 AM to 8 PM. The museum is closed on Mondays and certain holidays.

Visitors can only access the Getty Center via tram; the tram station is situated atop a seven-story underground parking structure with capacity for 1200 vehicles. Street parking is very limited, and paid parking in the structure is the most viable option for visitors arriving by private vehicle. Outside the structure, there is a turnaround for drop-offs and TNCs. The site is also serviced by LA Metro Lines 761 and 233 on Sepulveda Blvd with about 15 minute headways between successive arrivals. Public access to the museum is only allowed via Getty Center Drive. This isolation is especially helpful for accurate and comprehensive data collection.

We will collect vehicular, bus, and pedestrian counts on one Thursday, one Friday, and one Saturday. We have obtained tentative approval to collect data with security operations and will continue to communicate with them, with the assistance of our faculty mentor, to obtain final approval. Counts will be collected from 7 AM to 7 PM on the weekdays and 9 AM to 9 PM on Saturday to cover all hours of operation. Volunteers will be stationed at the site at all times, and they will keep separate tallies for different modes observed at the entrance of the site on Getty Center Drive. Additionally, every hour, one volunteer on site will check and record the parking occupancy of the parking structure.

Mentoring

Professor Jiaqi Ma and Dario Qiu will serve as Faculty Advisor and Faculty Mentor, respectively, to provide supervision and guidance throughout the course of the project. They will also aid us in acquiring permission to conduct the traffic study at the chosen site. They will review the results of the collected data and our report to ensure a quality submittal.

Schedule

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|--------------------------|-----------------------------------|
| 1. Data Collection | March 9 - March 11, 2023 |
| 2. Submit Draft Report | April 14, 2023 |
| 3. Submit Final Report | May 18, 2023 |
| 4. Uploading Data to ITE | Within 2 weeks after May 19, 2023 |

Use of Funds

If awarded a grant, the UCLA ITE student chapter will use the funds to subsidize the costs of registration, transportation, and accommodation for the 2023 ITE Western District Annual Meeting in Portland, Oregon. We will also use the funds to subsidize the costs of students attending the ITE Western District Student Leadership Summit hosted by USC, UCI, and CSUF. Funds will also aid in the Student's Chapter newly formed STEM Outreach Program.

Level of Effort

At least two volunteers recruited from our Student Chapter will be on site collecting data at all times during the twelve hour collection period, requiring at least 72 person-hours over the course of three days. When availability permits, a third volunteer can be on site to ensure seamless data collection should volunteers conduct breaks. Meetings with security operations at the Getty Museum will be scheduled beforehand to ensure data collection is conducted efficiently and safely for our volunteers.

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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