



MEMORANDUM

TO: Wade Wietgreffe, City of San Francisco Planning Department
FROM: Paul Stanis, DKS Associates
DATE: July 31, 2012
SUBJECT: **Trip Generation Surveying Methodology for the Kaiser MOB and Existing Credits** P 12084-000

Introduction

This memorandum details the methodology for establishing trip generation tabulations in conjunction with the Medical Office Building (MOB) portion of the Kaiser MOB/Potrero Partners proposed project at 901 16th Street/1200 17th Street in San Francisco. The memo outlines the procedures for the person trip counts, mode choice interviews, parking counts, shuttle arrival counts, and freight loading counts at the 2238 Geary Boulevard MOB and at the project site to apply as existing credits. The methodology for counts and interviews and for developing the trip generations rates has been developed after meeting with the City of San Francisco Planning Department on July 11, 2012.

Project Understanding

The SF Guidelines do not include trip generation rates for medical office buildings (MOB). Therefore, as the land use is not counted in the SF Guidelines, the purpose of this task is to conduct a person trip count, mode choice interviews, shuttle counts, parking counts, and freight loading counts at 2238 Geary Boulevard in San Francisco, a facility deemed to be reasonable similar in function to the proposed project. The counts, coupled with mode choice interviews, will serve as the basis for the daily and PM peak hour person trip generation analysis. The task would also include person trip counts, mode choice interviews, parking counts, and freight loading counts at the project site at 901 16th Street to establish current trips to the site that will be applied as credit to the overall project's trip generation.

Task 1: Medical Office Building Assessment

DKS will perform counts of employees, patients, and visitors ("population subgroups"); vehicles accessing the garage, shuttle-arrivals, and freight loading at the MOB at 2238 Geary Boulevard between the hours of 6:00 AM and 9:00 PM in 15-minute intervals for a Tuesday, Wednesday, or Thursday during a non-holiday week. This will provide the total number of daily person trips, PM peak hour person trips, freight loading trips, shuttle trips,

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and parking trips related to the 2238 Geary MOB. During the PM peak period (4:00 to 6:00 PM), intercept surveys will be conducted with patients and visitors. The PM peak period will serve as the initial time frame for the intercept surveys but may be extended to account for a staff shift change or peak patient and visitor hours. Interviews will be attempted with people entering and exiting the MOB in an effort to reach a high response rate. The intercept surveys will determine for patients and visitors the mode of travel to the MOB (auto, Kaiser shuttle, Muni bus, Muni rail, regional transit, walk, bicycle, other), the location from which the person traveled from, if any other nearby Kaiser building visits were planned that day, and vehicle occupancy if arrived by auto. Separately, DKS will provide an employee travel behavior survey to the project sponsor to be distributed to Kaiser employees. The employee travel behavior survey will determine for employees the mode of travel to the MOB, the location from where the person traveled, and vehicle occupancy, if arrived by automobile.

The person trip counts and mode choice interviews at the MOB will be focused at the pedestrian access point along Geary Boulevard. The shuttle counts would be performed at the shuttle loading zone along Geary Boulevard and the parking counts would be performed at the garage access point adjacent to the MOB pedestrian entrance. The freight loading counts will focus on the truck loading area along Garden Street.

Task 2: Existing Site Assessment

DKS will conduct a person trip count, an auto trip count, and freight loading counts for the daily hours of operation at the current project site at 901 16th Street/1200 17th Street for a Tuesday, Wednesday, or Thursday during a non-holiday week. Similar to the MOB assessment, a PM peak period (4:00–6:00 PM) mode choice interview with arriving or departing employees and patrons will determine the modes of travel to the site (auto, Muni bus, Muni rail, regional transit, walk, bicycle, other) and vehicle occupancy, if arrived by auto.

Task 3: Tabulation of Survey Results

Following the conclusion of the surveys, DKS will tabulate the survey results for the daily and PM peak hour person trip generation rates, mode split, average vehicle occupancy, parking demand, and freight demand. These results will be compared to other data sources (ITE, other hospital/MOB developments). A memorandum documenting the survey methodology and results will be provided to the City of San Francisco Planning Department for review and final approval. Following approval by the Planning Department, the approved daily and PM peak hour trip generation rates will be used for the MOB portion of the 901 16th Street/1200 17th Street Transportation Impact Analysis.