2009 Data Collection Project Proposal
ITE Student Chapter – The University of Memphis

Work Program
The proposed single data collection effort will collect data related to land use, trip generation, and parking demand for three Coffee/Donut shops (without drive-thru windows) in the Memphis, Tennessee area. Sites will be selected so that representative data can be obtained (e.g., no shared parking/access). The following land use data will be obtained from each site manager: gross square footage, total number of employees, and number of parking spaces. Trip generation data will be gathered in accordance with procedures outlined in chapter four of the ITE Trip Generation Handbook. This data will be obtained during normal peak hours (7-9 a.m. & 4-6 p.m.) and will include the number, occupancy and classification of all entering and exiting vehicles. Bicycle and pedestrian trips will also be recorded. Parking demand data will include the number of vehicles and bicycles occupying parking areas. Occupancy counts will be made hourly from 7 a.m. to 7 p.m. on the same day(s) trip generation data are collected. One weekday will be spent at each of the three sites. In addition, trip generation data will be collected during other site-specific peak hours (anticipated to be on weekend days). Students will meet with site managers to identify periods suitable for two additional 2-hour counts, and will work with mentors and faculty advisors to select the most appropriate periods for data collection. Parking data will also be collected during these periods, if on days other than Tuesday-Thursday.

Mentoring
The Project Management team is identified below. ITE member Greg Dotson will serve as the professional mentor. He will meet with students in the spring semester organizational meetings prior to the data collection effort, to advise students on site selection and data collection procedures. He will also be available to the students throughout the project, and will review the draft abstract and data before it is submitted to ITE. In addition, Mr. Dotson will visit each site with the students to help identify the best approach for data collection. The project is being incorporated into 3161 – Transportation Systems Engineering. The course instructor, Dr. Stephanie Ivey, who is also the ITE student chapter faculty advisor, will serve as faculty advisor for the project with assistance from Dr. Martin Lipinski, Ensafe Professor and Director of the Center for Intermodal Freight Transportation Studies at the University of Memphis. Grant funds from this project will be used to support travel of student chapter members to section and/or district meetings in the 2009-2010 academic year.

<table>
<thead>
<tr>
<th>University of Memphis Project Management Team</th>
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<tbody>
<tr>
<td><strong>Title</strong></td>
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<tr>
<td>Student Coordinator</td>
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<tr>
<td>Professional Mentor</td>
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<td>Faculty Advisor</td>
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Schedule
Organizational Meetings: weeks of February 2, 2009 and February 9, 2009
Data Collection: weeks of February 16, 2009, February 23, 2009, or March 2, 2009
(dependent upon weather and permission from site managers)
Data Compilation due to course instructor: March 20, 2009
Draft Abstract and Data submitted to ITE: March 27, 2009
Final Abstract, Data, and 300-word summary due to course instructor: April 24, 2009
Final Abstract and Data submitted to ITE: April 30, 2009

Level of Effort
Approximately twenty ITE student chapter members will participate in this project for a project grade in their 3161 Transportation Systems Engineering course. The data collection effort will be integrated as the project for the Transportation Planning portion of the 3161 course. We anticipate 80 person-hours for completion of this project. We will select three sites, and each site will require 20 person-hours of data collection – two students for each AM/PM peak period (eight person-hrs); two students for each of two site-specific peak periods (eight person-hrs); and one student to collect off-peak parking data (eight off-peak hours, each requiring one half hour on-site for a total of four person-hrs). Additionally, we anticipate ten person-hrs for compilation of data, six person-hrs for preparation of the draft abstract, and two person-hrs for preparation of the final abstract. Finally, two person-hrs will be required for project management activities, including meetings with mentors.

Payment Information
Pay to: U of M ITE
Address: c/o Dr. Stephanie Ivey, 104 Engineering Science, Memphis, TN 38152
Federal Tax ID: 62-0648618

Agreement to Hold Harmless and Copyright Transfer
The University of Memphis ITE Student Chapter holds harmless and indemnifies ITE from any and all liability associated with the conduct and completion of this proposal, data collection and associated activity.