Dear International Board of ITE:

The University of Memphis ITE student chapter is pleased to submit a proposal for the 2010 Data Collection Fund. Our student chapter is first and foremost thankful for the opportunity to involve itself with International ITE, the working professionals who are our mentors and the surrounding community, all with the possibility to raise money for our student chapter.

The data collection proposal we are submitting is integrated into our CIVL 3103 Approximations and Uncertainty in Engineering course, specifically during the regression analysis section of the course. The ITE Trip Generation report and the use of regression analysis in defining the trip generation equations is discussed and integrated into the course. The actual data collection in the spring semester of 2010 will be integrated within the curriculum of the CIVL 3161 - Transportation Systems Engineering class and will be carried out by the students who put this proposal together. Students will progress from CIVL 3103 this fall to CIVL 3161 in the spring. The data collection effort will be integrated as the project for the Transportation Planning portion of the CIVL 3161 course.

Our class and student chapter members are encouraged by the practical experience a project such as this presents, as it directly correlates to material covered within the CIVL 3103/3161 coursework. This project will help our members link real world aspects to the content we study within the classroom.

We are providing the contact information for the key contacts for this project in the table below. Our point of contact with ITE will be Navid Jafari, Student Coordinator for the project.

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<th>Title</th>
<th>Name</th>
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<th>Phone Number</th>
<th>E-mail Address</th>
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<tbody>
<tr>
<td>Student Coordinator</td>
<td>Mr. Navid Jafari, Student Chapter President</td>
<td>110A Engineering Science Bldg. Memphis, TN 38152</td>
<td>901-517-9181</td>
<td><a href="mailto:njafari@memphis.edu">njafari@memphis.edu</a></td>
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<tr>
<td>Professional Mentor</td>
<td>Mr. Greg Dotson, P.E. Gresham Smith and Partners</td>
<td>6750 Poplar Ave, Ste 625 Memphis, TN 38138</td>
<td>901-753-5590</td>
<td><a href="mailto:greg_dotson@gspnet.com">greg_dotson@gspnet.com</a></td>
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<tr>
<td>Faculty Advisor</td>
<td>Dr. Stephanie Ivey, PhD Assistant Professor</td>
<td>104 Engineering Science Bldg. Memphis, TN 38152</td>
<td>901-678-3286</td>
<td><a href="mailto:ssalyers@memphis.edu">ssalyers@memphis.edu</a></td>
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We are grateful for the opportunity to raise money to facilitate the activity of our student chapter. Not only does this project create the opportunity for our members to be involved in real-world research initiatives, but it will also provide an opportunity for some of our members to travel to section or district meetings. Thank you again for this opportunity.

Respectfully,

Navid Jafari, Student Coordinator
University of Memphis ITE Student Chapter President

Enclosure
Work Program
The proposed single data collection effort will collect data related to land use, trip generation, and parking demand for three museums in the Memphis, Tennessee area. Three stand-alone facilities have been identified for this project 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 at each facility, 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. Additionally, the proposed data collection schedule was selected to avoid weeks during which either the U of M or the local city/county school systems have spring break.

Mentoring
The Project Management team is identified below. Student Chapter President Navid Jafari will be the official contact for the project and will serve as a mentor to students participating in the data collection event for 2010, as he was the student coordinator for the project in 2009. 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 2010-2011 academic year.

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<th>University of Memphis Project Management Team</th>
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<tr>
<td><strong>Title</strong></td>
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<tr>
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2010 Data Collection Project Proposal
ITE Student Chapter – The University of Memphis

Schedule
Organizational Meetings: weeks of February 1, 2010 and February 8, 2010
(depending upon weather and permission from site managers- these dates were selected to avoid spring break holidays for local schools)
Data Compilation due to course instructor: March 26, 2010
Draft Abstract and Data submitted to ITE: March 31, 2010
Final Abstract, Data, and 300-word summary due to course instructor: April 28, 2010
Final Abstract and Data submitted to ITE: April 30, 2010

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 EIN: 26-3813448

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.