March 9, 2021

Ms. Karen Kissler
Alternatives East
2300 Bethards Drive
Santa Rosa, CA 95405

Updated Trip Generation Estimate for the Alternatives East Project

Dear Ms. Kissler;

As requested, W-Trans has prepared an updated trip generation estimate for the proposed cannabis dispensary to be located at 2300 Bethards Drive in the City of Santa Rosa. The purpose of this letter is to address the potential increase in trips associated with the proposed project, assess the adequacy of access for alternative modes of transportation, and discuss observations of pedestrian activity near the project site. The trip generation for the dispensary was previously estimated using national standard rates as that was considered the best data available at the time the study was initiated; however, we have since collected data locally so the project's trip generation was revised using this new locally-derived data. This document supersedes the "Trip Generation Estimate for the Alternatives East Project," dated February 16, 2021, which was based on a draft report originally issued in March 2020. Only the Trip Generation section differs from the February version of this report.

Project Description

The proposed project would convert existing office space to a cannabis dispensary with delivery service. The dispensary would occupy Suite A in the existing commercial building of 17,000 square feet. Suite A has an area of 2,249 square feet, including 473 square feet of secured storage. It should be noted that the project previously included a proposed on-site consumption area, but the request for on-site consumption has since been withdrawn by the applicant. Delivery services would operate during normal business hours between 9:00 a.m. and 9:00 p.m. The site plan is enclosed for reference.

Trip Generation

The trip generation for the existing use of the space was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Trip Generation Manual*, 10th Edition, 2017 for "General Office Building" (LU #710). While the *Trip Generation Manual* also includes rates for "Marijuana Dispensary" (LU #882), these rates were collected at sites in Colorado during the early years of such sales being legal, so local data was relied upon to estimate the trip generation potential of the proposed project. Over the last two years W-Trans has collected data at seven dispensaries in the North Bay Area, including four in the City of Santa Rosa. Our data collection effort has identified that local rates are consistent with those published by ITE for the p.m. peak hour but are substantially lower for the a.m. peak hour and over the course of an entire day. The difference in the a.m. peak hour rate is attributed to the fact that local dispensaries are not permitted to open for business until 9:00 a.m. so they generate few trips during the morning peak period, which is defined as being between the hours of 7:00 and 9:00 a.m. The difference in daily rates is likely because the ITE data was collected shortly after recreational marijuana was legalized in Colorado so there was a heightened level of excitement associated with the newness of the industry and the resulting rates reflect this elevated level of trip activity. As the industry has stabilized in the North Bay and more dispensaries have opened for business, customers have more options, so the trip generation of any single dispensary has decreased over time. A spreadsheet summarizing the local trip generation data and resulting rates is enclosed for reference.

The expected trip generation potential for the proposed project is indicated in Table 1, with deductions taken for trips made to and from the existing office space being replaced by the dispensary. As proposed, the project would

be expected to generate an average of 119 trips per day at the project driveway, including four trips during the a.m. peak hour and 48 trips during the p.m. peak hour. While the dispensary would be closed to the public prior to 9:00 a.m., there would be some level of trip activity during the morning peak period such as employees arriving to work and product being delivered to the site, which is reflected in the four trips estimated during the a.m. peak hour. It should be noted that trips are counted as one-way so a customer visiting the site would be responsible for two trips, one arriving and one leaving. Therefore, 48 trips during the evening peak hour would be representative of about 24 customers. After deductions for trips associated with the existing use are taken into account, the project would be expected to generate 97 new trips on a daily basis, including one new trip during the morning peak hour and 45 during the evening peak hour; these new trips represent the increase in traffic associated with the project compared to existing volumes.

Table 1 – Trip Generation Summary

Land Use	Units	Daily		AM Peak Hour				PM Peak Hour			
		Rate	Trips	Rate	Trips	In	Out	Rate	Trips	In	Out
Existing											
General Office Building	2.249 ksf	9.74	-22	1.16	-3	-2	-1	1.15	-3	-0	-3
Proposed											
*Marijuana Dispensary	2.249 ksf	53.09	119	1.59	4	3	1	21.27	48	24	24
Net New Trips			**97**		**1**	**1**	**0**		**45**	**24**	**21**

Notes: ksf = 1,000 square feet; *custom rates based on local data

Because the proposed project would be expected to generate fewer than 50 new peak hour trips over existing conditions, an operational analysis is typically not required under the City's *Standard Guidance for the Preparation of Traffic Impact Analysis* so one was not prepared.

Delivery Consideration

Two of the seven dispensaries that were subject of the data collection effort had delivery services operating at the time the data was collected so the trip generation characteristics for those two individual dispensaries were reviewed and it was determined that such a service may reasonably be expected to reduce the trip generation potential of a dispensary, not increase it. Deliveries are intended to serve multiple customers in one trip so the trips associated with several customers that would otherwise visit the site individually are replaced by a single round trip made by the delivery vehicle. The trip generation data collected at the two dispensaries with a delivery service indicated an average trip rate of 7.92 trips per 1,000 square feet during the weekday p.m. peak hour compared to the combined average rate of 21.27 trips per 1,000 square feet. The delivery service rate as sampled was approximately 63 percent lower than the combined rate, making application of the combined rate conservative.

Because only two dispensaries had an operational delivery service, it is preferred that data be collected at additional local dispensaries with a delivery service to confirm the rates before using them to estimate the trip generation potential of a proposed project. However, the data indicates that the presence of a delivery service could be expected to reduce the trip generating potential of the dispensary.

Alternative Modes

Given the proximity of the project site to nearby residential and commercial uses, it is reasonable to expect some employees and customers to want to be able to walk, bike, or use transit to reach the site. Both Yulupa Avenue and Bethards Drive have sidewalks on both sides of the street and Class II bike lanes in each direction, so the site

is readily accessible for these modes. Additionally, there is a transit stop for Santa Rosa Citybus Route 8 located across the street from the project site on Bethards Drive. Route 8 provides service between the Downtown Transit Center and various destinations in the Bennett Valley area of the City. Those using transit to reach the dispensary would be able to cross Bethards Drive using a crosswalk with a pedestrian phase at the signalized intersection with Yulupa Avenue.

Finding – Access for alternative modes of transportation is adequate.

Pedestrian Observations

Existing pedestrian activity near the project site was observed and counted for informational purposes. Pedestrians were counted during the start and end times of nearby schools to capture peak pedestrian activity from 7:00 a.m. to 8:00 a.m. and from 2:30 p.m. to 3:30 p.m. Pedestrians were counted on either side of the approaches at the Yulupa Avenue/Bethards Drive intersection adjacent to the project site. During the surveyed time periods, 25 pedestrians passed through the intersection in the morning peak hour and 44 pedestrians were counted during the afternoon peak hour. Many of the pedestrians observed during the afternoon were a result of the transit stop on Bethards Drive across the street from the project site. Because the dispensary would be closed during the morning peak period, there would be no potential for interaction between pedestrian traffic and site-generated traffic.

There are four elementary schools within an approximately one-mile walking distance of the project site, so in addition to the number of pedestrians, the age of each individual pedestrian was estimated as either above or below 18 years old in an attempt to understand how many school-aged children might walk past the dispensary. Based on this judgement, approximately 16 of the 25 pedestrians appeared to be school-aged (18 or younger) during the morning period, while 34 of the 44 appeared to be school-aged during the afternoon period. During the a.m. peak hour, there were three minors who approached the intersection along the project frontage with Yulupa Avenue or Bethards Drive, while one did so during the afternoon peak hour. During the afternoon peak hour, the majority of minor-aged pedestrians approached the intersection on the north side of the eastern Bethards Drive leg, which is across the street from the site. As a result, pedestrian traffic during the afternoon peak would also have limited potential for interaction with site-generated vehicular or pedestrian traffic. The pedestrian count surveys are enclosed for reference.

Finding – There is limited potential for conflicts or interaction between site-generated traffic and school-aged pedestrians.

Parking

Parking was evaluated to determine if the proposed supply would be adequate to satisfy City requirements upon the change in land use. The property currently has 63 parking spaces on-site, including 32 surface parking stalls and 31 stalls in an underground parking garage beneath the building. The parking spaces are shared collectively between the various businesses so that the supply is able to meet the changing demand over the course of the day.

Section 20-36.040 of the Santa Rosa City Code requires vehicle parking at a rate of one space for every 250 square feet of floor area for cannabis retail uses as well as general office uses meaning that the parking requirements for the proposed project would remain unchanged from the previous use. Based on these requirements, 68 parking spaces would need to be provided on-site to meet City Code, though the site received a five-space parking reduction when it was approved, resulting in a required supply of 63 spaces. As shown in Table 2, the proposed parking supply would continue to be adequate to satisfy the reduced City requirements. Again, it is noted that the proposed dispensary use requires parking under the City's code at the same ratio as the existing office use so there would be no changes to the currently approved number of parking spaces provided on-site. It is further noted that the project site is located on a connected pedestrian and bicycle network and is within walking distance

of transit access so the anticipated parking demand would reasonably be expected to be lower than would be expected for a site without good pedestrian, bicycle, or transit access.

Table 2 – Parking Summary

Land Use	Units	Rate	Parking Spaces
City Required Parking			
Cannabis – Retail	2,249 sf	1 space/250 sf	9
General Office	14,751 sf	1 space/250 sf	59
Total City Requirements			68
Parking Reduction			*-5*
Reduced City Requirements			**63**
Proposed Supply			63

Notes: sf = square feet

Street Parking

Street parking is permitted along both of the site's frontages with Yulupa Avenue and Bethards Drive. There is room for approximately five vehicles to park on Yulupa Avenue and seven on Bethards Drive resulting in an additional 12 parking spaces available for the dispensary directly adjacent to the site. Accounting for street parking in the immediate vicinity, the site's total supply would be up to 75 spaces with additional street parking available beyond the site's frontages on Yulupa Avenue and Bethards Drive.

Bicycle Parking

The required bicycle parking supply was also calculated to ensure adequacy under City requirements. Santa Rosa City Code requires cannabis retail uses to provide bicycle parking at a rate of one space for every 5,000 square feet of floor area. Based on this ratio, a single bicycle parking space would be required, though because many cyclists travel in pairs it is recommended that at least two spaces for bicycles be provided on-site. The location of these spaces should be added to the site plan.

Finding – The existing vehicle parking supply for the entire site would continue to meet the reduced City requirements upon the change in land use from office to dispensary. The project would also have use of numerous street parking spaces in the vicinity, including 12 along the site's frontages.

Recommendation – Although only a single bicycle parking space would be required for the project, it is recommended that two bicycle parking spaces be provided.

Conclusions and Recommendations

- Based on local trip generation data, the proposed project would be expected to generate an average of 97 new trips per day, including one new trip during the morning peak hour and 45 new trips during the evening peak hour after deducting trips associated with the existing office use.

- The project site has adequate access for alternative modes of transportation, including walking, bicycling, and transit.

- Because the dispensary is closed during the morning peak period and school-aged pedestrian were observed to travel predominantly on the opposite side of the street during the afternoon peak period, there is limited potential for conflicts or interaction between site-generated traffic and school-aged pedestrians.

- The existing vehicle parking supply of 63 spaces would continue to meet the City's requirements as approved for the project site upon the change in land use from office to dispensary. The project would also have use of numerous street parking spaces in the vicinity, including 12 along the site's frontages.

- A single bicycle parking space would be required under City Code, though it is recommended that two bicycle parking spaces be provided on-site.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,

[redacted]

Cameron Nye, EIT
Associate Engineer

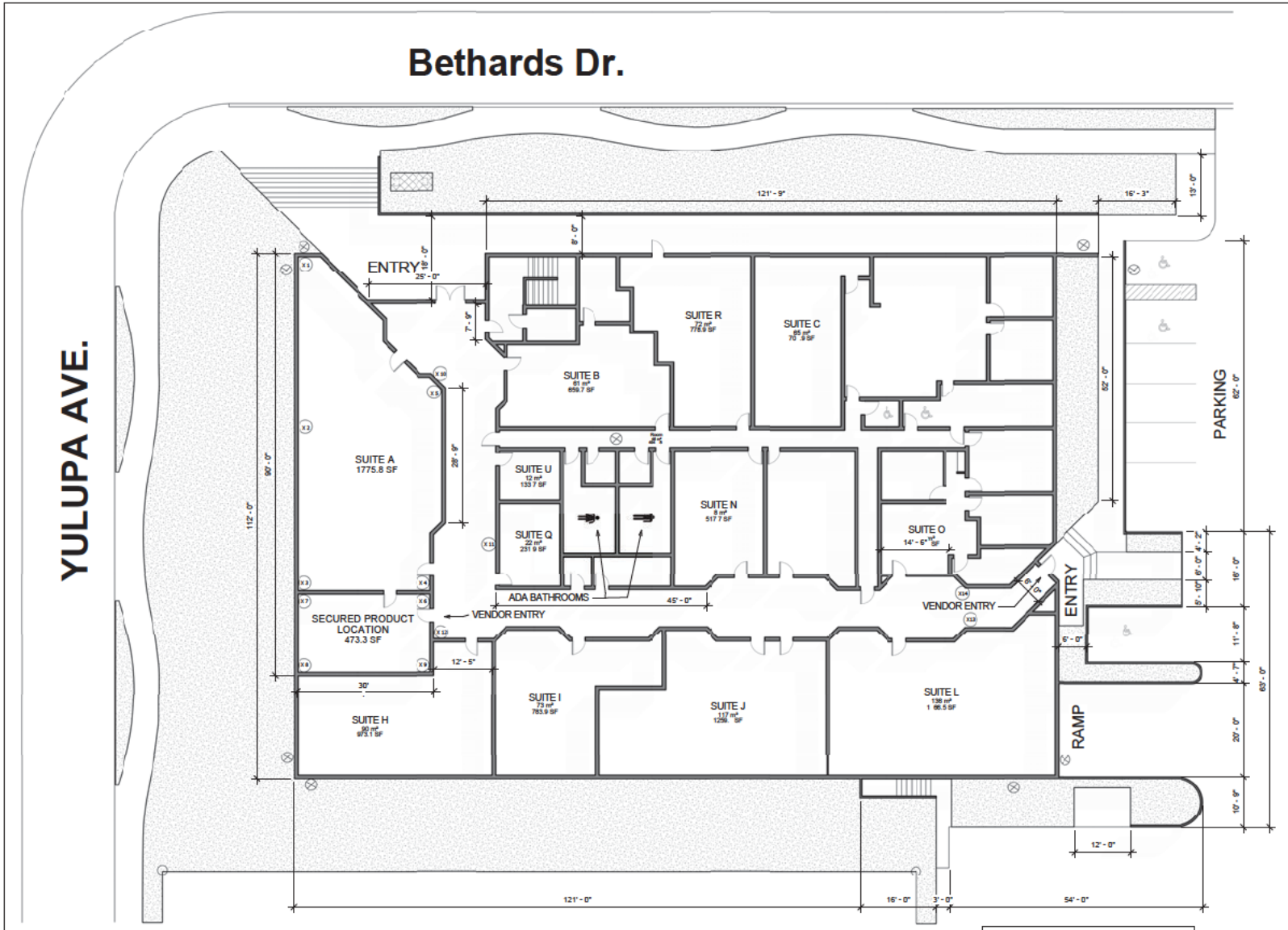
[redacted]

Dalene J. Whitlock, PE, PTOE
Senior Principal

REGISTERED PROFESSIONAL ENGINEER
DALENE J. WHITLOCK
TR001552
TRAFFIC
STATE OF CALIFORNIA

DJW/cn/SRO546.L1

Enclosures: Site Plan
North Bay Dispensary Trip Generation Data
Pedestrian Count Surveys



1 SITE PLAN
1" = 10'-0"

LEGEND	
X	INTERNAL SECURITY CAMERAS
⊗	EXTERNAL SECURITY CAMERAS
	MONUMENT SIGN

ALTERNATIVES DISPENSARY

2300 BETHARDS DRIVE,
SANTA ROSA CALIFORNIA.

OWNER/BUILDER
2300 Bethards, LLC.

PROJECT ADMIN:
Karen Kissler

Contact 415 250-8888
APN 147-061 -015 -000

No.	Description	Date

Alternatives Dispensary

SITE PLAN

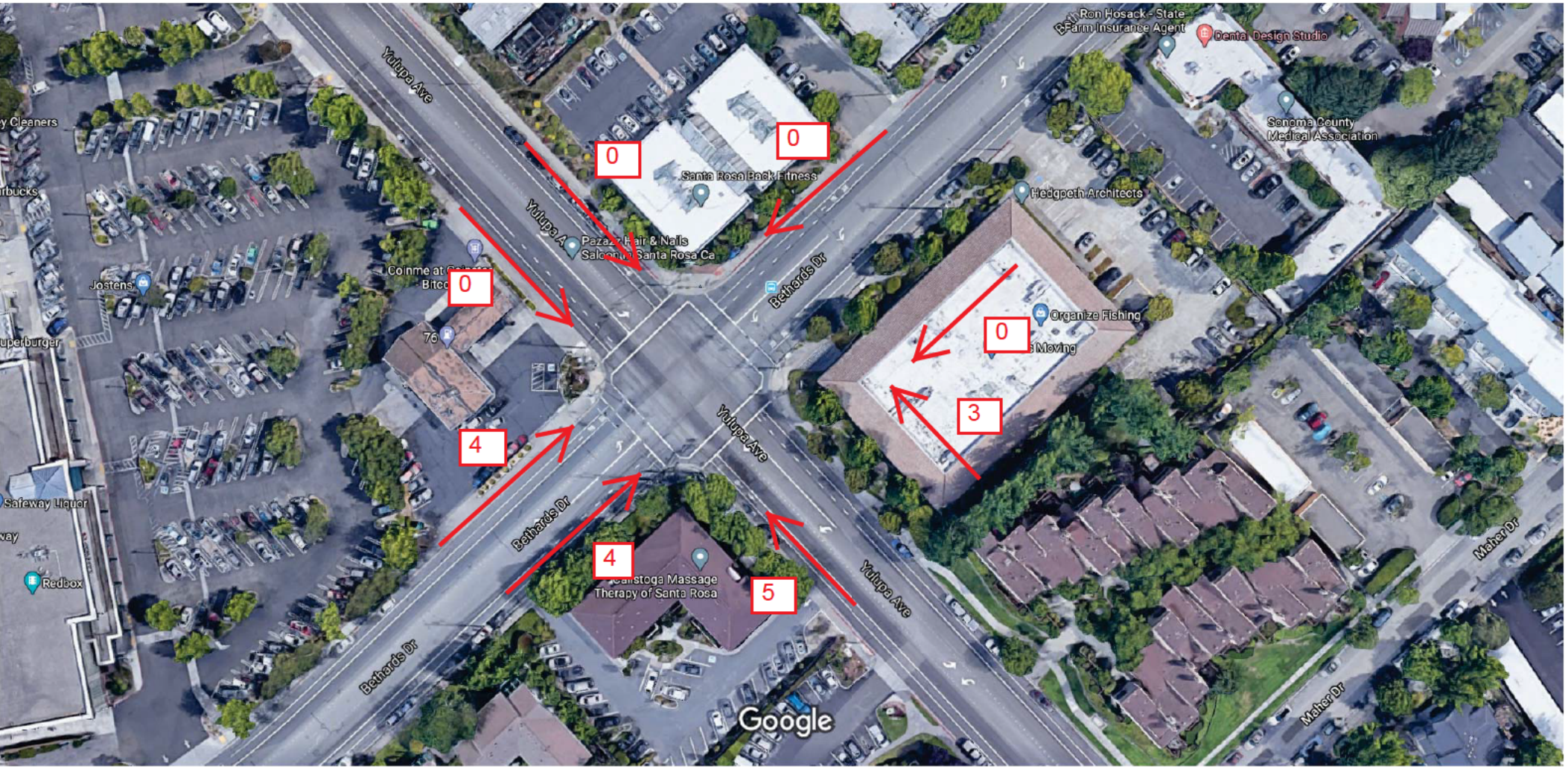
Project name	Project Number
Date	DECEMBER 2019
Drawn by	OSIDEHIN
Checked by	OS DEHIN
A101	
Scale	1" = 10 -0"

16/12/2019 4:32:08 PM

NORTH BAY DISPENSARY RATES

					DAILY		AM PEAK HOUR (7-9)								PM PEAK HOUR (4-6)							
LOCATION	No. of Units	Units	DATE	Setting/Location	Trip Rate per Unit	Total Trips	Trip Rate per Unit	Number of Trips	In (%)	In (Rate)	In (Trips)	Out (%)	Out (Rate)	Out (Trips)	Trip Rate per Unit	Number of Trips	In (%)	In (Rate)	In (Trips)	Out (%)	Out (Rate)	Out (Trips)
Dispensary 1	3.8	ksf	12/18/2018	General Urban/Suburban			4.47	17	88%	3.95	15	12%	0.53	2	20.00	76	42%	8.42	32	58%	11.58	44
Santa Rosa	3.8	ksf	12/19/2018	General Urban/Suburban			4.21	16	94%	3.95	15	6%	0.26	1	23.68	90	44%	10.53	40	56%	13.16	50
				AVERAGE			*4.34*		*91%*	*3.95*		*9%*	*0.39*		*21.84*		*43%*	*9.47*		*57%*	*12.37*	
Dispensary 2	1.17	ksf	12/12/2018	General Urban/Suburban			1.71	2	100%	1.71	2	0%	0.00	0	48.72	57	53%	25.64	30	47%	23.08	27
Santa Rosa	1.17	ksf	12/17/2018	General Urban/Suburban			1.71	2	100%	1.71	2	0%	0.00	0	53.85	63	54%	29.06	34	46%	24.79	29
				AVERAGE			*1.71*		*100%*	*1.71*		*0%*	*0.00*		*51.28*		*53%*	*27.35*		*47%*	*23.93*	
Dispensary 3	4.8	ksf	12/18/2018	General Urban/Suburban			1.46	7	86%	1.25	6	14%	0.21	1	14.58	70	54%	7.92	38	46%	6.67	32
Santa Rosa	4.8	ksf	12/19/2018	General Urban/Suburban			0.83	4	100%	0.83	4	0%	0.00	0	15.00	72	56%	8.33	40	44%	6.67	32
				AVERAGE			*1.15*		*93%*	*1.04*		*7%*	*0.10*		*14.79*		*55%*	*8.13*		*45%*	*6.67*	
Dispensary 4	1.508	ksf	8/6/2019	General Urban/Suburban											43.10	65	51%	21.88	33	49%	21.22	32
Sebastopol	1.508	ksf	8/15/2019	General Urban/Suburban											39.12	59	49%	19.23	29	51%	19.89	30
				AVERAGE											*41.11*		*50%*	*20.56*		*50%*	*20.56*	
Dispensary 5	5.79	ksf	8/7/2019	General Urban/Suburban											24.18	140	51%	12.44	72	49%	11.74	68
Cotati	5.79	ksf	8/12/2019	General Urban/Suburban											26.94	156	49%	13.13	76	51%	13.82	80
				AVERAGE											*25.56*		*50%*	*12.78*		*50%*	*12.78*	
Dispensary 6	3.454	ksf	9/30/2020	General Urban/Suburban	75.85	262	0.87	3	67%	0.58	2	33%	0.29	1	6.95	24	58%	4.05	14	42%	2.90	10
Santa Rosa	3.454	ksf	10/1/2020	General Urban/Suburban	87.43	302	0.58	2	50%	0.29	1	50%	0.29	1	7.53	26	54%	4.05	14	46%	3.47	12
	3.454	ksf	10/2/2020	General Urban/Suburban	92.07	318	3.18	11	55%	1.74	6	45%	1.45	5	6.66	23	48%	3.18	11	52%	3.47	12
				AVERAGE	*85.12*		*1.54*		*57%*	*0.87*		*43%*	*0.68*		*7.04*		*53%*	*3.76*		*47%*	*3.28*	
Dispensary 7	2.5	ksf	9/30/2020	General Urban/Suburban	21.60	54	0.00	0	0%	0.00	0	0%	0.00	0	2.80	7	71%	2.00	5	29%	0.80	2
Napa	2.5	ksf	10/1/2020	General Urban/Suburban	22.40	56	0.00	0	0%	0.00	0	0%	0.00	0	2.00	5	60%	1.20	3	40%	0.80	2
	2.5	ksf	10/2/2020	General Urban/Suburban	19.20	48	0.00	0	0%	0.00	0	0%	0.00	0	5.20	13	46%	2.40	6	54%	2.80	7
				AVERAGE	*21.07*		*0.00*		*0.00*	*0.00*		*0.00*	*0.00*		*3.33*		*59%*	*1.87*		*41%*	*1.47*	
				ITE RATES (LU#882) -	**252.70**		**10.44**		**56%**	**5.85**		**44%**	**4.59**		**21.83**		**50%**	**10.92**		**50%**	**10.92**	
				AVERAGE LOCAL RATES -	**53.09**		**1.59**		**82%**	**1.33**		**18%**	**0.25**		**21.27**		**53%**	**10.84**		**47%**	**10.43**	

Number of Minor-Aged Pedestrians

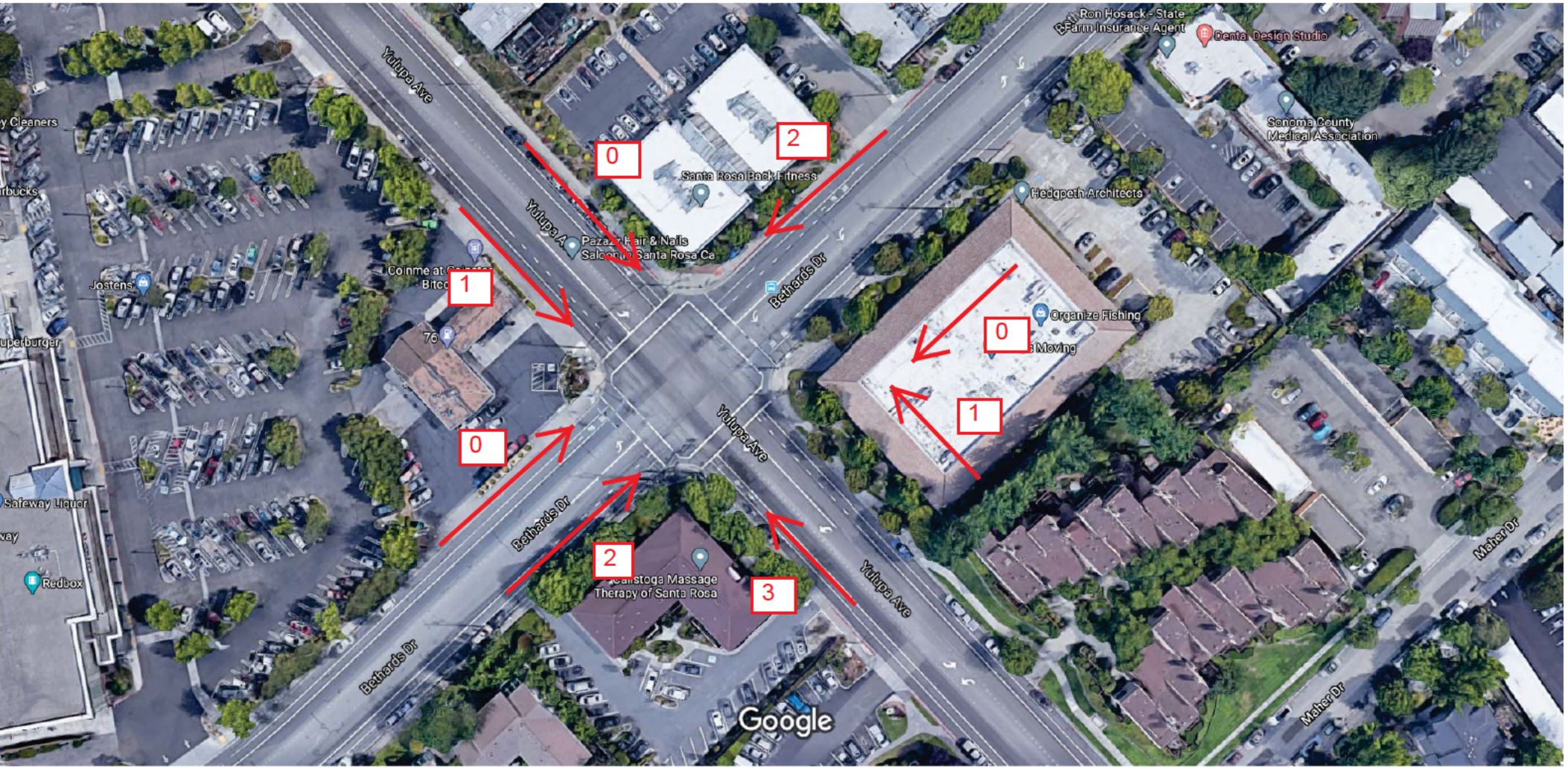


Peak Hour: Morning peak hour (7:00 am - 8:00 am)

Date: Feburary 27, 2020

Weather: Clear, good weather

Number of Adult Pedestrians



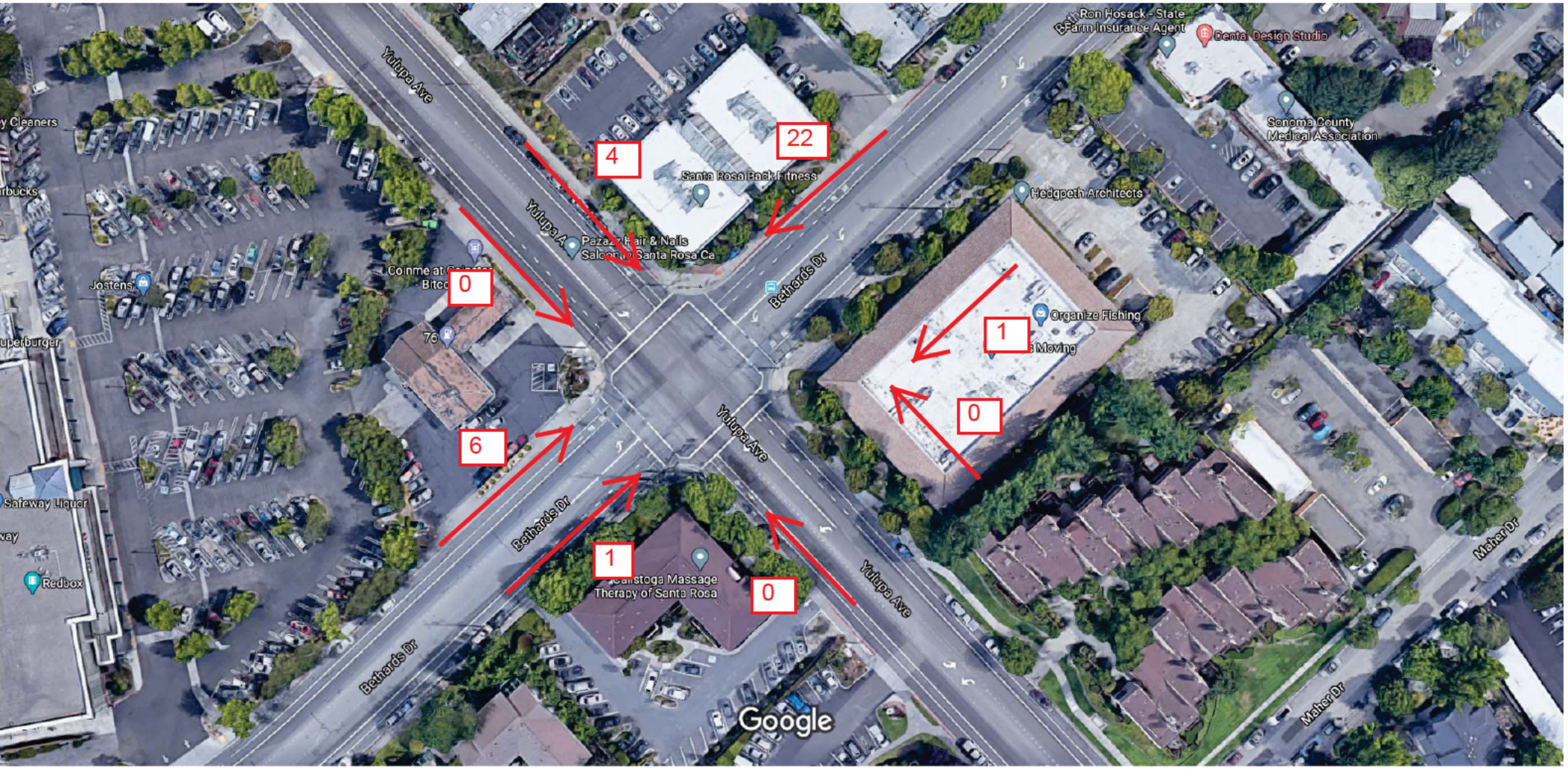
Peak Hour: Morning peak hour (7:00 am - 8:00 am)

Date: Feburary 27, 2020

Weather: Clear, good weather

Google Maps

Number of Minor-Aged Pedestrians



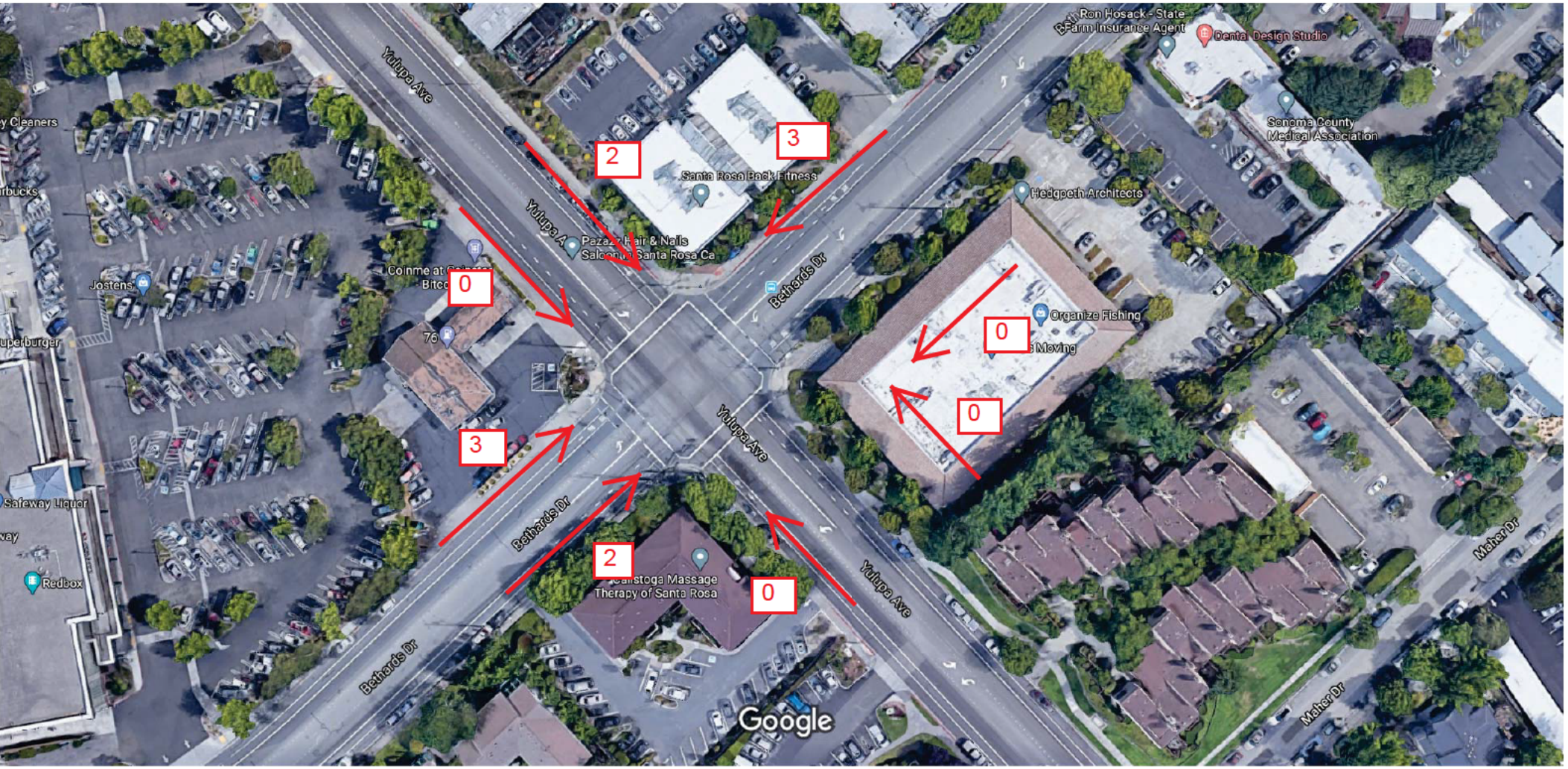
Imagery ©2020 Google, Imagery ©2020 Maxar Technologies, USDA Farm Service Agency, Map data ©2020 50 ft

Peak Hour: Afternoon peak hour (2:30 pm - 3:30 pm)

Date: Feburary 27, 2020

Weather: Clear, good weather

Number of Adult Pedestrians



Peak Hour: Afternoon peak hour (2:30 pm - 3:30 pm)

Date: Feburary 27, 2020

Weather: Clear, good weather