

MONTEREY COUNTY RESOURCE MANAGEMENT AGENCY

Carl P. Holm, AICP, Acting Director
John Guertin, Acting Deputy Director

Daniel Dobrilovic, Acting Building Official
Michael Novo, AICP, Director of Planning
Robert K. Murdoch, P.E., Director of Public Works




168 W. Alisal Street, 2nd Floor
Salinas, CA 93901
www.co.monterey.ca.us/rma

MEMORANDUM

Date: June 5, 2015

To: Melanie Beretti, Special Programs Manager

From: Ryan D. Chapman, P.E., Traffic Engineer 

Subject: Traffic Generation Estimates for Lodging and Residential Facilities

This memo summarizes the available information used in the analysis of traffic generation for various residential and lodging land uses. The attached table compares the various uses and the associated descriptions, trip generation rates, and correlations associated with the uses. The data in the table comes from the Institute of Transportation Engineers (ITE) Trip Generation book.

Since ITE does not have a data collection program, the data that is published is submitted by private parties. ITE publishes the majority of the data received and if a large enough data set exists, provides a basic statistical analysis of the data including a best fit equation, standard deviation, and r-squared values. Overall, the data that is provided is representative of national averages for the land use being evaluated.

In some cases, ITE does not have a land use that corresponds to the use that is being proposed. When this occurs, there are some secondary references that can be consulted. The most common of these are trip generation studies that were conducted by the San Diego Association of Governments (SANDAG) and published in the San Diego Municipal Code Trip Generation Manual.

My review of ITE references and other sources indicates that there is no data available relating to short term rental trip rates. A review of the approaches taken by two other agencies found that San Luis Obispo County requires that the short term rental does not produce daily trip traffic higher than the residential use would and all parking must be accommodated on site. While Sonoma County regulates the number of vehicles allowed at each rental.

Please let me know if any additional information is needed.

Visitor Serving Units

310	Hotel	Hotels are places of lodging that provided sleeping accommodations and supporting facilities such as restaurants: cocktail lounges and banquet rooms or convention facilities: limits recreational facilities (pool, fitness room): and/or other retail and service shops.	8.17 per room	3.47 to 9.58	0.98
320	Motel	Motels are places of lodging that provide sleeping accommodations and often a restaurant. Motels generally offer free on-site parking and provide little or no meeting space and few (if any) supporting facilities.	5.63 per room	3.47 to 10.04	0.88
330	Resort Hotel	Resort hotels are similar to hotels in that they provide sleeping accommodations. Restaurants, cocktails lounges, retail shops and guest services. The primary difference is that resort hotel cater to the tourist and vacation industry, often providing a wide variety of recreational facilities/programs rather than convention and meeting business.		N/A	
N/A	Bed and Breakfast	N/A	N/A	N/A	N/A

Short Term Rentals

ITE Code	Land Use Designation	Description Summary	Average Daily Trip Rate	Range of Rates	R ² Value
Residential					
210	Single-Family Detached Housing	Single-family detached housing includes all single-family detached homes on individual lots. A typical site surveyed is a suburban subdivision.	9.57 per unit	4.31 to 21.85	0.96
220	Apartment	Apartments are rental dwelling units located within the same building with at least three other dwelling units, for example, quadraplexes and all types of apartment buildings.	6.65 per unit	1.27 to 12.50	0.87
224	Rental Townhouse	Rental townhouses are townhouse developments with rented rather than owned units and a minimum of two attached units per building structure. Units are not stacked on top of one another.	N/A	N/A	N/A