



Theater Parking Data Collection Proposal for ITE

1. Data Collection Proposal Scope:

Parking data will be collected from three multiplex theaters in the Portland, Oregon metropolitan area, once an hour, on the hour, from the first matinee until the last show of the evening period (approximately 10-12 hours), during Friday, November 25, 2005. *ITE Parking Generation Methodology* for data collection will be followed¹. The data to be collected consists of: general information about the theater sites (parking geometry, access locations, and adjacent land use), the number of parking spaces at each location, and the number (and percent of the total) of parking spaces that are occupied by vehicles on the hour. The number of screens and seats at each theater will be determined, as well as theater building rentable square footage and the number of tickets sold on the study day. Data will be collected by observation and discussion with theater management and personnel. The three theaters that will be observed (which have isolated parking areas) include:

- Wilsonville Stadium 9 (Regal)
- TV-Highway 16 (Regal)
- Tigard 11 (Regal)

We also would like to express our willingness for data collection for the other respective days of December 23 and 30, 2005 in anticipation of additional reimbursement.

2. Mentoring:

Chris Maciejewski, P.E., will provide assistance to the students by providing information on how to collect the data in the most timely and efficient fashion. Mr. Maciejewski will also serve as a networking source to gather and train volunteers in data collection.

3. Schedule of Activities:

Proposal submittal: November 14, 2005

Proposal selection date: November 18, 2005

Coordinate the survey with theater management: November 21, 2005

Finalize student/practitioner data collection volunteers: November 23, 2005

Data collection training: November 24, 2005

Data collection: November 25, 2005

Finalize and review completed parking data forms: January 10, 2006

Submit for final approval: January 15, 2006

4. Level of Effort:

The total number of anticipated field hours for this project is 36 hours. This corresponds to 12 hour data collection sessions at three different sites. It is anticipated that 9 volunteers, working 4 hours shifts, will complete the data collection. Data processing is anticipated to entail only an hour or two. Due to the nature of the timing of this proposal, it is unlikely to be incorporated in an existing course (though volunteers enrolled in transportation courses may be asked to contribute their time)

¹ *Parking Generation*, 3rd Edition, Institute of Transportation Engineers, 2004.

PORTLAND STATE UNIVERSITY

5. Project Management:

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6. Agreement to Hold Harmless and Copyright Transfer:

The Students in Transportation Engineering and Planning (STEP) at Portland State University holds harmless and indemnifies ITE District 6 from any and all liability associated with the conduct and completion of this proposal, data collection and associated activity.

7. Deliverables

- o Excel spreadsheet detailing data collection results with peak hour parking generation identified (formatted to match ITE Parking Generation demand survey forms).
- o Rates for parking generation versus usable building area, number of screens, and number of seats for peak periods.