

**GREENGATE FARMS  
CONDITIONAL USE PERMIT (CUP) PROJECT**  
- San Luis Obispo County, CA -

**Transportation Demand Management (TDM) Plan**

Prepared for:  
**Greengate Farms SLO, LLC**  
300 Green Gate Road  
San Luis Obispo, CA 93401



Larry D. Hail, CE, TE, PTOE  
**PINNACLE TRAFFIC ENGINEERING**  
831 C Street  
Hollister, California 95023  
(831) 638-9260 • (805) 644-9260  
PinnacleTE.com

**September 1, 2015**

## **1.0 INTRODUCTION**

The Transportation Demand Management (TDM) Plan has been prepared for the Greengate Farms Conditional Use Permit (CUP) Project. The proposed CUP Project would allow the Greengate Farms property to be used for special events and activities. A variety of events and activities would comprise the annual program, with the majority occurring between 10:00 AM and 10:00 PM. Typical events will include agriculture food and craft shows, barn dances, various festivals, flower shows, wine symposiums, holiday parties, weddings, and reunions. Activities could include, but not limited to cooking seminars, horse riding retreats, ranch tours, educational retreats, community group meetings, and corporate picnics. The CUP Project would allow:

- 25 events or activities per year, with up to 500 guests
- 50 events or activities per year, with up to 300 guests
- 50 events or activities per year, with up to 200 participants

Events and activities are proposed to occur 125 calendar days per year, with the assumption that typically no more than one (1) event or activity would occur on the same day. However, on occasion there could be an activity during the morning-early afternoon and an event during the evening. It is anticipated that up to half of the annual events and activities would occur on a weekend day (Saturday and/or Sunday) or holiday, especially large events with up to 500 guests (i.e. weddings). Events and activities will not occur on a regular weekday basis (Monday-Friday).

Pinnacle Traffic Engineering (PTE) prepared a Traffic Impact Analysis (TIA) for the Greengate Farms CUP Project (Aug. 11, 2014). The scope of the Project TIA was developed in consultation with County and Caltrans staff. The TIA presented an evaluation of the potential project impacts on the local roadway network. Trip generation estimates for typical events and activities were based on various assumptions. The project events and activities were separated into the following categories:

1. Social Events & Activities (food festivals, craft-flower shows, wine symposiums, etc.)
2. Family Functions (weddings, reunions, etc.)
3. Educational-Technical Tours (field trips, classes, horseback riding, etc.)

The Project TIA recommended implementing TDM strategies in the scheduling of events and activities to avoid generating guest and/or participant traffic during the typical weekday afternoon commuter peak period (4:00-6:00 PM) and Saturday mid-day peak period (1:00-3:00 PM). The Project TIA concluded that the events and activities covered under the CUP would not significantly impact local traffic operations provided that the appropriate TDM strategies are implemented. Refer to the Project TIA for additional details regarding the event/activity trip generation estimates and evaluation of potential impacts. The TDM strategies were developed for large events and/or activities (i.e. greater than 100 guests) to ensure that no guest and/or participant traffic is generated during typical weekday and weekend day peak periods. The TDM strategies may not be applicable for small events or activities (i.e. less than 50-75 guests).

## **2.0 TRANSPORTATION DEMAND MANAGEMENT STRATEGIES**

Operations associated with events and activities will include pre-event/activity setup, staffing during an event/activity, and post-event/activity cleanup. As previously indicated, a majority of the events and activities will occur between 10:00 AM and 10:00 PM. The TDM strategies are provided as a guideline and general reference when scheduling large events and activities. Again, the events and activities covered under the Greengate Farms CUP include (1) social events, (2) family functions, and (3) educational-technical tour activities. As documented in the Project TIA, daily traffic volumes on a typical Sunday are about 50% less than during an average weekday. Therefore, no restrictions should be required for event and/or activity traffic that would occur on a Sunday. In addition, TDM strategies may not be applicable for small events or activities with less than 50-75 guests or participants. The following TDM strategies are provided for events and activities that could occur on a weekday or Saturday:

### **Event & Activities on Weekdays (Monday through Friday)**

- Large events and activities should begin between 10:00 AM and 4:00 PM, or after 7:00 PM
- Large events and activities shall not begin between 4:00 and 7:00 PM
- Large events and activities during the morning or early afternoon shall end by 3:00 PM
- No vendors shall arrive on-site between 7:00-9:00 AM or 4:00-6:00 PM
- Event and/or activity staff should be encouraged to carpool
- Guests shall not arrive more than 1 hour prior to the beginning of an event or activity
- Tour participants shall not arrive more than 1 hour prior to the beginning of a tour
- A shuttle van/bus service for events/activities with 300-500 guests should be provided
- All guest traffic shall utilize Green Gate Road for ingress and egress access, except events with 300-500 guests may also use Corbett Canyon Road for egress access (exit) only

### **Event & Activities on Saturdays**

- Large events and activities should begin between 10:00 AM and 1:00 PM, or after 4:00 PM
- Large events and activities shall not begin between 1:00 and 4:00 PM
- Large events and activities during the morning shall end by 12:00 PM (Noon)
- No vendors shall arrive on-site between 1:00-3:00 PM
- Event and/or activity staff should be encouraged to carpool
- Guests shall not arrive more than 1 hour prior to the beginning of an afternoon event or activity
- Tour participants shall not arrive more than 1 hour prior to the beginning of an afternoon tour
- A shuttle van/bus service for events/activities with 300-500 guests should be provided
- All guest traffic shall utilize Green Gate Road for ingress and egress access, except events with 300-500 guests may also use Corbett Canyon Road for egress access (exit) only

Large events or activities may be coordinated by a professional event organizer. As indicated for large events and/or activities (300-500 guests/participants), a shuttle van/bus service should be considered for the transport of event guests to and from Greengate Farms. Out of town guests staying at local hotels could be picked up prior to an event and returned upon the event conclusion. This would minimize any potential impacts to traffic on SR 227 and Price Canyon Road.

### **3.0 TRAFFIC MANAGEMENT AND MONITORING**

The following is a list of traffic management techniques that could help minimize any potential impacts to the local roadway network and facilitate the safe movement of traffic during a large event or activity:

- Provide an on-site valet parking service to facilitate the efficient movement of vehicles
- Provide on-site circulation and directional signage
- Notify California Highway Patrol (CHP) and local fire protection services staff of event(s)
- Establish an “Advance Notification Program” for other users of Greengate Road
- Provide event and activity information on the Greengate Farms website
- Display temporary event signs near the SR 227 and Green Gate Road intersection (i.e. corner of Greengate Farms property behind fence)
- Use trained staff to facilitate the movement of event traffic on-site
- Maintain two-way radio communication for event and traffic management staff
- Hold a “debriefing” meeting after large events and/or activities to discuss any concerns
- Make any modifications to the TDM Plan to ensure safe access to and from SR 227
- CHP staff shall be contracted to provide a law enforcement presence (if desired)
- Coordinate any traffic control with Caltrans and CHP staff (if desired)

The project applicant shall maintain a Traffic Monitoring Program to document actual event characteristics. Traffic count data could be collected at the project site driveways to document the actual number of vehicles and vehicle arrival/departure rates associated with the different size and types of events. In addition, attendance and parking data could also be collected to document actual vehicle occupancy rates. The Traffic Monitoring Program data would be used to make any appropriate modifications to the TDM Plan to ensure safe access to and from SR 227.

## END ##

# Circulation & Parking

