

MIXED-USE DEVELOPMENT (MXD) TRIP GENERATION STUDY

Wisconsin - Statewide
Wisconsin Department of Transportation
Wisconsin

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TRIP GENERATION STUDY**
WISCONSIN – STATEWIDE

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CHAPTER I – INTRODUCTION AND PROJECT SUMMARY

PART A - INTRODUCTION

The Wisconsin Department of Transportation (WisDOT) contracted with TADI to conduct a statewide study to develop a local trip generation data set and estimate the true trip generation potential for mixed-use development (MXD) sites throughout the State of Wisconsin. For this study, a mixed-use development site was defined as a retail site that included a mix of big box retail (such as a Home Depot, Target, Wal-Mart, or large grocery store), small box (such as a stand-alone Maurice, Jewelry store, or fitness center), strip retail (multi-tenant retail, restaurant, and office land uses within one building, but with individual entrances), gas stations, automobile service, restaurants, movie theaters, and hotels. Only one of the sites includes residential, which is a typical component of true mixed-use development sites.

PART B – STUDY SITES

Several MXD sites were selected within each WisDOT region for a total of sixteen analysis sites. The approximate location and region of each study site is listed below and also shown on Figure 1.

North Central Region

- Wisconsin Rapids MXD
- Steven Point/Plover MXD
- Marshfield MXD

Southeast Region

- Grafton MXD
- Muskego MXD
- New Berlin MXD
- Oak Creek MXD

Northeast Region

- Bellevue MXD
- Fond du Lac MXD
- Kohler MXD

Southwest Region

- Tomah MXD
- Madison/Fitchburg MXD
- Delavan MXD

Northwest Region

- Eau Claire MXD
- Rice Lake MXD
- Chippewa Falls MXD

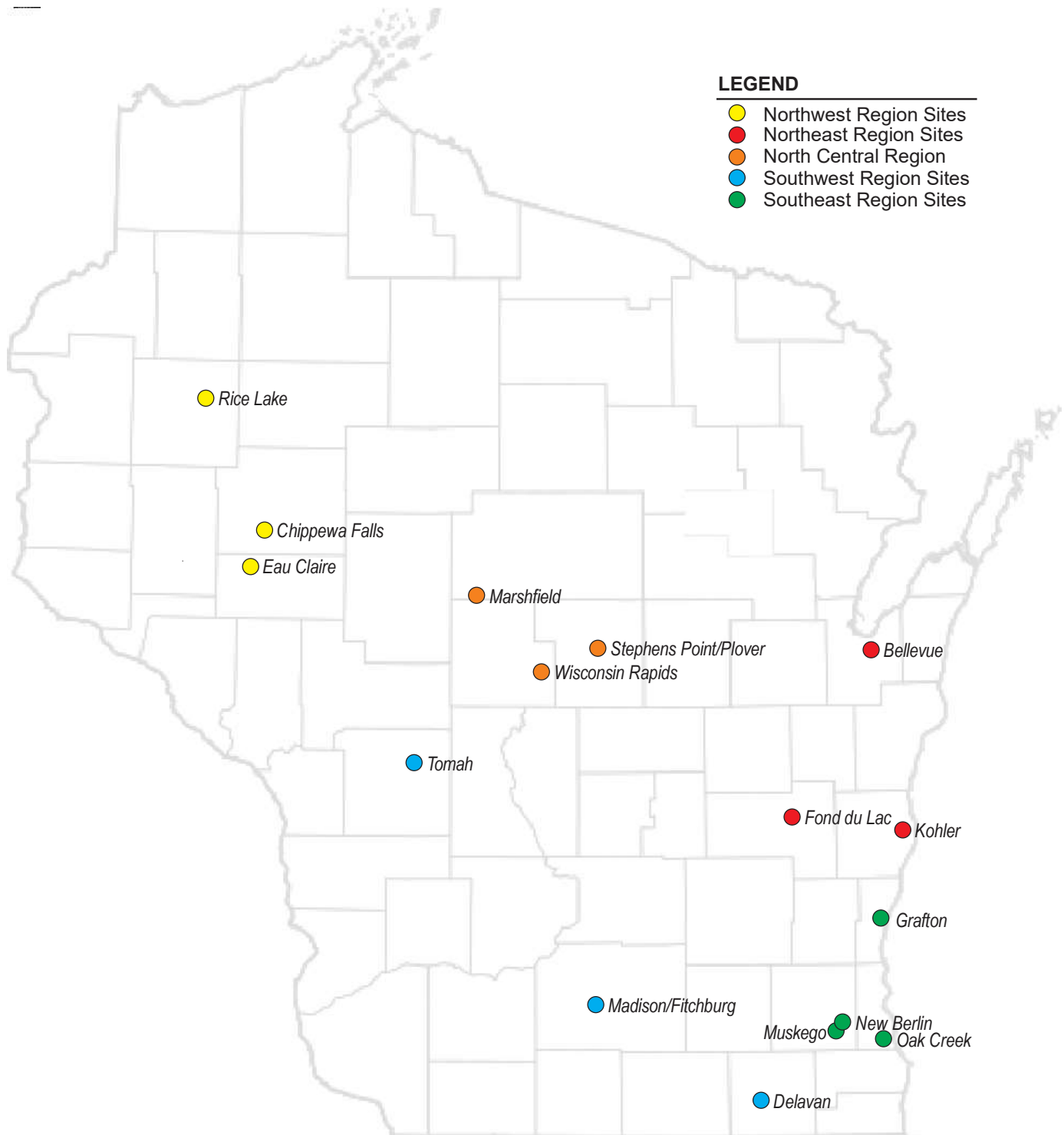


Figure 1. MXD site locations

PART C – PROJECT SUMMARY

At each development site, a field survey was conducted to determine the names and types of land uses for each tenant. Traffic counts were then collected for all vehicular traffic entering and exiting the entire development site for a weekday (Thursday) 24-hour time period and Saturday 24-hour time period. On the same days as the entry counts, door counts were conducted at each individual land use to determine the trip generation for that use. These door counts were conducted for a three-hour weekday (Thursday) afternoon time period as well as a three-hour weekend (Saturday) midday time period.

A comparison was made between the door counts and entry counts to determine the linked trips that occurred for the entire MXD site. The MXD site linked trip percentages were compared to various on-site factors, but no correlations were found. Correlations were greatest between the amount of off-site commercial developments and on-site linked trip percentages.

In addition to linked trips, trip generation tables were developed for each MXD site using actual site trip data and compared to trip generation tables using the Institute of Transportation Engineer (ITE) *Trip Generation Manual, 9th Edition* trip generation rates. A similar comparison was completed for each individual land use type, and recommendations were made as to whether ITE rates should be used in Wisconsin TIA's, new local rates should be used, or a combined ITE/local trip rate should be used.

CHAPTER II – DATA COLLECTION

PART A – SITE SURVEY

Prior to data collection, field technicians visited each MXD site to identify the names and locations of each land use within each building on site. The field technicians documented which buildings or units (within strip retail buildings) were currently vacant so that the square footage of these buildings or units could be discounted in the trip generation tables. The field technicians also documented the number of theater movie screens, gas station fueling positions and car washes, auto service bays, bank teller lane and restaurant details (fast-food, sit-down, drive-thru, etc.),

An internet search was conducted to determine the square footage of each land use on each MXD site. Where available, real estate listings were searched to access building or unit size information for both occupied and vacant land uses. Secondary searches for traffic impact analysis (TIA) reports or news articles were conducted to determine land use square footages. If no online information was available, rooftop area measurements were taken using Google Earth Pro (downloadable at www.google.com). In most cases, the individual square footages of strip retail land uses within the multi-tenant buildings were not able to be measured. This is because the rooftops did not show the delineation of individual tenant units inside the strip retail buildings.

Site subgroup classifications (urban, suburban, or rural) were determined for each MXD site using generalized statements found in ITE reference material. Based on different passages from the *ITE Trip Generation Manual, 9th Edition, Volumes 1-3*, urban, suburban, and rural subgroups were organized as follows:

- Urban MXD Site – Includes CBD areas, highly developed surrounding areas with access to transit service, good bicycle and pedestrian accommodations to nearby generators, travel demand management programs.
- Suburban MXD Site – Non CBD area, little to no transit service, fewer bike and pedestrian amenities, no travel demand management (TDM) programs.
- Rural Site – Isolated areas not adjacent to other traffic generators.

None of the MXD sites were found to be in defined rural areas, even though many sites are located on the boundaries of suburban and rural areas. None of the MXD sites are located in CBD or other highly-developed urban areas. Therefore, it is concluded that all MXD sites included in this study can be subgrouped as Suburban.

PART B – SITE ENTRY COUNTS

At each MXD site, 24-hour traffic counts were collected at each access location to the main roadway system during a typical weekday (Thursday) and weekend (Saturday). The traffic counts were collected in 15-minute intervals to determine the daily and peak hour traffic volumes that enter and exit the site. Site data collection occurred from March through August 2016. The data collection dates for each individual site are shown in Table 1:

Table 1. Site Data Collection Dates

Site	Data Collection	
	Dates	
	Weekday	Saturday
Grafton	3/17/2016	7/23/2016
Muskego	3/31/2016	4/2/2016
Kohler	4/7/2016	4/9/2016
Bellevue	4/14/2016	4/16/2016
Madison Fitchburg	4/21/2016	4/23/2016
Oak Creek	5/5/2016	5/7/2016
Fond du Lac	5/12/2016	5/14/2016
Chippewa Falls	5/19/2016	5/21/2016
Delavan	6/2/2016	6/4/2016
Tomah	8/18/2016	8/20/2016
Eau Claire	6/16/2016	6/18/2016
New Berlin	6/23/2016	6/25/2016
Wisconsin Rapids	7/14/2016	7/16/2016
Rice Lake	7/7/2016	7/9/2016
Stevens Point/Plover	7/28/2016	9/10/2016
Marshfield	8/4/2016	8/6/2016

Entry road traffic data was collected using both road tube counts and video cameras. Traffic volumes from the video cameras were counted by TADI staff at a later date. At some locations, both road tubes and videos were placed at the same time. A comparison of this data showed that the road tubes typically *over counted* entry and exit data anywhere from 3-38 percent, resulting in unrealistic (negative) linked trip estimations at these sites. Review of the videos showed no noticeable reason why this would occur, but could be attributed to vehicle speed traveling over the tubes or from braking or stopping on the road tube while in queue.

At some locations, recounts of the entire site were conducted (recounts of both entry roads and land use doors/driveways). Due to time constraints and costs, factors were applied to the road tube entry counts at other sites to compensate for the over counting that was occurring. The factors were developed by placing road tubes at the same location as the original road tube count, as well as video cameras to determine the level of over counting that was done by the road tube. The percentage of over counting was then applied to the original road tube counts to recalculate the 15-minute and 24-hour entry traffic volumes. Using the factor approach to adjust the road tube counts resulted in realistic (positive) linked trip percentages at each site.

The sites where over counting factors were applied include Muskego (two driveways), Bellevue (one driveway), Madison/Fitchburg (two driveways), Oak Creek (four driveways), Delavan (two driveways), and New Berlin (two driveways). The post-adjustment daily entry trips for each MXD site are shown in Table 2.

Table 2. Daily Entry Trips

Site	Daily Trips	
	Weekday	Saturday
Grafton	7,080 vpd	10,304 vph
Muskego	8,016 vpd	7,031 vph
Kohler	9,775 vpd	15,284 vph
Bellevue	10,014 vpd	13,073 vph
Madison/Fitchburg	7,561 vpd	9,514 vph
Oak Creek	11,336 vpd	14,632 vph
Fond du Lac	11,246 vpd	12,130 vph
Chippewa Falls	2,324 vpd	2,592 vph
Delavan	18,333 vpd	21,227 vph
Tomah	11,429 vpd	11,664 vph
Eau Claire	11,552 vpd	11,970 vph
New Berlin	4,662 vpd	4,011 vph
Wisconsin Rapids	12,084 vpd	11,648 vph
Rice Lake	9,412 vpd	8,425 vph
Stevens Point/Plover	7,961 vpd	8,287 vph
Marshfield	12,643 vpd	11,785 vph

PART C – SITE LAND USE COUNTS

During the same days as entry road counts were collected at the MXD sites, field staff collected door or driveway counts at each individual land use on the MXD site. All door or driveway counts were collected from 3:00-6:00 p.m. on a typical weekday (Thursday) and from 11:00 a.m.-2:00 p.m. on a typical weekend (Saturday).

For most sites, parking areas were shared between land uses, so door counts were collected. Field staff would observe people at each door to a land use, and then record the number entering and exiting during the study time period. In order to equate the door count to a vehicle count, field staff observed and only recorded people or groups of people that travelled in a single vehicle. Therefore, single people as well as some groups of people were recorded as one “vehicle” in the count. Groups of people that most likely travelled in a single vehicle included adults with children and those walking close together in or out of each door as well as to or from the parking lot.

Some land uses on some sites had well-defined parking lots with minimal entry and exit points. For these locations, field staff would count vehicles entering and exiting the parking lot during the count period. This method was used for both stand-alone buildings within the MXD site (such as a gas stations, auto parts stores, banks, restaurants, etc.), but also for some strip retail buildings with multiple tenants.

PART D – DATA COMPILATION

All traffic data was compiled for each MXD site and is located in Appendix A. The compiled data is sorted by site and includes the following graphics and tables:

- Aerial of the site identifying entry roadways, internal circulation/parking system, buildings, and identified land uses.

- ITE and actual trip generation tables containing all site land uses, land use sizes, daily trips, weekday peak hour of adjacent street traffic trips, and Saturday midday peak hour trips.
- Tables showing the actual door and driveway counts for each land use on site. This data is shown in 15-minute increments for the weekday (Thursday from 3:00-6:00 p.m.) and weekend (Saturday from 11:00 a.m.-2:00 p.m.) time periods.
- Actual linked trip percentages calculated for each MXD site.
- 24-hour traffic counts at each entry driveway and the total daily traffic counts for the entire site.

CHAPTER III – MXD SITE LINKED TRIPS

PART A – LINKED TRIP CALCULATIONS

Linked trips for each site were determined by calculating the difference between the total number of vehicles entering the site at the entry drives and the total number of door trips at each individual land use. Therefore, the linked trip percentages show the percentage of trips entering the site that visit one or more land uses before leaving the site.

The total vehicles and door trips used in the linked trip calculations included data from the peak hour within the weekday (Thursday) 3:00-6:00 p.m. and weekend (Saturday) 11:00 a.m.-2:00 p.m. time periods. The peak hour was determined as the hour with the highest total site door trips during four consecutive 15-minute time periods. The calculated linked trip percentages for each MXD site are shown in Table 3 (weekday) and Table 4 (weekend/Saturday).

Table 3. MXD Site Linked Trips – Weekday (Thursday) Peak Hour

Site	Weekday (3-6 p.m.)					
	Entry Driveways		Land Uses		Linked Trips	
	Daily Trips	Pk Hr Trips	Peak Hour ¹	Pk Hr Trips	Trip Diff. ²	Linked % ³
Grafton	7,080 vpd	671 vph	330-430	680 vph	9 vph	1%
Muskego	8,016 vpd	677 vph	445-545	771 vph	94 vph	12%
Kohler	9,775 vpd	939 vph	330-430	1,184 vph	245 vph	21%
Bellevue	10,014 vpd	1,027 vph	400-500	1,203 vph	176 vph	15%
Madison/Fitchburg	7,561 vpd	716 vph	500-600	916 vph	200 vph	22%
Oak Creek	11,336 vpd	1,134 vph	500-600	1,144 vph	10 vph	1%
Fond du Lac	11,246 vpd	1,046 vph	430-530	1,116 vph	70 vph	6%
Chippewa Falls	2,324 vpd	216 vph	500-600	299 vph	83 vph	28%
Delavan	18,333 vpd	1,636 vph	445-545	1,682 vph	46 vph	3%
Tomah	11,429 vpd	991 vph	415-515	1,183 vph	192 vph	16%
Eau Claire	11,552 vpd	1,133 vph	415-515	1,136 vph	3 vph	0%
New Berlin	4,662 vpd	411 vph	500-600	425 vph	14 vph	3%
Wisconsin Rapids	12,084 vpd	937 vph	500-600	1,050 vph	113 vph	11%
Rice Lake	9,412 vpd	749 vph	315-415	808 vph	59 vph	7%
Stevens Point/Plover	7,961 vpd	787 vph	415-515	791 vph	4 vph	1%
Marshfield	12,643 vpd	1,108 vph	345-445	1,139 vph	31 vph	3%

¹ The peak hour evaluated is the highest hour trip volume for all land uses on site (not based on driveway peak hour).

² "Trip Diff" is the difference in trips between the peak hour entering trips from each site driveway and the peak hour trips from all land uses on site.

³ "Linked %" is the % of land use trips that are linked trips.

Table 4. MXD Site Linked Trips – Weekend (Saturday) Peak Hour

Site	Saturday (11 a.m.-2 p.m.)					
	Entry Drive ways		Land Uses		Linked Trips	
	Daily Trips	Pk Hr Trips	Peak Hour ¹	Pk Hr Trips	Trip Diff. ²	Linked % ³
Grafton	10,304 vpd	1,020 vph	1130-1230	1,062 vph	42 vph	4%
Muskego	7,031 vpd	665 vph	1200-100	780 vph	115 vph	15%
Kohler	15,284 vpd	1,750 vph	100-200	2,165 vph	415 vph	19%
Bellevue	13,073 vpd	1,156 vph	1100-1200	1,298 vph	142 vph	11%
Madison/Fitchburg	9,514 vpd	952 vph	1100-1200	1,247 vph	295 vph	24%
Oak Creek	14,632 vpd	1,419 vph	1245-145	1,511 vph	92 vph	6%
Fond du Lac	12,130 vpd	1,054 vph	1100-1200	1,068 vph	14 vph	1%
Chippewa Falls	2,592 vpd	200 vph	1215-115	267 vph	67 vph	25%
Delavan	21,227 vpd	1,964 vph	1130-1230	2,449 vph	485 vph	20%
Tomah	11,664 vpd	1,084 vph	1215-115	1,285 vph	201 vph	16%
Eau Claire	11,970 vpd	959 vph	1115-1215	963 vph	4 vph	0%
New Berlin	4,011 vpd	258 vph	1215-115	276 vph	18 vph	7%
Wisconsin Rapids	11,648 vpd	977 vph	1145-1245	1,057 vph	80 vph	8%
Rice Lake	8,425 vpd	927 vph	1145-1245	1,076 vph	149 vph	14%
Stevens Point/Plover	8,287 vpd	863 vph	100-200	885 vph	22 vph	2%
Marshfield	11,785 vpd	1,052 vph	1115-1215	1,239 vph	187 vph	15%

¹ The peak hour evaluated is the highest hour trip volume for all land uses on site (not based on driveway peak hour).

² "Trip Diff" is the difference in trips between the peak hour entering trips from each site driveway and the peak hour trips from all land uses on site.

³ "Linked %" is the % of land use trips that are linked trips.

PART B – CORRELATION OF DATA

The MXD site linked trips for the weekday PM and Saturday midday were reviewed to identify any patterns at each site that could be attributable to the different linked trip values. Factors reviewed include the number of daily trips, peak hour trips, total building square feet, site size range (small, medium, large), land use mix, WisDOT region, site subgroup definition, etc. The data was rearranged and sorted numerous ways, but no correlation could be found between the on-site factors and the number of linked trips.

Through further review, it was determined that some correlation can be made between the site linked trip percentages and development in the immediate area surrounding the site. In most cases, the greater the amount of other commercial (retail) land uses in the area, the lower the linked trip percentages. The smaller the amount of other commercial land uses in the area, the higher the linked trip percentages. This is a logical correlation because if there are more shopping options near the site, then visitors are more likely to make multiple shopping trips between neighboring shopping centers than do so within the same shopping center.

The correlation between off-site commercial development size and on-site linked trips was made by drawing ¼ mile and ½ mile radii around the center of each development site using Google Earth Pro. Rooftop building areas of commercial uses were measured for all such buildings that were within or crossing the drawn circles. The commercial areas measured included restaurants, gas stations, banks, strip retail, box retail, customer-based offices, entertainment venues, auto service centers, etc. The commercial areas excluded from the measurements were hotels, some office space, and car dealerships. Car dealerships were excluded because the showrooms and

storage buildings are typically very large and resulted in a skewed representation of commercial development.

In reviewing the resulting data, it was determined that off-site commercial developments within a ½ mile radius surrounding the MXD site resulted in greater correlation than off-site commercial developments within ¼ mile of the MXD site. Table 5 shows the site peak hour linked trips, on-site commercial building size, off-site commercial building size (within ½ mile radius), and the percentage of off-site commercial compared to the total commercial within the ½ mile radius.

Table 5. Off-Site Commercial within ½ Mile of MXD Site

	PM Peak	SAT Peak	Site Commercial	Off-Site Commercial	% of Off- Site
MXD Site	Linked	Linked	Total Size	Total Size	Commercial
Chippewa Falls	28%	25%	112,715 SF	0,000 SF	0%
Delavan	3%	20%	547,825 SF	27,980 SF	5%
Wisconsin Rapids	11%	8%	249,328 SF	106,250 SF	30%
Tomah	16%	16%	204,894 SF	98,050 SF	32%
Kohler	21%	19%	436,387 SF	334,650 SF	43%
Fond du Lac	6%	1%	120,503 SF	106,380 SF	47%
Rice Lake	7%	14%	277,200 SF	255,990 SF	48%
Oak Creek	1%	6%	272,203 SF	259,390 SF	49%
New Berlin	3%	7%	94,747 SF	102,640 SF	52%
Stevens Point/Plover	1%	2%	238,220 SF	294,000 SF	55%
Muskego	12%	15%	101,342 SF	129,844 SF	56%
Madison/Fitchburg	22%	24%	207,704 SF	372,775 SF	64%
Marshfield	3%	15%	274,910 SF	525,400 SF	66%
Grafton	1%	4%	251,027 SF	729,052 SF	74%
Bellevue	15%	11%	150,338 SF	503,030 SF	77%
Eau Claire	0%	0%	266,717 SF	973,250 SF	78%

A statistical analysis was conducted between the average of the PM and SAT peak hour linked trip percentages, and the percent of off-site commercial within ½ mile radius of each MXD site. In graphing this data, there were several apparent outliers to the data set, which resulted in a coefficient of determination (R^2) of only 0.21 (An R^2 value of 1 indicates that the regression line perfectly fits the data, while an R^2 value of 0 indicates that the line does not fit the data at all).

As shown on the graph in Figure 1, three data points appear as potential outliers of the data. In statistics, an outlier is an observation point that is distant from other observations, and is sometimes excluded from a data set. The outlier data is from the MXD sites in Delavan, Madison/Fitchburg, and Bellevue. They are outliers most likely since they do not fit the same trends of lower linked trips with higher off-site commercial or higher linked trips with lower off-site commercial.

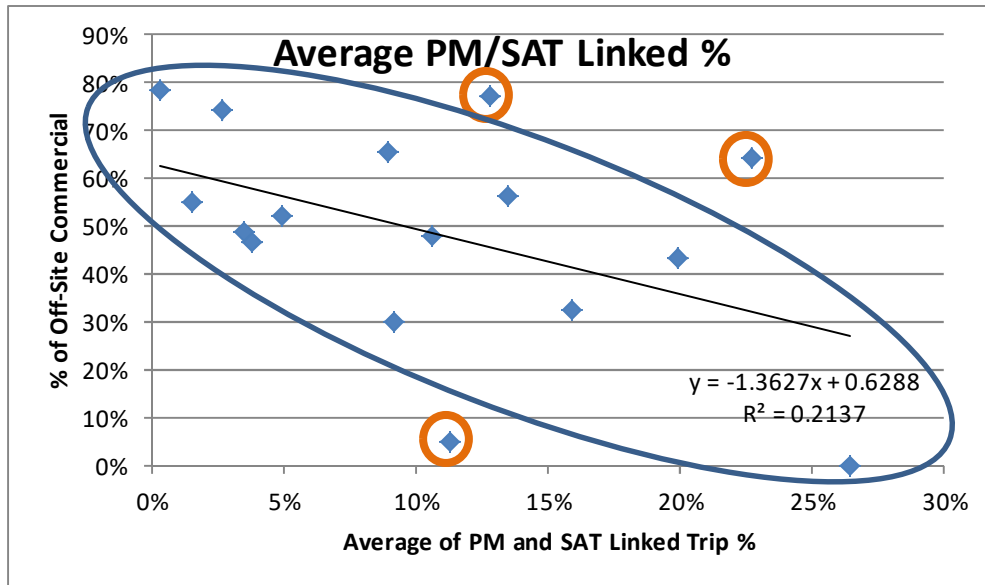


Figure 1. Average PM and SAT Linked Trips

Standardized residual data was calculated to test the validity of these outliers in the data set. Standardized residuals normalize your data in regression analysis and chi square hypothesis testing. A general rule-of-thumb for determining outliers with standardized residuals is that anything outside of ± 2 is an outlier. Since this study has a smaller data set, and the standardized residual graph (Figure 2) shows a break from the collective data at ± 1.5 , the values outside of ± 1.5 were determined to be outliers. These are the same outlier data points identified in Figure 1.

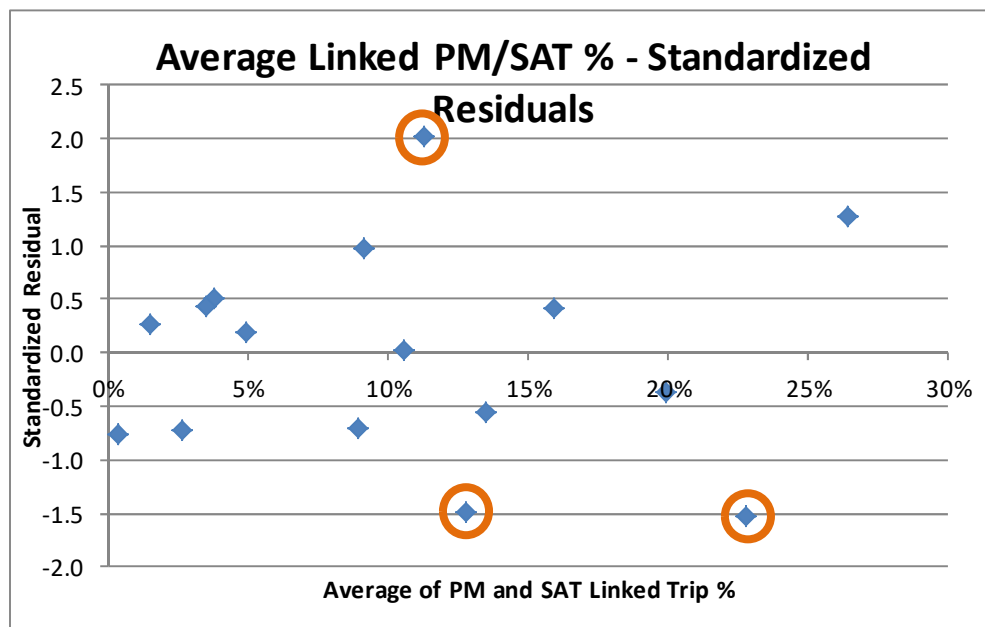


Figure 2. Average PM and SAT Linked Trips – Standardized Residuals

Excluding the outliers, the R^2 value improves to 0.59. This value shows a greater correlation between on-site linked trip percentages and off-site commercial land use within $\frac{1}{2}$ mile of each MXD site. The revised graphic comparing the average PM and Saturday linked trip percentages compared to the percentage of off-site commercial is shown on Figure 3. These graphics and the standardized residuals calculations are located in Appendix B.

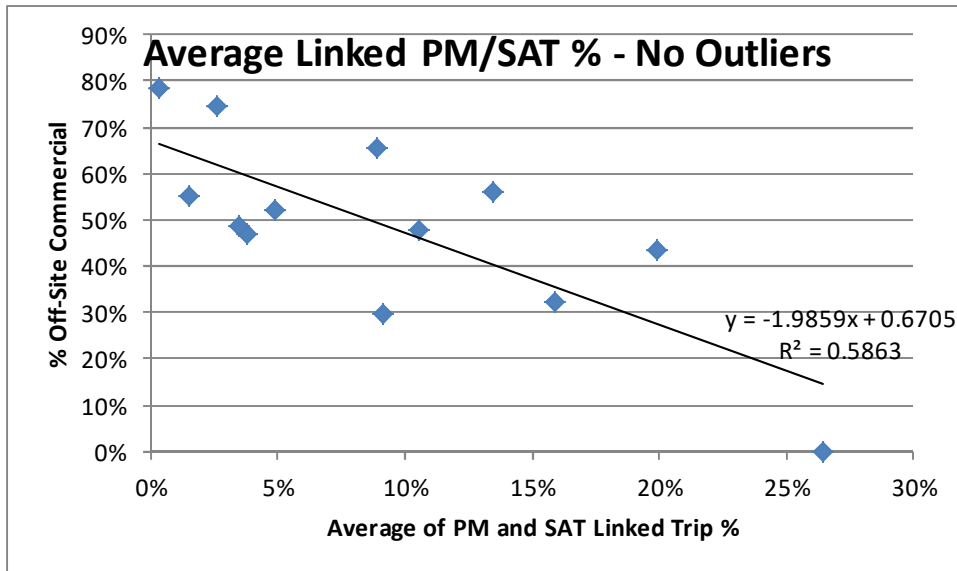


Figure 1. Average PM and SAT Linked Trips – Excluding Outliers

CHAPTER IV – MXD SITE TRIP GENERATION

PART A – ITE TRIP GENERATION

ITE trip generation tables were prepared for each MXD site using the land use types and sizes documented for each site. The trip generation tables use rates from ITE's *Trip Generation Manual, 9th Edition* to determine the weekday daily, PM peak hour of adjacent street traffic, and Saturday peak hour of generator trips.

ITE defines the PM peak hour of adjacent street traffic as one hour between 4:00 and 6:00 p.m. For the purposes of the Mixed-Use Development Trip Generation Study, the PM peak hour of adjacent street traffic is defined as one hour between 3:00 and 6:00 p.m. This is because that is the time period that weekday data was collected for this study, and that is the typical time period that data is collected for Wisconsin TIAs.

ITE does not define the time period for the Saturday peak hour of generator since this can vary widely depending on the land use selected. The highest traffic volumes may occur during the morning hours for coffee shops, during the afternoon for shopping centers, during the early evening for high-turnover sit-down restaurants, and during the later evening for movie theaters. For this reason, the ITE Saturday trip rates likely represent data collected during all different time periods on Saturdays.

Most of the Wisconsin TIAs evaluate the midday peak hour on Saturday, which is typically defined as the peak hour between 11:00 a.m. and 2:00 p.m. Therefore, all local trip generation rates represent only the midday peak hour on a Saturday. Since this time period may not correspond with the peak hour of generator for the different land uses on the MXD sites, the trip generation rates may vary widely compared to the ITE rates.

For some land uses, the ITE *Trip Generation Manual, 9th Edition* does not have enough data to provide trip rates for daily or peak hour time periods. In these instances, trip rates from closely related land uses were substituted to complete the ITE trip generation table for comparison to the local trip generation tables for each MXD site. All substitutions are noted on the trip generation tables located in Appendix A.

PART B – LOCAL (ACTUAL) TRIP GENERATION

Local trip generation tables were also prepared for each MXD site using the same land use types and sizes shown in the ITE trip generation tables. The local trip generation tables include actual PM and Saturday peak hour door trips counted for each land use. Since door trips were only counted during the weekday (Thursday) from 3:00-6:00 p.m. and on Saturday from 11:00 a.m.-2:00 p.m., weekday daily and Saturday daily trips were left blank on the local trip generation tables. Total daily trips are shown, however, since 24-hour entry road volumes were collected at each MXD site.

The actual peak hour door trips were determined by individually calculating the peak traffic hour for each land use at each MXD site. Therefore, the total trips per site shown in the local trip generation table do not reflect the total traffic within the MXD site at one time because individual land use peaks are shown instead of using one collective peak hour for the entire site. Depending on the land use and site location, each individual land use was shown to peak at different times during the study periods compared to other land uses on site.

PART C – MXD SITE TRIP GENERATION COMPARISON

A summary of the daily and peak hour trip generation for each MXD site is shown in Table 6. The table includes total site trip results for both the weekday (Thursday) and Saturday time periods using both the ITE trip rates and the local (actual) data collected for each site.

Table 6. ITE vs. Local (Actual) Trip Generation Comparison

Site	PM Peak Hour				Saturday Peak Hour			
	ITE ¹		Local (Actual)		ITE ¹		Local (Actual)	
	Daily Trips	Pk Hr Trips	Daily Trips	Pk Hr Trips	Daily Trips	Pk Hr Trips	Daily Trips	Pk Hr Trips
Grafton	11,521 vpd	949 vph	7,080 vpd	728 vph	16,298 vpd	1,511 vph	10,304 vpd	1,230 vph
Muskego	11,709 vpd	1,017 vph	8,016 vpd	1,017 vph	16,103 vpd	1,276 vph	7,031 vpd	825 vph
Kohler	19,470 vpd	1,590 vph	9,775 vpd	1,355 vph	26,084 vpd	2,530 vph	15,284 vpd	2,253 vph
Bellevue	8,885 vpd	820 vph	10,014 vpd	1,272 vph	14,022 vpd	1,138 vph	13,073 vpd	1,378 vph
Madison/Fitchburg	10,616 vpd	994 vph	7,561 vpd	948 vph	13,095 vpd	1,235 vph	9,514 vpd	1,294 vph
Oak Creek	17,962 vpd	1,429 vph	11,336 vpd	1,179 vph	18,629 vpd	2,085 vph	14,632 vpd	1,625 vph
Fond du Lac	12,406 vpd	1,145 vph	11,246 vpd	1,134 vph	18,293 vpd	1,363 vph	12,130 vpd	1,072 vph
Chippewa Falls	6,112 vpd	399 vph	2,324 vpd	304 vph	7,872 vpd	591 vph	2,592 vpd	167 vph
Delavan	28,699 vpd	2,214 vph	18,333 vpd	1,837 vph	38,504 vpd	3,463 vph	21,227 vpd	2,664 vph
Tomah	14,019 vpd	1,153 vph	11,429 vpd	1,215 vph	16,897 vpd	1,576 vph	11,664 vpd	1,349 vph
Eau Claire	12,600 vpd	1,093 vph	11,552 vpd	1,133 vph	19,515 vpd	1,363 vph	11,970 vpd	1,035 vph
New Berlin	6,436 vpd	431 vph	4,662 vpd	452 vph	9,779 vpd	613 vph	4,011 vpd	289 vph
Wisconsin Rapids	12,694 vpd	1,084 vph	12,084 vpd	1,022 vph	15,832 vpd	1,414 vph	11,648 vpd	1,066 vph
Rice Lake	11,132 vpd	825 vph	9,412 vpd	865 vph	17,922 vpd	1,523 vph	8,425 vpd	1,108 vph
Stevens Point/Plover	16,105 vpd	1,529 vph	7,961 vpd	875 vph	22,119 vpd	1,993 vph	8,287 vpd	983 vph
Marshfield	15,067 vpd	1,260 vph	12,643 vpd	1,256 vph	17,854 vpd	1,694 vph	11,785 vpd	1,307 vph
Totals (All Sites)	215,433 vpd	17,932 vph	155,428 vpd	16,592 vph	288,818 vpd	25,368 vph	173,577 vpd	19,645 vph

¹ ITE Trip Generation Manual, 9th Edition

ITE % Higher than Local	
Weekday Daily Trips	28%
PM Peak Hour Trips	7%
Saturday Daily Trips	40%
SAT Peak Hour Trips	23%

A comparison of each individual site shows that generally, most sites have lower actual daily and peak hour trip rates than predicted by ITE. All site data was totaled together to provide a simplistic, singular comparison of ITE trip data versus the local (actual) trip data. Overall, ITE over predicts daily traffic by 28 percent on typical weekdays and by 40 percent on Saturdays. ITE over predicts peak hour data by about seven percent on weekdays and 23 percent on Saturdays.

As mentioned in Chapter III, the trip generation tables for each site are located in Appendix A.

CHAPTER V – LAND USE TRIP GENERATION

PART A – INDIVIDUAL LAND USE TRIP GENERATION TABLES

The individual land uses within each MXD site were sorted and separated into individual trip generation tables specific to that land use. There are 30 different land uses between all 16 MXD sites evaluated in this study. Only 11 of these land uses have three or more data sets from the 16 MXD sites. According to the *ITE Trip Generation Handbook, 3rd Edition*, a minimum of three data sets (five preferred) are recommended for validating ITE trip rates or for developing local trip generation rates for use in traffic studies.

Table 7 shows the different land uses within the MXD sites and the number of data sets collected for each. As previously mentioned in this report, most of the strip retail buildings at each MXD site were categorized and evaluated as land use 820 (Shopping Center), even though several different land uses are tenants within the strip retail building. This was done due to the difficulty in obtaining exact square footage of the individual tenants within these buildings.

Table 7. Land Uses Evaluated for Local Trip Generation Rates

Land Uses with 1 or 2 Local Studies		Land Uses with 3 or More Local Studies	
Land Use Description	ITE #	Land Use Description	ITE #
Residential Condo/Townhouse	230	Free-Standing Discount Superstore	813
Hotel	310	Free-Standing Discount Store	815
Movie Theater w/Matinee	444	Shopping Center	820
Multiplex Movie Theater	445	Supermarket	850
Health/Fitness Club	492	Home Improvement Superstore	862
Daycare Center	565	Office Supply Superstore	867
Office	710	Department Store	875
Medical/Dental Office Building	720	Drive-in Bank	912
Hardware/Paint Store	816	High Turnover Sit-Down Restaurant	932
Automobile Parts Sales	843	Fast-Food Restaurant w/Drive-Through Window	934
Tire Store	848	Gas Station w/Convenience Store	945
Discount Supermarket	854		
Sporting Goods Superstore	861		
Pet Supply Superstore	866		
Apparel Store	876		
Furniture Store	890		
Coffee/Donut Shop w/Drive-Through Window	937		
Quick Lubrication Vehicle Shop	941		
Gas Station w/Convenience Store and Car Wash	946		

The trip generation tables prepared for each land use show the location of the data set (MXD site), the size (independent variable such as square footage, lanes, service bays, etc.), the in, out, and total trips counted during the weekday (Thursday) PM or Saturday midday peak hour, and the calculated rate. For land uses with three or more data sets, a weighted average trip rate and standard deviation was calculated. For all land uses, the ITE average trip generation rate, standard deviation (if available), number of studies/data sets, and average size of independent variable are shown. The percentage difference between the local trip rates and ITE trip rates was calculated. The tables (shown in Appendix C) also show the recommended trip rates using the above data and the trip rate validation process as described in the *ITE Trip Generation Handbook*.

PART B – TRIP RATE SELECTION FOR USE IN WISDOT TIA STUDIES

The *ITE Trip Generation Handbook, 3rd Edition* provides a procedure for assessing the appropriateness of *Trip Generation Manual* data for estimating trip generation at a particular site. Although intended for future sites (sites where local data has not yet been collected), this procedure was used to “validate” the ITE trip generation rates of the 30 different land uses included in the MXD study. The process includes eight different steps to determine if an ITE weighted average trip rate, ITE fitted curve equation, local data trip rate, or consolidated ITE/local data trip rates should be used.

Some of the steps make determinations of which trip rate to use based on the independent variables for future sites. For the MXD study, the evaluation of each step was modified to include the range of independent variables contained in the local data collected for each land use.

B1. Step-by-Step Selection Process

The step-by-step selection process from the *ITE Trip Generation Handbook, 3rd Edition* is summarized below. The summary does not identify whether a weighted average trip rate or fitted curve equation should be used, since this would be specific to a future development site. The summary only identifies when local data should be collected and evaluated for a local trip rate or combined trip rate.

- Step 1: Is study site consistent with the land use description in the Trip Generation Manual?
Note: this was assumed “yes” for all land uses in the MXD study.

If no, collect local data and establish a local trip rate or consolidated trip rate.

- Step 2: Is the size (independent variable) of the study site within the range of data on the data plot?

If no, collect local data and establish a local trip rate or consolidated trip rate.

- Step 3: How many data points compose the sample reported in the Trip Generation Manual?

If less than six, collect local data and establish a local trip rate or consolidated trip rate.

Note that if three, four, or five data points exist, collecting local data is not required, but encouraged.

- Step 4: Is a fitted curve equation provided? If yes, skip to Step 7. Note that all steps were considered for the MXD study.

- Step 5: Is the weighted standard deviation less than or equal to 55 percent of the weighted average rate?

If no, collect local data and establish a local trip rate or consolidated trip rate.

- Step 6: Is the line that corresponds to the weighted average rate on the data plot within a cluster of data points near the size of the study site? Note: all local study sites were evaluated for Step 6. If 50 percent or more of the site sizes met this requirement, then the answer was “yes.”

If no, collect local data and establish a local trip rate or consolidated trip rate.

- Step 7: For sites with at least 20 data points, is the line corresponding to the fitted curve equation within the cluster of data points near the size of the study site?

If no, proceed to Step 8.

- **Step 8A:** Is R^2 for the fitted curve equation greater than or equal to 0.75 and are the requirements for Step 7 a yes?
- **Step 8B:** Are the requirements for Step 5 and Step 7 both a yes?

If no for both Step 8A and Step 8B, collect local data and establish a local trip rate or consolidated trip rate.

Note that the weighted standard deviations published in Appendix B (Updated Standard Deviation Values) of the ITE Trip Generation Handbook were used instead of the standard deviations published in the ITE Trip Generation Manual, 9th Edition.

B2. Establishment of a Local Rate or Equation

One of the purposes of the MXD trip generation study is to determine local trip rates that could be utilized instead of ITE trip rates for calculating new development trip generation in TIA reports. Data collection for local sites should include at least three local sites, but five are preferred. For local trip rate determination, ITE recommends the following:

- The weighted average rate for the local counted sites is at least 15 percent higher or lower than the ITE rate; and
- The weighted standard deviation for the average rate is greater than 55 percent of the weighted average rate *or* the fitted curve equation (requires at least four data points) has a computed R^2 of at least 0.75.

All individual land uses with three or more data sets were evaluated against the local trip generation rate criteria. The establishment of a local trip rate was determined separately for the weekday (Thursday) PM peak hour and the Saturday midday peak hour.

B3. Consolidating ITE Trip Generation and Local Data

If the criteria for establishing a stand-alone local trip generation rate or equation are not met, then consolidating the local and national database should be considered. A consolidated trip rate can be used for any land use, time period, and independent variable for which a weighted average trip rate is provided in the *Trip Generation Manual*.

The consolidated rate is calculated by adding the local and national weighted average trip rates and dividing that total by the sum of the local independent values and the national average value of independent variable values multiplied by the number of studies. It should be noted that all locally collected land use trip data was submitted to ITE for inclusion in the next *Trip Generation Manual*. Therefore, the next manual may already include the MXD study site local rates as a consolidated rate.

B4. Recommendation to Collect Additional Land Use Data

For some land uses, neither the ITE trip rate, local trip rate, nor consolidated trip rate was recommended for use in WisDOT TIA studies. This occurred for the Saturday midday peak hour time period, where either the ITE Saturday peak hour of the generator represented trip levels that were unlikely to occur during the Saturday midday time period (Movie Theater with Matinee #444), or not enough data was provided by ITE for the Saturday peak time period (Daycare Center #565, Medical/Dental Office Building #720, Automobile Parts Sales #843, Apparel Store #876, and Quick Lube Vehicle Shop #941).

The trip rate validation process and data plots (where required) for each land use are located in Appendix C.

CHAPTER VI – RECOMMENDATIONS

PART A – RECOMMENDED TRIP GENERATION RATES

The individual land use local trip generation data was compared to ITE trip generation rates using the evaluation and validation methodology described above and documented in the ITE Trip Generation Handbook. The recommended trip rates for use in future Wisconsin TIA reports are shown in Table 8 (weekday PM peak hour) and Table 9 (Saturday midday peak hour). The full recommendation tables showing the comparison of ITE trip rates and local trip rates are located in Appendix D.

Table 8. Recommended Trip Rates: Weekday PM Peak Hour

Land Use Description	ITE#	Independent Variable	Recommended Trip Rates			
			In	Out	Total	Source
Land uses with 1 or 2 local studies						
Residential Condo/Townhouse	230	Units	(67%)	(33%)	(0.52)	ITE
Hotel	310	Rooms	(51%)	(49%)	(0.60)	ITE
Movie Theater w/Matinee	444	Screens	(40%)	(60%)	(14.90)	Combined
Multiplex Movie Theater	445	Screens	(45%)	(55%)	(13.99)	Combined
Health/Fitness Club	492	1,000 square feet	(57%)	(43%)	(3.79)	Combined
Daycare Center	565	1,000 square feet	(47%)	(53%)	(12.34)	ITE
Office	710	1,000 square feet	(17%)	(83%)	(1.49)	ITE
Medical/Dental Office Building	720	1,000 square feet	(28%)	(72%)	(3.57)	ITE
Hardware/Paint Store	816	1,000 square feet	(47%)	(53%)	(4.80)	Combined
Automobile Parts Sales	843	1,000 square feet	(49%)	(51%)	(5.98)	Combined
Tire Store	848	Service Bays	(42%)	(58%)	(3.54)	ITE
Discount Supermarket (Aldi)	854	1,000 square feet	(50%)	(50%)	(8.34)	ITE
Sporting Goods Superstore	861	1,000 square feet	(48%)	(52%)	(1.83)	Combined
Pet Supply Superstore	866	1,000 square feet	(50%)	(50%)	(3.30)	Combined
Apparel Store	876	1,000 square feet	(50%)	(50%)	(4.17)	Combined
Furniture Store	890	1,000 square feet	(48%)	(52%)	(0.43)	Combined
Coffee/Donut Shop w/Drive-Through Window	937	1,000 square feet	(50%)	(50%)	(42.80)	ITE
Quick Lubrication Vehicle Shop	941	Service Positions	(55%)	(45%)	(5.19)	ITE
Gas Station w/Convenience Store and Car Wash	946	Fueling Positions	(51%)	(49%)	(13.86)	ITE
Land uses with 3 or more local studies						
Free-Standing Discount Superstore	813	1,000 square feet	(49%)	(51%)	(4.35)	ITE
Free-Standing Discount Store	815	1,000 square feet	(48%)	(52%)	(2.72)	Local
Shopping Center	820	1,000 square feet	(48%)	(52%)	(3.71)	ITE
Supermarket	850	1,000 square feet	(51%)	(49%)	(9.48)	ITE
Home Improvement Superstore	862	1,000 square feet	(49%)	(51%)	(2.33)	ITE
Office Supply Superstore	867	1,000 square feet	(48%)	(52%)	(2.63)	Local
Department Store	875	1,000 square feet	(50%)	(50%)	(2.21)	Local
Drive-in Bank	912	Lanes	(49%)	(51%)	(32.13)	Combined
High Turnover Sit-Down Restaurant	932	1,000 square feet	(60%)	(40%)	(9.63)	Combined
Fast-Food Restaurant w/Drive-Through Window	934	1,000 square feet	(52%)	(48%)	(23.81)	Local
Gas Station w/Convenience Store	945	Fueling Positions	(50%)	(50%)	(13.67)	Combined

Table 9. Recommended Trip Rates: Saturday Midday Peak Hour

Land Use Description	ITE#	Independent Variable	Recommended Trip Rates			
			In	Out	Total	Source
Land uses with 1 or 2 local studies						
Residential Condo/Townhouse	230	Units	(54%)	(46%)	(0.47)	ITE
Hotel	310	Rooms	n/a	n/a	n/a	More Data ¹
Movie Theater w/Matinee	444	Screens	n/a	n/a	n/a	More Data ¹
Multiplex Movie Theater	445	Screens	(72%)	(28%)	(18.66)	Combined
Health/Fitness Club	492	1,000 square feet	(45%)	(55%)	(3.06)	Combined
Daycare Center	565	1,000 square feet	n/a	n/a	n/a	More Data ²
Office	710	1,000 square feet	(54%)	(46%)	(0.43)	Combined
Medical/Dental Office Building	720	1,000 square feet	n/a	n/a	n/a	More Data ²
Hardware/Paint Store	816	1,000 square feet	(47%)	(53%)	(10.77)	Combined
Automobile Parts Sales	843	1,000 square feet	n/a	n/a	n/a	More Data ²
Tire Store	848	Service Bays	(43%)	(57%)	(2.67)	Combined
Discount Supermarket (Aldi)	854	1,000 square feet	(50%)	(50%)	(9.69)	Combined
Sporting Goods Superstore	861	1,000 square feet	(51%)	(49%)	(3.76)	Combined
Pet Supply Superstore	866	1,000 square feet	(50%)	(50%)	(7.06)	Combined
Apparel Store	876	1,000 square feet	n/a	n/a	n/a	More Data ²
Furniture Store	890	1,000 square feet	(54%)	(46%)	(0.91)	Combined
Coffee/Donut Shop w/Drive-Through Window	937	1,000 square feet	(50%)	(50%)	(84.52)	ITE
Quick Lubrication Vehicle Shop	941	Service Positions	n/a	n/a	n/a	More Data ²
Gas Station w/Convenience Store and Car Wash	946	Fueling Positions	(50%)	(50%)	(18.25)	Combined
Land uses with 3 or more local studies						
Free-Standing Discount Superstore	813	1,000 square feet	(50%)	(50%)	(5.64)	ITE
Free-Standing Discount Store	815	1,000 square feet	(47%)	(53%)	(4.36)	Local
Shopping Center	820	1,000 square feet	(52%)	(48%)	(4.82)	ITE
Supermarket	850	1,000 square feet	(51%)	(49%)	(10.65)	ITE
Home Improvement Superstore	862	1,000 square feet	(48%)	(52%)	(3.56)	Local
Office Supply Superstore	867	1,000 square feet	(49%)	(51%)	(2.99)	Local
Department Store	875	1,000 square feet	(53%)	(47%)	(3.45)	Combined
Drive-in Bank	912	Lanes	(49%)	(51%)	(27.79)	Combined
High Turnover Sit-Down Restaurant	932	1,000 square feet	(53%)	(47%)	(9.52)	Combined
Fast-Food Restaurant w/Drive-Through Window	934	1,000 square feet	(51%)	(49%)	(59.00)	ITE
Gas Station w/Convenience Store	945	Fueling Positions	(49%)	(51%)	(17.17)	Local

Notes:

¹ Recommended to count additional sites to calculate trip rate for Saturday midday time period and not Saturday peak hour of generator.

² Recommended to count additional sites to calculate trip rate for Saturday

PART B – RECOMMENDED LINKED TRIP PERCENTAGES

As mentioned in Chapter IV, the MXD site linked trips are mostly correlated to the amount of off-site commercial development within a ½ mile radius surrounding the MXD site. For the simplest use in Wisconsin TIA reports, it is recommended that the same linked trip percentage rate ranges be used for all peak hours studied in the TIAs. Using the average weekday PM and Saturday midday linked trip rate calculations, the MXD site data was sorted and grouped in clusters of linked trip ranges from five percent to 20 percent. The range of off-site commercial

percentages were then calculated and assigned to those linked trip percentages. The recommended linked trip percentage ranges for use in Wisconsin TIAs are shown in Table 10.

Table 10. Recommended Linked Trip Percentage Ranges

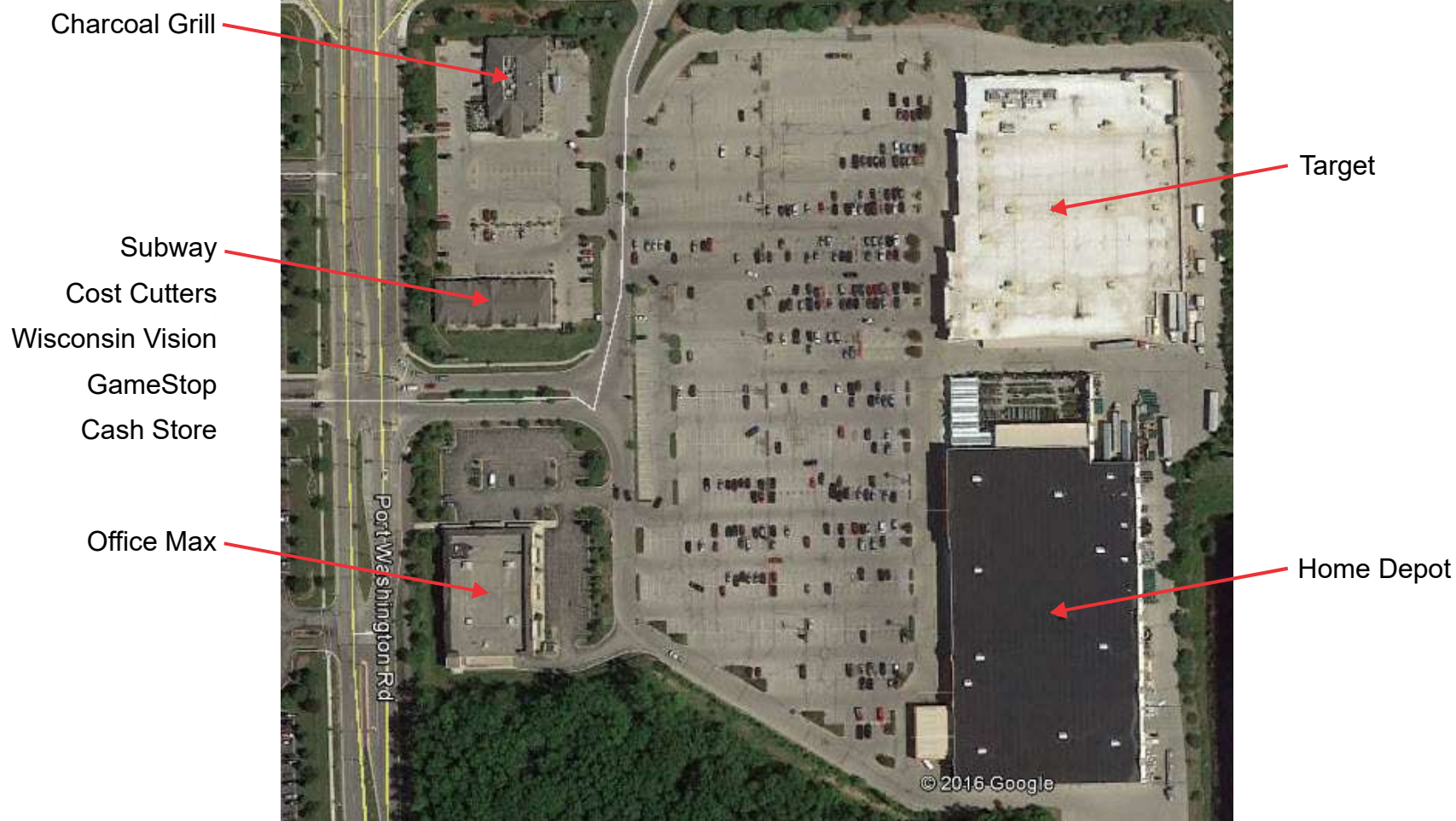
MXD Site	PM Peak Linked	SAT Peak Linked	Site Commercial Total Size	Off-Site Commercial Total Size	% of Off- Site Commercial	Avg. Linked %	Rec. Linked %	Range of % Other Commercial
Chippewa Falls	28%	25%	112,715 SF	0,000 SF	0%	19%	20%	0-20%
Delavan	3%	20%	547,825 SF	27,980 SF	5%			
Wisconsin Rapids	11%	8%	249,328 SF	106,250 SF	30%	15%	15%	21-45%
Tomah	16%	16%	204,894 SF	98,050 SF	32%			
Kohler	21%	19%	436,387 SF	334,650 SF	43%			
Fond du Lac	6%	1%	120,503 SF	106,380 SF	47%	9%	10%	46-70%
Rice Lake	7%	14%	277,200 SF	255,990 SF	48%			
Oak Creek	1%	6%	272,203 SF	259,390 SF	49%			
New Berlin	3%	7%	94,747 SF	102,640 SF	52%			
Stevens Point/Plover	1%	2%	238,220 SF	294,000 SF	55%			
Muskego	12%	15%	101,342 SF	129,844 SF	56%			
Madison/Fitchburg	22%	24%	207,704 SF	372,775 SF	64%			
Marshfield	3%	15%	274,910 SF	525,400 SF	66%			
Grafton	1%	4%	251,027 SF	729,052 SF	74%	5%	5%	>70%
Bellevue	15%	11%	150,338 SF	503,030 SF	77%			
Eau Claire	0%	0%	266,717 SF	973,250 SF	78%			

For new development sites, all commercial development buildings (excluding non-customer based office and car dealerships) within or touching a circle with a ½ mile radius surrounding the site should be measured (rooftop area measurements). The percentage of this off-site commercial development should be compared to the total development within that circle (off-site commercial plus proposed on-site commercial). The recommended linked trip percentage that is recommended to be used can be found based on the “range of percent other commercial” column shown in Table 10.

APPENDIX A

MIXED-USE DEVELOPMENT SITE TRIP DATA TABLES

- **Development Site Map-Land Use Identification**
- **ITE and Local Site Trip Generation Tables**
- **Site Land Use Door Counts**
- **Site Linked Trip Calculations**
- **Site Land Use 24-Hour Entry Drive Counts**



Grafton Home Depot/Target MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Home Improvement Superstore (Home Depot)	862	111,847 SF	3,438 (30.74)	128 (49%)	133 (51%)	261 (2.33)	6,344 (56.72)	257 (51%)	247 (49%)	504 (4.51)
Free-Standing Discount Store (Target)	815	103,600 SF	5,930 (57.24)	258 (50%)	258 (50%)	516 (4.98)	7,363 (71.07)	391 (51%)	375 (49%)	766 (7.39)
Office Supply Superstore (Office Max)	867	19,916 SF	850 (42.70)	36 (53%)	32 (47%)	68 (3.40)	995 (49.97)	50 (52%)	46 (48%)	96 (4.82)
Shopping Center (Strip Retail)	820	8,154 SF	348 (42.70)	14 (48%)	16 (52%)	30 (3.71)	407 (49.97)	20 (52%)	19 (48%)	39 (4.82)
High Turnover Sit-Down Restaurant (Charcoal Grill)	932	7,510 SF	955 (127.15)	44 (60%)	30 (40%)	74 (9.85)	1,189 (158.37)	56 (53%)	50 (47%)	106 (14.07)
Total Trips			11,521	480	469	949	16,298	774	737	1,511

Notes

PM daily and all Saturday trip rates for LU#867 are based on LU#820: Shopping Center.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Home Improvement Superstore (Home Depot)	111,847 SF		99 (46%)	116 (54%)	215 (1.92)		193 (50%)	190 (50%)	383 (3.42)
Free-Standing Discount Store (Target)	103,600 SF		167 (49%)	171 (51%)	338 (3.26)		287 (47%)	326 (53%)	613 (5.92)
Office Supply Superstore (Office Max)	19,916 SF		25 (49%)	26 (51%)	51 (2.56)		31 (49%)	32 (51%)	63 (3.16)
Shopping Center (Strip Retail)	8,154 SF		36 (53%)	32 (47%)	68 (8.34)		60 (52%)	56 (48%)	116 (14.23)
High Turnover Sit-Down Restaurant (Charcoal Grill)	7,510 SF		35 (63%)	21 (38%)	56 (7.46)		22 (40%)	33 (60%)	55 (7.32)
Total Trips		7,080	362	366	728	10,304	593	637	1,230

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Grafton Home Depot/Target MXD

SE Region

3/17/16 Thursday	Strip Retail/Rest.		Charcoal Grill		Office Max		Target		Home Depot		Total Land Use Trips		Hourly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
3:00PM	9	8	3	2	7	6	38	38	22	26	79	80	662 663 680 645 612 622 612 646 634	330-430	
3:15PM	8	4	7	6	4	6	26	49	21	16	66	81			
3:30PM	6	7	0	2	10	6	42	37	33	29	91	81			
3:45PM	12	9	2	2	4	8	47	40	27	33	92	92			
4:00PM	9	8	6	3	2	3	39	43	18	29	74	86			
4:15PM	10	6	6	2	1	3	39	51	21	25	77	87			
4:30PM	5	9	7	3	4	2	26	32	28	21	70	67			
4:45PM	6	7	7	6	2	5	43	27	28	20	86	65			
5:00PM	8	10	9	3	2	2	39	36	29	32	87	83			
5:15PM	9	9	5	8	6	3	34	38	22	20	76	78			
5:30PM	9	8	13	4	2	4	38	45	18	30	80	91			
5:45PM	2	5	8	6	6	7	33	31	25	16	74	65			
LU Pk Hr Trips	36	32	35	21	25	26	167	171	99	116	334	346	680	LU Pk Hr Trips	
ITE Code	820		932		867		815		862		329	342	671	Dwy Pk Hr Trips	
Size	8,154 SF		7,510 SF		19,916 SF		103,600 SF		111,847 SF		9	#Linked	1%	Pk Hr Linked%	
														7080	Daily Trips

3/19/16 Saturday	Strip Retail/Rest.		Charcoal Grill		Office Max		Target		Home Depot		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	15	9	6	0	2	4	49	40	47	46	119	99	1074 1136 1181 1181 1130 1106 1060 1037 1038	1130-1230
11:15AM	10	10	3	0	7	3	79	64	42	36	141	113		
11:30AM	14	12	5	1	7	9	77	59	54	40	157	121		
11:45AM	20	19	9	0	4	4	62	93	55	58	150	174		
12:00 Noon	14	14	7	1	7	7	86	67	39	38	153	127		
12:15PM	12	10	5	4	9	7	68	85	45	54	139	160		
12:30PM	14	13	8	3	9	4	71	81	37	38	139	139		
12:45PM	15	14	8	9	8	11	67	79	27	35	125	148		
1:00PM	12	19	6	10	5	10	54	62	36	42	113	143		
1:15PM	16	13	5	2	6	4	75	64	31	37	133	120		
1:30PM	12	13	3	12	1	6	54	71	39	44	109	146		
1:45PM	8	11	10	4	7	1	62	78	43	50	130	144		
LU Pk Hr Trips	60	56	22	33	31	32	287	326	193	190	599	582	1181	LU Pk Hr Trips
ITE Code	820		932		867		815		862				N/A	Dwy Pk Hr Trips
Size	8,154 SF		7,510 SF		19,916 SF		103,600 SF		111,847 SF		N/A	#Linked	N/A	Pk Hr Linked%
													10304	Daily Trips

7/23/16 Saturday	Strip Retail/Rest.		Charcoal Grill		Office Max		Target		Home Depot		Total Land Use Trips		Hrly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
11:00AM														1130-1230	
11:15AM															
11:30AM	6	4	1	1	11	8	78	65	43	58	139	136			
11:45AM	9	7	5	1	5	7	58	77	53	52	130	144			
12:00 Noon	9	8	11	2	5	5	59	75	41	53	125	143			
12:15PM	6	6	3	1	4	7	49	64	53	52	115	130			
12:30PM	14	7	6	6	11	4	49	47	41	48	121	112			
12:45PM	8	11	1	6	10	9	60	55	34	43	113	124			
1:00PM															
1:15PM															
1:30PM															
1:45PM															
LU Pk Hr Trips	37	32	21	15	30	25	244	281	190	215	509	553	1062	LU Pk Hr Trips	
*Saturday recounts from 11:30 a.m. - 1:00 p.m. on 7/23/16. Use this data ONLY for Linked trip calculation.												532	488	1020	Dwy Pk Hr Trips
**Linked trip calculation based on data from 11:30-12:30 only.												42	#Linked	4%	Pk Hr Linked%
												N/A		Daily Trips	

*Saturday recounts from 11:30 a.m. - 1:00 p.m. on 7/23/16. Use this data ONLY for Linked trip calculation.

**Linked trip calculation based on data from 11:30-12:30 only.

Grafton MXD - Entry Road Counts

3/17/2016 Thursday	Video		Video		Sum		
	Signal at PW Rd.		RIRO at STH 60		In		Hrly
	In	Out	In	Out	In	Out	
00:00	0	1	1	0	1	1	
00:15	1	0	0	1	1	1	
00:30	0	1	0	0	0	1	
00:45	0	0	0	0	0	0	5
01:00	0	1	0	0	0	1	4
01:15	1	1	0	2	1	3	6
01:30	0	4	0	1	0	5	10
01:45	0	0	0	1	0	1	11
02:00	0	1	0	0	0	1	11
02:15	0	0	0	0	0	0	7
02:30	0	0	0	0	0	0	2
02:45	0	0	0	1	0	1	2
03:00	1	0	0	0	1	0	2
03:15	0	0	0	0	0	0	2
03:30	3	0	0	0	3	0	5
03:45	9	0	5	0	14	0	18
04:00	1	0	0	0	1	0	18
04:15	3	0	2	0	5	0	23
04:30	4	1	1	0	5	1	26
04:45	14	1	1	0	15	1	28
05:00	2	3	0	4	2	7	36
05:15	2	0	0	0	2	0	33
05:30	2	0	1	1	3	1	31
05:45	11	0	0	0	11	0	26
06:00	4	0	0	2	4	2	23
06:15	6	1	0	4	6	5	32
06:30	5	3	0	0	5	3	36
06:45	11	2	0	3	11	5	41
07:00	8	1	0	1	8	2	45
07:15	13	4	0	7	13	11	58
07:30	10	6	0	5	10	11	71
07:45	30	8	2	3	32	11	98
08:00	27	11	2	0	29	11	128
08:15	35	15	1	9	36	24	164
08:30	32	15	2	7	34	22	199
08:45	45	23	7	11	52	34	242
09:00	49	25	0	16	49	41	292
09:15	42	32	2	16	44	48	324
09:30	75	40	0	11	75	51	394
09:45	58	46	3	23	61	69	438
10:00	66	44	3	18	69	62	479
10:15	55	52	1	14	56	66	509
10:30	68	39	1	18	69	57	509
10:45	72	50	0	13	72	63	514
11:00	83	57	7	15	90	72	545
11:15	62	42	7	29	69	71	563
11:30	96	57	9	21	105	78	620
11:45	79	64	7	24	86	88	659
12:00	65	62	3	23	68	85	650
12:15	77	57	6	22	83	79	672
12:30	73	58	2	22	75	80	644
12:45	64	76	4	20	68	96	634
13:00	74	67	4	24	78	91	650
13:15	66	46	1	24	67	70	625
13:30	69	63	2	18	71	81	622
13:45	61	49	0	14	61	63	582
14:00	68	52	2	27	70	79	562
14:15	74	46	1	25	75	71	571
14:30	67	51	7	19	74	70	563
14:45	76	54	4	25	80	79	598
15:00	80	62	2	20	82	82	613
15:15	54	62	5	24	59	86	612
15:30	87	42	4	20	91	62	621
15:45	84	64	3	32	87	96	645
16:00	68	54	4	24	72	78	631
16:15	72	73	7	33	79	106	671
16:30	70	60	3	20	73	80	671
16:45	80	50	5	19	85	69	642
17:00	78	52	6	21	84	73	649
17:15	53	45	5	28	58	73	595
17:30	73	52	2	23	75	75	592
17:45	64	50	4	18	68	68	574
18:00	62	51	3	19	65	70	552
18:15	60	52	5	31	65	83	569
18:30	46	58	5	19	51	77	547
18:45	44	33	5	19	49	52	512
19:00	51	30	2	23	53	53	483
19:15	47	37	0	12	47	49	431
19:30	41	41	2	15	43	56	402
19:45	37	32	1	16	38	48	387
20:00	25	26	0	18	25	44	350
20:15	27	28	1	8	28	36	318
20:30	29	20	3	12	32	32	283
20:45	28	27	0	6	28	33	258
21:00	9	15	0	10	9	25	223
21:15	16	18	0	5	16	23	198
21:30	8	11	1	8	9	19	162
21:45	1	16	1	5	2	21	124
22:00	1	4	0	10	1	14	105
22:15	1	4	0	5	1	9	76
22:30	1	2	1	3	2	5	55
22:45	0	2	0	5	0	7	39
23:00	0	0	0	0	0	0	24
23:15	0	0	0	1	0	1	15
23:30	0	0	1	1	1	1	10
23:45	0	0	0	0	0	0	3
Total	3316	2505	182	1077	3498	3582	7080
	Signal at PW Rd.		RIRO at STH 60		Sum		
3-6pm Total	863	666	50	282	913	948	1861
Pk Gen					329	342	671
Pk Land Use					329	342	671

330-430

330-430

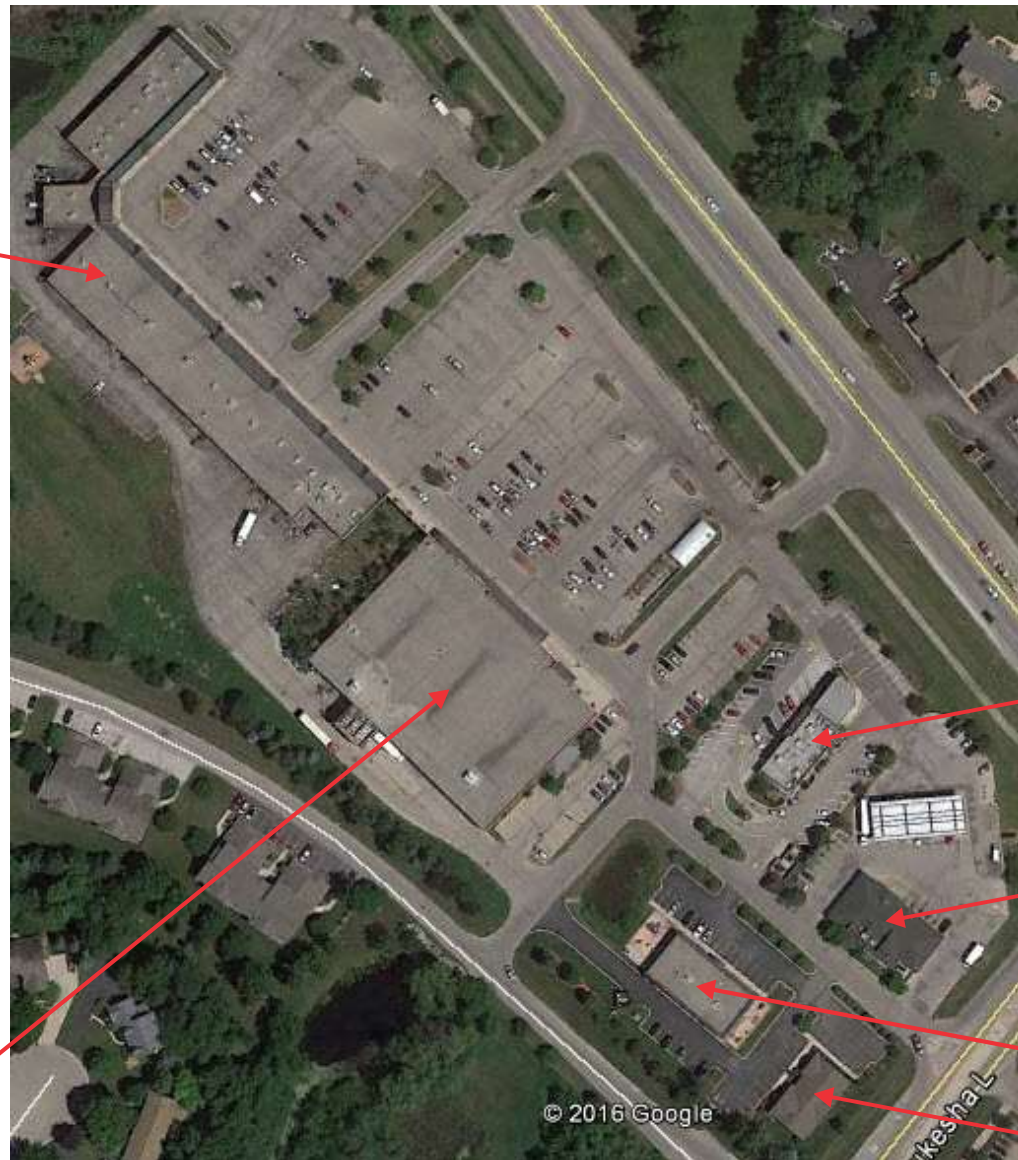
Grafton MXD - Entry Road Counts

3/19/2016 Saturday	Video Signal at PW Rd.		Video RIRO at STH 60		Sum		Hrly
	In	Out	In	Out	In	Out	
00:00	0	0	0	0	0	0	
00:15	1	1	0	3	1	4	
00:30	0	2	0	1	0	3	
00:45	0	0	0	0	0	0	8
01:00	0	6	0	0	0	6	14
01:15	0	2	0	0	0	2	11
01:30	0	1	0	0	0	1	9
01:45	0	0	0	0	0	0	9
02:00	1	1	0	1	1	2	6
02:15	0	0	0	0	0	0	4
02:30	0	0	0	0	0	0	3
02:45	0	0	0	0	0	0	3
03:00	1	0	0	0	1	0	1
03:15	3	0	0	0	3	0	4
03:30	3	0	2	0	5	0	9
03:45	6	0	5	0	11	0	20
04:00	0	0	0	0	0	0	19
04:15	3	0	4	0	7	0	23
04:30	0	0	1	0	1	0	19
04:45	8	0	0	0	8	0	16
05:00	0	1	0	3	0	4	20
05:15	1	2	0	0	1	2	16
05:30	5	0	0	0	5	0	20
05:45	11	0	0	0	11	0	23
06:00	3	0	0	1	3	1	23
06:15	4	1	0	1	4	2	26
06:30	3	2	0	0	3	2	26
06:45	9	1	2	3	11	4	30
07:00	7	4	0	0	7	4	37
07:15	11	4	0	1	11	5	47
07:30	10	2	0	4	10	6	58
07:45	25	8	3	1	28	9	80
08:00	23	12	0	1	23	13	105
08:15	27	6	0	8	27	14	130
08:30	32	15	0	3	32	18	164
08:45	45	25	1	7	46	32	205
09:00	53	24	2	11	55	35	259
09:15	72	44	0	18	72	62	352
09:30	85	46	2	17	87	63	452
09:45	69	46	1	14	70	60	504
10:00	75	52	5	23	80	75	569
10:15	115	65	4	21	119	86	640
10:30	91	51	0	19	91	70	651
10:45	111	79	5	22	116	101	738
11:00	137	71	2	31	139	102	824
11:15	129	107	6	13	135	120	874
11:30	150	89	5	40	155	129	997
11:45	172	138	6	44	178	182	1140
12:00	150	110	4	33	154	143	1196
12:15	152	108	4	29	156	137	1234
12:30	142	121	7	51	149	172	1271
12:45	140	105	3	42	143	147	1201
13:00	117	100	4	42	121	142	1167
13:15	147	90	5	27	152	117	1143
13:30	124	100	4	47	128	147	1097
13:45	126	117	5	39	131	156	1094
14:00	112	91	3	44	115	135	1081
14:15	120	90	5	37	125	127	1064
14:30	119	108	7	38	126	146	1061
14:45	140	103	7	34	147	137	1058
15:00	140	102	2	34	142	136	1086
15:15	104	94	3	35	107	129	1070
15:30	117	87	4	34	121	121	1040
15:45	119	104	6	32	125	136	1017
16:00	119	91	4	40	123	131	993
16:15	84	82	4	28	88	110	955
16:30	95	76	4	29	99	105	917
16:45	72	80	8	29	80	109	845
17:00	98	67	5	32	103	99	793
17:15	79	63	5	35	84	98	777
17:30	81	64	6	23	87	87	747
17:45	69	60	5	19	74	79	711
18:00	64	67	5	27	69	94	672
18:15	79	56	2	24	81	80	651
18:30	65	46	3	31	68	77	622
18:45	57	36	4	18	61	54	584
19:00	50	48	4	19	54	67	542
19:15	59	55	4	24	63	79	523
19:30	48	40	1	15	49	55	482
19:45	35	49	2	16	37	65	469
20:00	34	28	3	19	37	47	432
20:15	45	36	0	13	45	49	384
20:30	22	33	1	16	23	49	352
20:45	18	22	0	13	18	35	303
21:00	21	28	1	12	22	40	281
21:15	17	20	1	8	18	28	233
21:30	13	16	0	11	13	27	201
21:45	8	14	0	5	8	19	175
22:00	5	9	1	15	6	24	143
22:15	2	4	0	7	2	11	110
22:30	1	2	0	6	1	8	79
22:45	1	4	0	4	1	8	61
23:00	1	0	1	1	2	1	34
23:15	1	0	0	3	1	3	25
23:30	1	1	0	0	1	1	18
23:45	1	0	0	0	1	0	10
Total	4915	3735	203	1451	5118	5186	10304
11-2 Total	1686	1256	55	438	1741	1694	3435
Pk Gen					637	634	1145-1245
Pk Land Use					643	591	1130-1230

Grafton MXD - Entry Road Recounts

7/25/2016 Saturday	Person		Person		Sum		
	Signal at PW Rd.		RIRO at STH 60		In		Hrly
	In	Out	In	Out	In	Out	
00:00					0	0	
00:15					0	0	
00:30					0	0	
00:45					0	0	0
01:00					0	0	0
01:15					0	0	0
01:30					0	0	0
01:45					0	0	0
02:00					0	0	0
02:15					0	0	0
02:30					0	0	0
02:45					0	0	0
03:00					0	0	0
03:15					0	0	0
03:30					0	0	0
03:45					0	0	0
04:00					0	0	0
04:15					0	0	0
04:30					0	0	0
04:45					0	0	0
05:00					0	0	0
05:15					0	0	0
05:30					0	0	0
05:45					0	0	0
06:00					0	0	0
06:15					0	0	0
06:30					0	0	0
06:45					0	0	0
07:00					0	0	0
07:15					0	0	0
07:30					0	0	0
07:45					0	0	0
08:00					0	0	0
08:15					0	0	0
08:30					0	0	0
08:45					0	0	0
09:00					0	0	0
09:15					0	0	0
09:30					0	0	0
09:45					0	0	0
10:00					0	0	0
10:15					0	0	0
10:30					0	0	0
10:45					0	0	0
11:00					0	0	0
11:15					0	0	0
11:30	142	80	5	34	147	114	
11:45	132	95	4	39	136	134	
12:00	139	98	4	38	143	136	
12:15	106	78	0	26	106	104	1020
12:30	131	79	0	27	131	106	996
12:45	117	97	2	36	119	133	978
13:00					0	0	
13:15					0	0	
13:30					0	0	
13:45					0	0	
14:00					0	0	0
14:15					0	0	0
14:30					0	0	0
14:45					0	0	0
15:00					0	0	0
15:15					0	0	0
15:30					0	0	0
15:45					0	0	0
16:00					0	0	0
16:15					0	0	0
16:30					0	0	0
16:45					0	0	0
17:00					0	0	0
17:15					0	0	0
17:30					0	0	0
17:45					0	0	0
18:00					0	0	0
18:15					0	0	0
18:30					0	0	0
18:45					0	0	0
19:00					0	0	0
19:15					0	0	0
19:30					0	0	0
19:45					0	0	0
20:00					0	0	0
20:15					0	0	0
20:30					0	0	0
20:45					0	0	0
21:00					0	0	0
21:15					0	0	0
21:30					0	0	0
21:45					0	0	0
22:00					0	0	0
22:15					0	0	0
22:30					0	0	0
22:45					0	0	0
23:00					0	0	0
23:15					0	0	0
23:30					0	0	0
23:45					0	0	0
Total	767	527	15	200	782	727	1509
11-2 Total	767	527	15	200	782	727	1509
Pk Gen					532	488	1020
Pk Land Use					532	488	1020

Vacant
 Allstate
 Vacant
 Platinum Nails
 Vacant
 Hair Magic
 McKinley
 Custom Products
 The Learning Center
 Vacant
 NAPA Auto Parts
 Vacant
 Hallmark
 Vacant
 GNC
 Cousin's Subs
 King's Wok
 Vacant
 Vacant
 Piggly Wiggly
 (w/ Guaranty Bank)



McDonald's
 2 drive-thru lanes
 Kwik Trip
 16 fueling positions
 Discovery Day
 Child Care
 Patrick J. Connell, DDS



Muskego Centre MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Supermarket (Piggly Wiggly)	850	46,500 SF	4,754 (102.24)	225 (51%)	216 (49%)	441 (9.48)	8,258 (177.59)	252 (51%)	243 (49%)	495 (10.65)
Gas Station/Convenience Store (Kwik Trip)	945	16 Fueling Positions	2,604 (162.78)	108 (50%)	108 (50%)	216 (13.51)	2,604 (162.78)	156 (50%)	155 (50%)	311 (19.46)
Fast-Food Restaurant w/ Drive Thru (McDonald's)	934	4,700 SF	2,332 (496.12)	80 (52%)	73 (48%)	153 (32.65)	3,394 (722.03)	141 (51%)	136 (49%)	277 (59.00)
Medical/Dental Office (Patrick J. Connell, DDS)	720	3,400 SF	123 (36.13)	3 (28%)	9 (72%)	12 (3.57)	30 (8.96)	7 (57%)	5 (43%)	12 (3.63)
Day Care Center (Discovery Day Child Care)	565	5,000 SF	370 (74.06)	29 (47%)	33 (53%)	62 (12.34)	31 (6.21)	6 (63%)	3 (37%)	9 (1.70)
Shopping Center (Strip Retail)	820	35,742 SF	1,526 (42.70)	64 (48%)	69 (52%)	133 (3.71)	1,786 (49.97)	89 (52%)	83 (48%)	172 (4.82)
Total Trips			11,709	509	508	1,017	16,103	651	625	1,276

Notes

Saturday peak hour trip rates for LU#945 are based on LU#946: Gas/Conv/Wash. Saturday daily trip rates are the PM daily trip rates.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Supermarket (Piggly Wiggly)	46,500 SF		106 (47%)	121 (53%)	227 (4.88)		120 (46%)	140 (54%)	260 (5.59)
Gas Station/Convenience Store (Kwik Trip)	16 Fueling Positions		133 (49%)	139 (51%)	272 (17.00)		122 (48%)	133 (52%)	255 (15.94)
Fast-Food Restaurant w/ Drive Thru (McDonald's)	4,700 SF		68 (52%)	63 (48%)	131 (27.87)		91 (47%)	103 (53%)	194 (41.28)
Medical/Dental Office (Patrick J. Connell, DDS)	3,400 SF		4 (33%)	8 (67%)	12 (3.53)				
Day Care Center (Discovery Day Child Care)	5,000 SF		15 (38%)	24 (62%)	39 (7.80)				
Shopping Center (Strip Retail)	35,742 SF		63 (52%)	59 (48%)	122 (3.41)		59 (51%)	57 (49%)	116 (3.25)
Total Trips		8,016	389	414	803	7,031	392	433	825

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Musego Centre MXD

SE Region

3/31/16 Thursday	Kwik Trip		Mcdonald's		Dental Office		Day Care		Piggly Wiggly		Strip Retail		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	24	19	13	16	0	0	4	3	23	26	6	4	70	68	635	445-545
3:15PM	29	34	21	11	1	0	1	2	20	14	13	13	85	74		
3:30PM	40	36	16	19	0	0	4	3	15	25	11	8	86	91		
3:45PM	27	33	14	19	0	0	4	4	24	21	10	5	79	82		
4:00PM	31	35	17	14	1	2	0	4	25	23	5	8	79	86		
4:15PM	35	35	16	10	0	0	4	1	21	24	9	11	85	81		
4:30PM	23	29	18	18	1	1	2	2	24	20	10	9	78	79		
4:45PM	37	39	14	19	1	2	6	4	31	29	15	14	104	107		
5:00PM	32	35	20	15	1	1	6	9	26	27	18	16	103	103		
5:15PM	30	28	14	11	1	4	1	9	26	35	15	14	87	101		
5:30PM	31	31	17	7	0	0	0	0	23	30	10	17	81	85		
5:45PM	36	30	9	12	0	0	2	5	19	18	20	12	86	77		
LU Pk Hr Trips	133	139	68	63	4	8	15	24	106	121	63	59	375	396	771	LU Pk Hr Trips
ITE Code	945		934		720		565		850		820		315	362	677	Dwy Pk Hr Trips
Size	16 Fuel Pos.		4,700 SF		3,400 SF		5,000 SF		46,500 SF		35,742 SF		94	#Linked	12%	Pk Hr Linked%
															8016	Daily Trips

4/2/16 Saturday	Kwik Trip		Mcdonald's		Dental Office		Day Care		Piggly Wiggly		Strip Retail		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	36	27	24	18	0	0	0	0	24	25	10	8	94	78	704	1200-100
11:15AM	36	41	19	25	0	0	0	0	31	27	5	8	91	101		
11:30AM	22	25	24	25	0	0	0	0	31	28	12	11	89	89		
11:45AM	32	22	17	26	0	0	0	0	20	29	9	7	78	84		
12:00 Noon	31	34	29	27	0	0	0	0	35	25	6	4	101	90		
12:15PM	35	35	21	25	0	0	0	0	33	40	12	10	101	110		
12:30PM	30	35	15	20	0	0	0	0	26	33	19	15	90	103		
12:45PM	26	29	20	14	0	0	0	0	30	28	17	21	93	92		
1:00PM	26	30	20	14	0	0	0	0	31	39	11	11	88	94		
1:15PM	19	17	14	15	0	0	0	0	27	28	5	5	65	65		
1:30PM	16	22	20	21	0	0	0	0	32	27	8	11	76	81		
1:45PM	24	19	17	19	0	0	0	0	23	29	11	10	75	77		
LU Pk Hr Trips	122	133	91	103	Closed		Closed		120	140	59	57	385	395	780	LU Pk Hr Trips
ITE Code	945		934		720		565		850		820		331	334	665	Dwy Pk Hr Trips
Size	16 Fuel Pos.		4,700 SF		3,400 SF		5,000 SF		46,500 SF		35,742 SF			#Linked	0%	Pk Hr Linked%
															7031	Daily Trips

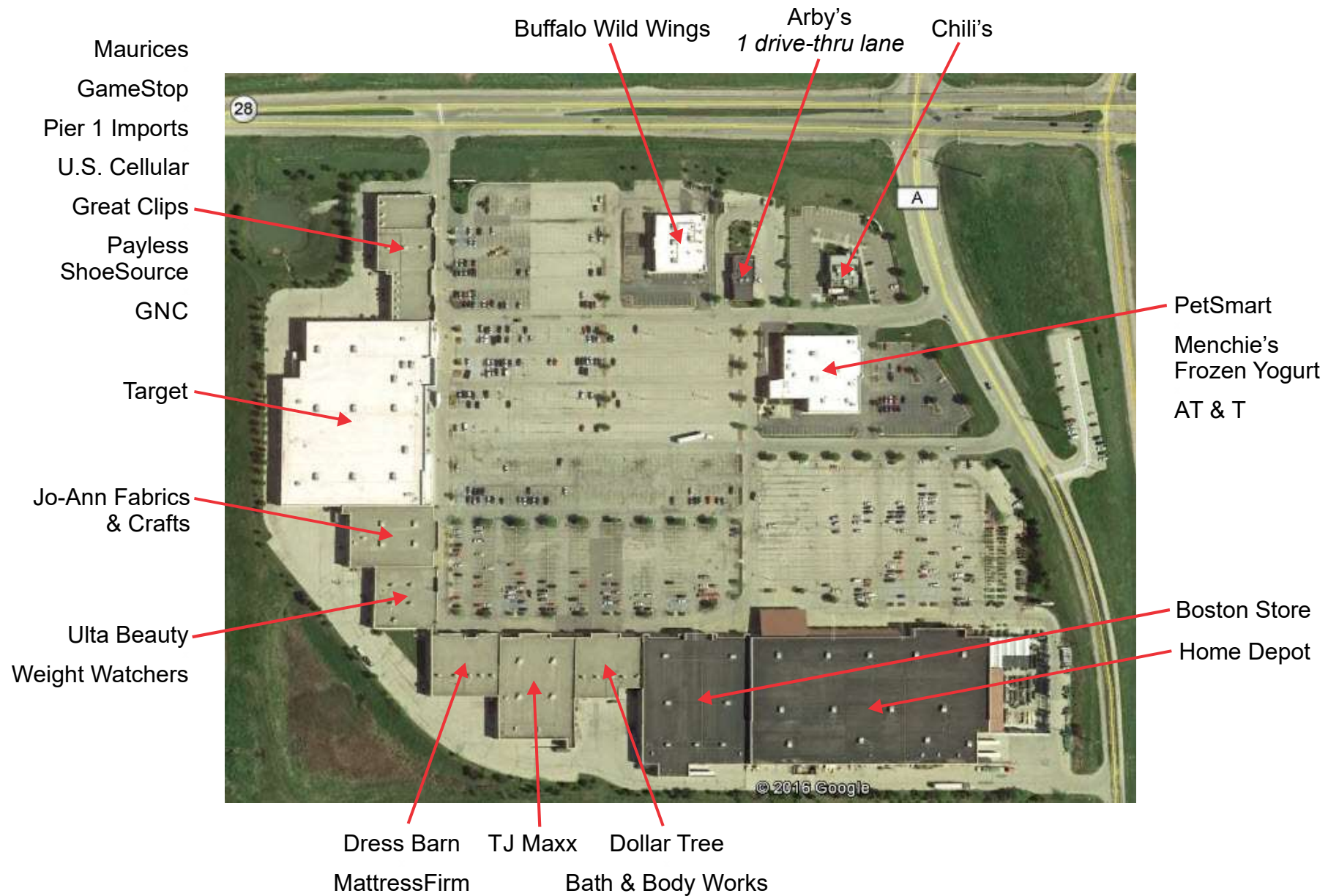
Muskego MXD - Entry Road Counts

3/31/2016 Thursday	Video		Tube (Adjusted)			Video		Tube (Adjusted)			Sum		
	Racine East Ent.		Racine West Ent.			Janesville RIRO		Overlook Bay Rd			In		Hrly
	In	Out	In	Out	0	In	Out	In	Out	0	In	Out	
00:00	0	3	0	0	0	1	0	0	0	0	1	3	
00:15	1	2	1	0	0	0	1	0	0	0	2	3	
00:30	0	2	0	0	0	1	0	0	0	0	1	2	
00:45	2	1	0	0	0	0	0	0	0	0	2	1	15
01:00	0	1	0	0	0	0	0	0	0	0	0	1	12
01:15	0	0	0	0	0	0	0	0	0	0	0	0	7
01:30	0	1	0	0	0	1	0	0	0	0	1	1	6
01:45	1	0	0	0	0	1	3	0	0	0	2	3	8
02:00	0	1	0	0	0	0	0	0	0	0	0	1	8
02:15	0	1	0	0	0	2	0	0	0	0	2	1	11
02:30	0	1	0	0	0	2	1	1	1	1	3	3	15
02:45	0	2	0	0	0	0	0	0	0	0	0	2	12
03:00	1	0	0	0	0	0	0	0	0	0	1	0	12
03:15	1	1	0	0	0	0	1	0	0	0	1	2	12
03:30	0	0	0	0	0	0	0	1	0	0	1	0	7
03:45	1	2	0	0	0	1	0	3	1	1	5	3	13
04:00	2	3	0	0	0	1	1	1	1	1	4	5	21
04:15	3	4	0	0	0	3	1	1	0	0	7	5	30
04:30	4	6	0	0	0	7	3	2	0	0	13	9	51
04:45	9	6	0	0	0	3	7	3	0	0	15	13	71
05:00	4	9	0	0	0	8	5	3	1	1	15	15	92
05:15	20	14	0	3	5	5	2	6	0	0	31	19	130
05:30	19	28	0	0	10	7	7	11	1	1	40	36	184
05:45	21	29	3	2	12	10	10	14	1	1	50	42	248
06:00	17	22	1	3	9	10	11	11	0	0	38	35	291
06:15	16	31	5	9	21	7	7	8	2	2	50	49	340
06:30	22	31	1	8	16	14	11	3	3	3	50	56	370
06:45	31	24	4	9	20	22	21	2	2	2	76	57	411
07:00	21	29	2	10	22	14	22	5	5	5	67	58	463
07:15	33	30	4	10	18	11	24	5	5	5	79	56	499
07:30	32	36	3	10	22	12	14	4	4	4	71	62	526
07:45	35	39	4	9	17	24	29	3	3	3	85	75	553
08:00	26	27	3	9	16	10	18	3	3	3	63	49	540
08:15	22	33	2	7	14	10	13	4	4	4	51	54	510
08:30	30	42	4	9	13	12	6	2	2	2	53	65	495
08:45	20	37	7	6	16	15	11	1	1	1	54	59	448
09:00	35	32	3	5	13	7	10	2	2	2	61	46	443
09:15	33	33	4	7	14	13	9	3	3	3	60	56	454
09:30	30	35	7	7	13	7	11	1	1	1	61	50	447
09:45	19	19	4	10	9	14	14	4	4	4	46	47	427
10:00	20	25	4	9	13	9	3	2	2	2	40	45	405
10:15	27	27	4	7	16	10	8	1	1	1	55	45	389
10:30	30	21	7	13	7	11	8	3	3	3	52	48	378
10:45	33	31	6	13	10	12	8	3	3	3	57	59	401
11:00	34	30	4	9	10	8	10	1	1	1	58	48	422
11:15	33	30	8	9	22	20	9	0	0	0	72	59	453
11:30	45	42	6	14	15	24	13	7	7	7	79	87	519
11:45	42	35	6	7	11	19	18	3	3	3	77	64	544
12:00	53	36	5	11	21	35	35	9	9	9	114	91	643
12:15	48	38	6	20	9	29	8	11	11	11	71	98	681
12:30	43	36	4	15	10	21	22	6	6	6	79	78	672
12:45	27	35	6	13	8	21	14	4	4	4	55	73	659
13:00	31	37	11	15	12	14	11	9	9	9	65	75	594
13:15	34	35	6	16	4	16	11	2	2	2	55	69	549
13:30	30	32	7	12	13	14	6	6	6	6	56	64	512
13:45	26	38	7	15	15	15	12	6	6	6	60	74	518
14:00	34	27	5	15	15	19	15	3	3	3	69	64	511
14:15	27	36	7	7	17	18	7	6	6	6	58	67	512
14:30	38	35	6	12	17	15	16	7	7	7	77	69	538
14:45	32	36	10	15	19	16	4	3	3	3	65	70	539
15:00	24	23	8	11	14	19	8	7	7	7	54	60	520
15:15	36	33	7	11	13	22	15	5	5	5	71	71	537
15:30	45	26	6	14	21	23	12	7	7	7	84	70	545
15:45	34	33	8	15	12	20	16	8	8	8	70	76	556
16:00	32	41	7	12	13	20	17	10	10	10	69	83	594
16:15	43	28	12	13	9	24	7	6	6	6	71	71	594
16:30	30	32	9	9	7	21	14	10	10	10	60	72	572
16:45	41	45	13	32	21	23	16	9	9	9	91	109	626
17:00	40	39	14	18	16	20	8	7	7	7	78	84	636
17:15	27	34	10	19	17	27	14	13	13	13	68	93	655
17:30	36	29	10	18	17	18	15	11	11	11	78	76	677
17:45	37	37	7	15	16	21	7	7	7	7	67	80	624
18:00	24	38	7	13	12	28	13	12	12	12	56	91	609
18:15	31	28	3	12	12	19	9	4	4	4	55	63	566
18:30	23	18	4	8	12	21	6	4	4	4	45	51	508
18:45	33	23	5	6	19	20	11	4	4	4	68	53	482
19:00	19	27	5	20	15	17	4	3	3	3	43	67	445
19:15	16	27	3	10	9	15	6	4	4	4	34	56	417
19:30	18	15	4	9	4	7	3	2	2	2	29	33	383
19:45	15	11	4	9	5	10	4	2	2	2	28	32	322
20:00	17	20	0	4	7	7	7	3	3	3	31	34	277
20:15	15	16	1	4	12	17	2	4	4	4	30	41	258
20:30	8	15	0	1	9	7	6	4	4	4	23	27	246
20:45	14	10	2	4	4	6	4	1	1	1	24	21	231
21:00	9	14	1	2	5	6	3	2	2	2	18	24	208
21:15	14	11	0	2	4	4	3	3	3	3	21	20	178
21:30	10	12	0	1	4	6	1	0	0	0	15	19	162
21:45	13	13	0	0	6	1	2	0	0	0	21	14	152
22:00	11	18	1	1	9	2	0	1	1	1	21	22	153
22:15	6	13	1	1	1	2	0	1	1	1	8	17	137
22:30	2	8	1	0	7	3	1	0	0	0	11	11	125
22:45	3	5	0	0	1	3	2	0	0	0	6	8	104
23:00	2	5	0	0	3	1	1	1	1	1	6	7	74
23:15	5	8	2	2	2	1	0	1	1	1	9	12	70
23:30	4	4	0	0	1	1	2	0	0	0	7	5	60
23:45	4	1	0	0	1	0	0	0	0	0	5	1	52
Total	1939	2039	342	676	915	1052	755	298	3951	4065	8016		
	Racine East Ent.		Racine West Ent.			Janesville RIRO		Overlook Bay Rd			Sum		
3-6pm Total	425	400	111	187	176	258	149	100	861	945	1806		
Pk Gen									315	362	677	445-545	
Pk Land Use									315	362	677	445-545	
Adj Factor			52%	61%			85%	55%					

Muskego MXD - Entry Road Counts

4/2/2016 Saturday	Video		Tube (Adjusted)		Video		Tube (Adjusted)		Sum		
	Racine East Ent.		Racine West Ent.		Janesville RIRO		Overlook Bay Rd		In	Out	Hrly
00:00	1	4	0	0	1	3	1	0	3	7	
00:15	2	1	0	0	4	3	1	0	7	4	
00:30	2	9	0	0	1	0	0	0	3	9	
00:45	0	2	0	0	1	0	2	0	3	2	38
01:00	2	2	0	0	0	0	0	0	2	2	32
01:15	0	1	0	0	3	1	0	0	3	2	26
01:30	2	2	0	0	0	0	1	0	3	2	19
01:45	1	1	0	0	0	2	0	0	1	3	18
02:00	0	0	0	0	0	0	2	1	2	1	17
02:15	0	0	0	0	0	0	0	0	0	0	12
02:30	2	0	0	0	0	0	0	0	2	0	9
02:45	1	2	0	0	0	0	0	0	1	2	8
03:00	0	1	0	0	1	0	0	0	1	1	7
03:15	0	1	0	0	0	0	1	0	1	1	9
03:30	1	1	0	0	1	0	1	0	3	1	11
03:45	1	3	0	0	1	0	0	0	2	3	13
04:00	1	2	0	0	5	2	0	0	6	4	21
04:15	0	0	0	0	1	1	3	0	4	1	24
04:30	0	2	0	0	0	1	1	0	1	3	24
04:45	4	2	0	0	2	3	3	0	9	5	33
05:00	2	7	0	0	4	0	2	0	8	7	38
05:15	6	3	0	0	4	2	3	0	13	5	51
05:30	1	10	0	0	5	1	2	1	8	12	67
05:45	4	8	0	0	10	1	8	0	22	9	84
06:00	11	14	0	0	7	4	4	1	22	19	110
06:15	10	12	1	3	3	4	2	1	16	20	128
06:30	6	10	1	1	5	0	3	0	15	11	134
06:45	15	10	1	2	4	5	5	0	25	17	145
07:00	18	21	2	3	8	8	14	0	42	32	178
07:15	18	24	1	4	6	5	14	1	39	34	215
07:30	14	24	2	4	9	3	5	0	30	31	250
07:45	15	18	3	4	9	6	12	1	39	29	276
08:00	22	20	1	2	15	11	16	2	54	35	291
08:15	26	32	6	10	7	11	18	1	57	54	329
08:30	26	35	3	6	10	8	8	0	47	49	364
08:45	31	32	5	6	12	14	17	1	65	53	414
09:00	18	29	6	2	8	10	6	1	38	42	405
09:15	25	28	9	11	17	14	14	2	65	55	414
09:30	28	32	6	3	11	10	10	2	55	47	420
09:45	33	35	8	10	13	10	8	3	62	58	422
10:00	33	29	5	12	15	11	14	2	67	54	463
10:15	43	41	7	15	20	13	17	4	87	73	503
10:30	39	44	5	11	11	16	19	1	74	72	547
10:45	32	43	7	9	18	12	15	3	72	67	566
11:00	45	38	7	9	12	11	19	2	83	60	588
11:15	44	48	7	15	17	22	13	5	81	90	599
11:30	39	32	6	10	12	17	22	4	79	63	595
11:45	34	35	7	17	18	20	10	2	69	74	599
12:00	48	52	9	10	18	17	17	5	92	84	632
12:15	45	45	9	21	16	28	18	2	88	96	645
12:30	40	41	11	16	17	25	5	2	73	84	660
12:45	43	31	9	23	17	14	9	2	78	70	665
13:00	34	33	7	23	12	20	11	4	64	80	633
13:15	27	30	5	9	19	15	7	2	58	56	563
13:30	42	42	11	11	2	12	13	1	68	66	540
13:45	31	38	9	14	8	20	18	2	66	74	532
14:00	33	34	10	24	10	21	7	2	60	81	529
14:15	27	29	6	11	11	12	15	0	59	52	526
14:30	35	40	7	10	11	24	13	3	66	77	535
14:45	39	29	4	15	14	17	20	4	77	65	537
15:00	18	30	5	9	16	11	18	2	57	52	505
15:15	34	35	7	10	8	21	15	4	64	70	528
15:30	32	42	4	9	7	17	11	5	54	73	512
15:45	29	36	6	15	20	11	11	2	66	64	500
16:00	17	23	7	13	11	13	10	3	45	52	488
16:15	31	26	2	5	10	14	7	2	50	47	451
16:30	28	24	6	9	8	14	8	1	50	48	422
16:45	16	28	6	11	17	17	18	4	57	60	409
17:00	36	28	5	9	7	17	20	2	68	56	436
17:15	24	27	6	13	11	19	17	4	58	63	460
17:30	27	31	4	10	11	15	13	1	55	57	474
17:45	25	25	4	12	7	14	9	1	45	52	454
18:00	23	20	6	17	6	10	9	2	44	49	423
18:15	22	23	3	12	16	15	10	3	51	53	406
18:30	19	23	6	6	7	11	8	1	40	41	375
18:45	19	22	8	10	7	11	11	0	45	43	366
19:00	26	21	3	11	8	7	13	5	50	44	367
19:15	14	26	3	6	11	12	8	1	36	45	344
19:30	16	22	3	7	6	9	6	2	31	40	334
19:45	12	18	4	5	8	10	8	2	32	35	313
20:00	15	16	3	1	4	5	7	2	29	24	272
20:15	15	19	2	1	3	6	3	4	23	30	244
20:30	11	13	2	6	7	9	8	1	28	29	230
20:45	11	18	2	1	6	8	8	1	27	28	218
21:00	13	20	2	5	3	5	6	3	24	33	222
21:15	11	8	1	6	3	9	5	1	20	24	213
21:30	12	9	1	2	7	6	2	1	22	18	196
21:45	12	13	2	1	5	6	3	2	22	22	185
22:00	16	14	0	0	8	6	3	1	27	21	176
22:15	9	15	1	0	4	5	3	1	17	21	170
22:30	7	11	0	0	4	5	0	0	11	16	157
22:45	9	9	0	0	6	5	3	2	18	16	147
23:00	11	14	0	1	7	5	3	1	21	21	141
23:15	2	4	0	0	3	3	1	0	6	7	116
23:30	6	7	0	0	1	2	2	0	9	9	107
23:45	4	7	0	0	2	3	0	0	6	10	89
Total	1734	1921	317	579	741	846	756	137	3548	3483	7031
	Racine East Ent.		Racine West Ent.		Janesville RIRO		Overlook Bay Rd		Sum		
11-2 Total	472	465	97	178	168	221	162	33	899	897	1796
Pk Gen									331	334	665
Pk Land Use									331	334	665
Adj Factor			52%	61%			85%	55%			

1200-100
1200-100



Kohler Deertrace MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Home Improvement Superstore (Home Depot)	862	116,430 SF	3,579 (30.74)	133 (49%)	138 (51%)	271 (2.33)	6,604 (56.72)	268 (51%)	257 (49%)	525 (4.51)
Department Store (Boston Store)	875	54,900 SF	1,256 (22.88)	53 (51%)	50 (49%)	103 (1.87)	1,394 (25.40)	96 (53%)	86 (47%)	182 (3.32)
Shopping Center (Strip Retail)	820	93,821 SF	4,006 (42.70)	167 (48%)	181 (52%)	348 (3.71)	4,688 (49.97)	235 (52%)	217 (48%)	452 (4.82)
Free-Standing Discount Store (Target)	815	107,800 SF	6,170 (57.24)	269 (50%)	268 (50%)	537 (4.98)	7,661 (71.07)	406 (51%)	391 (49%)	797 (7.39)
Pet Supply Superstore (PetSmart)	866	19,230 SF	821 (42.70)	33 (50%)	32 (50%)	65 (3.38)	961 (49.97)	67 (50%)	67 (50%)	134 (6.98)
High Turnover Sit-Down Restaurant (Buffalo Wild Wings)	932	6,466 SF	822 (127.15)	38 (60%)	26 (40%)	64 (9.85)	1,024 (158.37)	48 (53%)	43 (47%)	91 (14.07)
Fast-Food Restaurant w/ Drive Thru (Arby's)	934	3,250 SF	1,612 (496.12)	55 (52%)	51 (48%)	106 (32.65)	2,347 (722.03)	98 (51%)	94 (49%)	192 (59.00)
Department Store (TJ Maxx)	875	30,510 SF	698 (22.88)	29 (51%)	28 (49%)	57 (1.87)	775 (25.40)	54 (53%)	47 (47%)	101 (3.32)
High Turnover Sit-Down Restaurant (Chili's)	932	3,980 SF	506 (127.15)	23 (60%)	16 (40%)	39 (9.85)	630 (158.37)	30 (53%)	26 (47%)	56 (14.07)
Total Trips			19,470	800	790	1,590	26,084	1,302	1,228	2,530

Notes

Weekday and Saturday daily trip rates from LU#820 - Shopping Center were used for LU#866 - Pet Supply Superstore.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Home Improvement Superstore (Home Depot)	116,430 SF		97 (45%)	117 (55%)	214 (1.84)		227 (50%)	227 (50%)	454 (3.90)
Department Store (Boston Store)	54,900 SF		38 (46%)	44 (54%)	82 (1.49)		55 (52%)	51 (48%)	106 (1.93)
Shopping Center (Strip Retail)	93,821 SF		184 (51%)	180 (49%)	364 (3.88)		296 (51%)	285 (49%)	581 (6.19)
Free-Standing Discount Store (Target)	107,800 SF		125 (46%)	148 (54%)	273 (2.53)		241 (48%)	266 (52%)	507 (4.70)
Pet Supply Superstore (PetSmart)	19,230 SF		44 (47%)	50 (53%)	94 (4.89)		74 (47%)	84 (53%)	158 (8.22)
High Turnover Sit-Down Restaurant (Buffalo Wild Wings)	6,466 SF		48 (65%)	26 (35%)	74 (11.44)		28 (42%)	38 (58%)	66 (10.21)
Fast-Food Restaurant w/ Drive Thru (Arby's)	3,250 SF		40 (46%)	47 (54%)	87 (26.77)		61 (52%)	56 (48%)	117 (36.00)
Department Store (TJ Maxx)	30,510 SF		42 (45%)	51 (55%)	93 (3.05)		102 (54%)	88 (46%)	190 (6.23)
High Turnover Sit-Down Restaurant (Chili's)	3,980 SF		47 (64%)	27 (36%)	74 (18.59)		29 (39%)	45 (61%)	74 (18.59)
Total Trips**		9,775	665	690	1,355	15,284	1,113	1,140	2,253

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

**Daily counts based on data collected from 6:00 a.m. to 11:00 p.m. only.

Kohler Deertrace MXD

NE Region

4/7/16 Thursday	Chilis		Buffalo Wild Wings		Arbys		Pet Smart		Home Depot		Boston Store		Target		Strip Retail		TJ Maxx		Total Land Use Trips		Hourly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
3:00PM	3	4	2	2	10	6	5	4	28	30	5	14	25	31	40	30	8	14	126	135	1127 1152 1184 1183 1151 1144 1129 1130	330-430	
3:15PM	3	2	5	2	6	5	10	5	20	21	10	6	37	31	40	43	4	11	135	126			
3:30PM	3	0	4	4	5	10	12	9	17	18	5	8	39	41	48	47	7	11	140	148			
3:45PM	6	2	1	6	11	8	8	12	33	43	12	9	32	26	40	45	12	11	155	162			
4:00PM	8	2	8	4	3	6	6	6	30	23	7	11	31	35	49	43	7	7	149	137			
4:15PM	11	3	3	5	7	7	7	7	18	30	8	9	25	43	47	45	6	12	132	161			
4:30PM	4	6	11	4	8	9	8	7	16	21	11	15	40	33	31	40	14	9	143	144			
4:45PM	13	7	7	7	9	5	11	8	18	16	8	10	29	37	33	38	14	15	142	143			
5:00PM	9	1	16	2	11	14	10	15	20	14	4	10	26	35	47	33	5	14	148	138			
5:15PM	11	8	9	10	12	8	14	12	22	21	9	8	31	27	25	37	9	13	142	144			
5:30PM	7	6	13	4	8	12	9	13	21	19	5	14	35	37	27	24	12	6	137	135			
5:45PM	20	12	10	10	9	13	11	10	21	31	2	5	28	34	23	32	6	9	130	156			
LU Pk Hr Trips	47	27	48	26	40	47	44	50	97	117	38	44	125	148	184	180	42	51	576	608	1184	LU Pk Hr Trips	
ITE Code	932		932		934		866		862		875		815		820		875		474	465	939	Dwy Pk Hr Trips	
Size	3,980 SF		6,466 SF		3,250 SF		19230 SF		116,430 SF		54,900 SF		107,800 SF		93,821 SF		30,510 SF		245	#Linked	21%	Pk Hr Linked%	
																						9775	Daily Trips

4/9/16 Saturday	Chilis		Buffalo Wild Wings		Arbys		Pet Smart		Home Depot		Boston Store		Target		Strip Retail		TJ Maxx		Total Land Use Trips		Hrly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
11:00AM	9	0	1	0	5	4	15	15	60	48	13	13	57	54	70	54	20	18	250	206	2012 2021 2069 2025 1994 2074 2075 2165	100-200	
11:15AM	15	2	6	1	14	9	25	14	70	53	11	10	53	54	65	59	20	12	279	214			
11:30AM	7	1	10	2	11	14	21	27	50	70	16	15	54	70	73	64	15	12	257	275			
11:45AM	14	5	12	5	13	14	20	18	47	56	15	13	54	53	59	72	34	27	268	263			
12:00 Noon	10	8	7	2	10	11	11	14	55	49	9	13	43	43	65	68	25	22	235	230			
12:15PM	13	6	5	4	12	8	18	17	70	44	7	18	60	55	72	80	28	24	285	256			
12:30PM	5	5	12	7	15	13	9	17	49	57	9	8	52	62	70	68	15	15	236	252			
12:45PM	7	11	7	6	19	13	21	17	50	41	10	11	54	68	54	68	24	19	246	254			
1:00PM	5	11	10	7	14	14	16	20	54	71	13	11	65	68	71	66	16	13	264	281			
1:15PM	5	7	7	8	13	16	22	23	53	54	8	5	62	64	65	78	29	23	264	278			
1:30PM	12	16	3	15	14	13	15	24	46	53	14	14	60	66	85	66	33	29	282	296			
1:45PM	4	6	8	8	6	18	18	12	47	46	12	17	54	52	75	75	23	19	247	253			
LU Pk Hr Trips	29	45	28	38	61	56	74	84	227	227	55	51	241	266	296	285	102	88	1057	1108	2165	LU Pk Hr Trips	
ITE Code	932		932		934		866		862		875		815		820		875		898	852	1750	Dwy Pk Hr Trips	
Size	3,980 SF		6,466 SF		3,250 SF		19230 SF		116,430 SF		54,900 SF		107,800 SF		93,821 SF		30,510 SF		415	#Linked	19%	Pk Hr Linked%	
																						15284	Daily Trips

Kohler MXD - Entry Road Counts

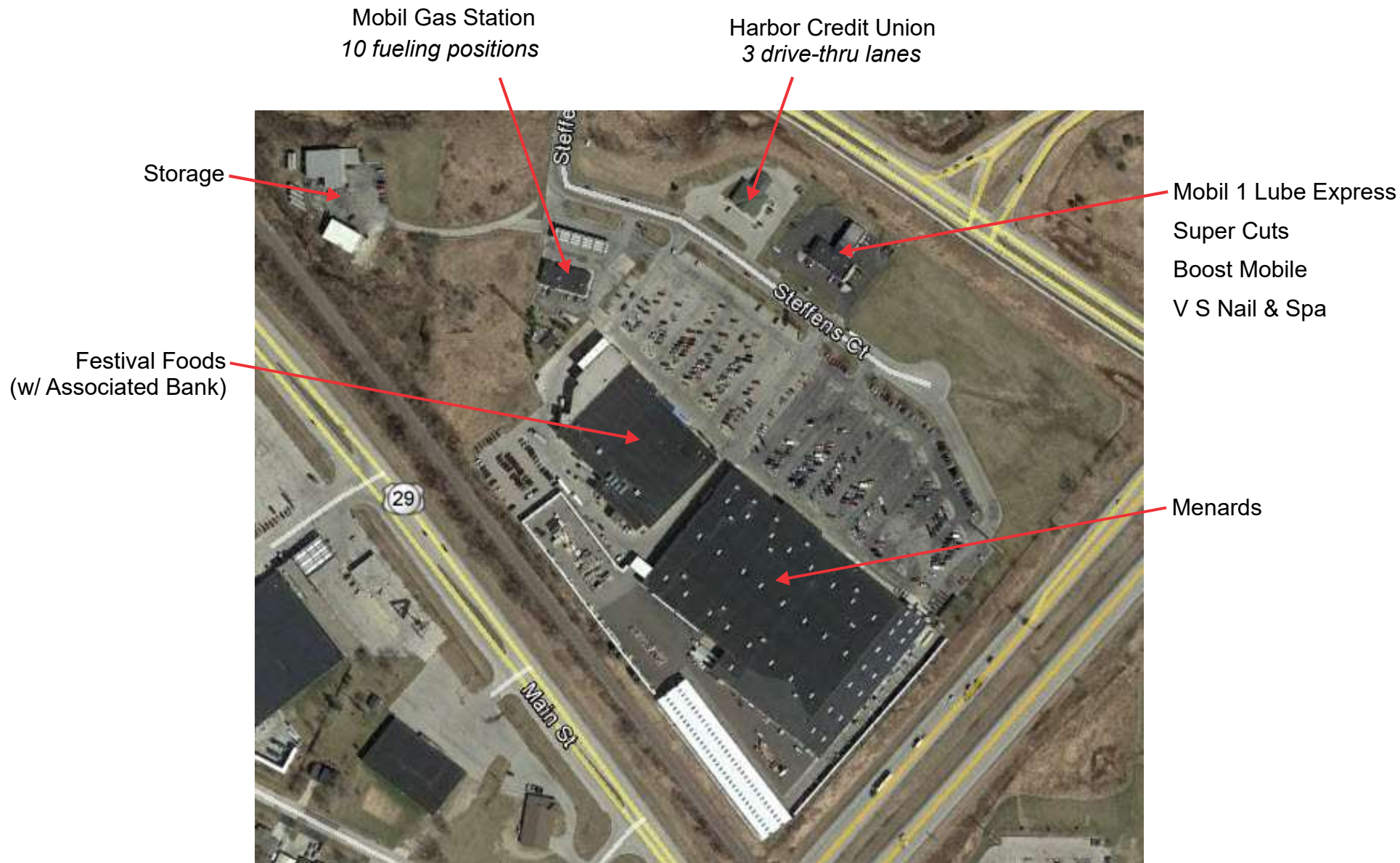
4/7/2016 Thursday	Video STH 28		Video CTH A North		Video CTH A South		Sum		
	In	Out	In	Out	In	Out	In	Out	Hrly
00:00									
00:15									
00:30									
00:45									
01:00									
01:15									
01:30									
01:45									
02:00									
02:15									
02:30									
02:45									
03:00									
03:15									
03:30									
03:45									
04:00									
04:15									
04:30									
04:45									
05:00									
05:15									
05:30									
05:45									
06:00	2	1	1	0	2	1	5	2	
06:15	3	0	0	0	4	2	7	2	
06:30	3	0	0	0	2	2	5	2	
06:45	3	0	5	0	13	4	21	4	48
07:00	2	3	3	1	6	3	11	7	59
07:15	4	2	4	1	4	4	12	7	69
07:30	4	1	1	2	10	3	15	6	83
07:45	13	0	5	0	10	14	28	14	100
08:00	13	3	2	2	11	10	26	15	123
08:15	9	2	4	3	11	3	24	8	136
08:30	21	4	6	1	7	6	34	11	160
08:45	23	8	8	3	25	11	56	22	196
09:00	32	6	10	10	14	17	56	33	244
09:15	32	14	4	7	17	17	53	38	303
09:30	36	18	11	11	28	17	75	46	379
09:45	29	12	10	10	28	28	67	50	418
10:00	43	30	15	9	25	28	83	67	479
10:15	41	21	15	3	26	36	82	60	530
10:30	39	28	18	17	33	42	90	87	586
10:45	35	23	13	17	31	45	79	85	633
11:00	49	22	25	20	19	39	93	81	657
11:15	49	30	36	17	32	34	117	81	713
11:30	56	23	36	30	33	38	125	91	752
11:45	43	35	36	27	35	38	114	100	802
12:00	68	28	51	41	38	50	157	119	904
12:15	49	41	43	26	29	43	121	110	937
12:30	31	36	37	45	24	60	92	141	954
12:45	35	42	35	40	33	47	103	129	972
13:00	46	35	30	49	34	50	110	134	940
13:15	45	31	25	29	47	32	117	92	918
13:30	49	26	21	34	28	51	98	111	894
13:45	45	31	25	26	33	48	103	105	870
14:00	43	29	18	33	32	49	93	111	830
14:15	45	30	13	30	31	41	89	101	811
14:30	51	43	19	26	29	53	99	122	823
14:45	43	38	18	23	29	45	90	106	811
15:00	47	37	15	27	34	51	96	115	818
15:15	60	34	29	16	24	51	113	101	842
15:30	57	38	26	35	30	46	113	119	853
15:45	58	49	27	24	44	56	129	129	915
16:00	61	27	25	23	31	48	117	98	919
16:15	46	44	43	35	26	40	115	119	939
16:30	55	34	32	30	24	59	111	123	941
16:45	64	35	39	38	31	41	134	114	931
17:00	63	36	44	32	25	41	132	109	957
17:15	62	44	46	44	37	36	145	124	992
17:30	44	27	31	26	21	46	96	99	953
17:45	44	30	45	49	24	40	113	119	937
18:00	35	38	40	41	19	44	94	123	913
18:15	52	29	29	44	22	34	103	107	854
18:30	42	36	26	45	17	31	85	112	856
18:45	38	43	37	31	15	29	90	103	817
19:00	35	41	26	43	25	22	86	106	792
19:15	40	24	21	31	16	32	77	87	746
19:30	31	38	26	26	20	25	77	89	715
19:45	20	23	25	35	11	33	56	91	669
20:00	15	30	14	26	19	28	48	84	609
20:15	13	21	9	20	9	27	31	68	544
20:30	9	18	15	25	6	15	30	58	466
20:45	11	16	7	29	2	17	20	62	401
21:00	9	10	5	16	3	8	17	34	320
21:15	4	13	4	19	2	14	10	46	277
21:30	5	6	8	16	2	8	15	30	234
21:45	2	8	3	13	1	5	6	26	184
22:00	1	5	2	11	0	9	3	25	161
22:15	3	3	2	9	0	4	5	16	126
22:30	2	3	2	6	0	1	4	10	95
22:45	2	0	2	4	0	0	4	4	71
23:00									
23:15									
23:30									
23:45									
Total	2164	1536	1308	1462	1353	1952	4825	4950	9775
3-6pm Total	661	435	402	379	351	555	1414	1369	2783
Pk Gen							522	470	992
Pk Land Use							474	465	939

430-530

330-430

Kohler MXD - Entry Road Counts

4/9/2016 Saturday	Video STH 28		Video CTH A North		Video CTH A South		Sum		
	In	Out	In	Out	In	Out	In	Out	Hrly
00:00									
00:15									
00:30									
00:45									
01:00									
01:15									
01:30									
01:45									
02:00									
02:15									
02:30									
02:45									
03:00									
03:15									
03:30									
03:45									
04:00									
04:15									
04:30									
04:45									
05:00									
05:15									
05:30									
05:45									
06:00	3	1	0	0	1	0	4	1	
06:15	5	0	0	0	3	1	8	1	
06:30	8	0	1	0	5	0	14	0	
06:45	17	2	9	1	11	4	37	7	72
07:00	7	1	3	3	3	3	13	7	87
07:15	2	0	3	1	2	3	7	4	89
07:30	6	11	0	1	4	14	10	26	111
07:45	14	3	10	2	10	6	34	11	112
08:00	15	3	0	1	15	10	30	14	136
08:15	21	6	7	2	27	12	55	20	200
08:30	22	8	11	4	21	16	54	28	246
08:45	31	17	6	4	27	21	64	42	307
09:00	44	24	8	13	28	36	80	73	416
09:15	46	22	16	7	38	20	100	49	490
09:30	44	18	18	10	25	20	87	48	543
09:45	66	22	27	25	45	45	138	92	667
10:00	57	30	25	15	53	38	135	83	732
10:15	64	34	33	17	51	56	148	107	838
10:30	77	35	32	24	69	67	178	126	1007
10:45	83	36	52	28	65	72	200	136	1113
11:00	73	38	46	37	67	81	186	156	1237
11:15	96	43	52	28	70	77	218	148	1348
11:30	79	49	51	43	68	96	198	188	1430
11:45	89	47	52	58	52	93	193	198	1485
12:00	100	49	51	43	66	88	217	180	1540
12:15	107	35	49	41	86	96	242	172	1588
12:30	88	62	52	58	60	99	200	219	1621
12:45	84	61	58	49	62	91	204	201	1635
13:00	117	63	58	51	65	95	240	209	1687
13:15	92	61	52	58	61	95	205	214	1692
13:30	121	59	54	53	68	97	243	209	1725
13:45	91	50	53	65	66	105	210	220	1750
14:00	104	70	53	45	59	101	216	216	1733
14:15	86	53	45	54	61	95	192	202	1708
14:30	91	66	40	51	66	91	197	208	1661
14:45	83	62	31	46	63	100	177	208	1616
15:00	72	43	48	57	58	85	178	185	1547
15:15	91	56	44	52	58	106	193	214	1560
15:30	77	56	33	54	46	79	156	189	1500
15:45	87	49	50	49	58	90	195	188	1498
16:00	88	53	49	31	46	93	183	177	1495
16:15	70	54	41	38	36	69	147	161	1396
16:30	64	56	39	46	45	94	148	196	1395
16:45	76	52	45	41	50	83	171	176	1359
17:00	63	48	36	47	43	59	142	154	1295
17:15	51	53	51	40	33	72	135	165	1287
17:30	47	45	30	41	19	58	96	144	1183
17:45	56	37	36	52	24	50	116	139	1091
18:00	44	38	49	43	32	43	125	124	1044
18:15	44	37	37	35	28	60	109	132	985
18:30	47	44	27	30	20	54	94	128	967
18:45	63	37	43	44	26	42	132	123	967
19:00	47	36	37	43	21	41	105	120	943
19:15	44	34	37	37	27	37	108	108	918
19:30	30	27	17	42	18	46	65	115	876
19:45	31	37	15	27	11	42	57	106	784
20:00	29	35	26	36	11	22	66	93	718
20:15	26	26	18	28	15	16	59	70	631
20:30	17	23	15	30	8	29	40	82	573
20:45	13	31	3	24	2	23	18	78	506
21:00	9	21	3	22	5	19	17	62	426
21:15	5	11	7	14	0	13	12	38	347
21:30	5	14	7	18	0	7	12	39	276
21:45	8	15	8	12	0	5	16	32	228
22:00	6	10	4	19	0	10	10	39	198
22:15	2	0	3	7	0	5	5	12	165
22:30	0	2	8	7	0	3	8	12	134
22:45	3	1	1	3	0	0	4	4	94
23:00									
23:15									
23:30									
23:45									
Total	3448	2222	1925	2007	2283	3399	7656	7628	15284
	STH 28		CTH A North		CTH A South		Sum		
11-2 Total	1137	617	628	584	791	1113	2556	2314	4870
Pk Gen							898	852	100-200
Pk Land Use							898	852	100-200



Bellevue MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Home Improvement Superstore (Menards)	862	102,712 SF	3,157 (30.74)	117 (49%)	122 (51%)	239 (2.33)	5,826 (56.72)	236 (51%)	227 (49%)	463 (4.51)
Supermarket (Festival Foods)	850	33,200 SF	3,394 (102.24)	161 (51%)	154 (49%)	315 (9.48)	5,896 (177.59)	181 (51%)	173 (49%)	354 (10.65)
Gas Station/Convenience Store (Mobil)	945	10 Fueling Positions	1,628 (162.78)	68 (50%)	67 (50%)	135 (13.51)	1,628 (162.78)	98 (50%)	97 (50%)	195 (19.46)
Drive-in Bank (Harbor Credit Union)	912	3 Lanes	418 (139.25)	49 (49%)	51 (51%)	100 (33.24)	350 86.32*	42 (49%)	44 (51%)	86 (28.78)
Quick Lubrication Vehicle Shop (Mobil 1 Lube Express)	941	3 Service Positions	120 (40.00)	9 (55%)	7 (45%)	16 (5.19)	126 (42.00)	11 (50%)	10 (50%)	21 (7.00)
Shopping Center (Strip Retail)	820	3,926 SF	168 (42.70)	7 (48%)	8 (52%)	15 (3.71)	196 (49.97)	10 (52%)	9 (48%)	19 (4.82)
Total Trips			8,885	411	409	820	14,022	578	560	1,138

Notes

Saturday peak hour trip rates for LU#945 are based on LU#946: Gas/Conv/Wash. Saturday daily trip rates are the PM daily trip rates.

*Saturday daily trip rates for LU#912 are based on rates/1,000 square feet of gross floor area (Bank size ~ 4,600 SF)

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Home Improvement Superstore (Menards)		102,712 SF		185 (49%)	196 (51%)	381 (3.71)		262 (47%)	291 (53%)	553 (5.38)
Supermarket (Festival Foods)		33,200 SF		294 (44%)	370 (56%)	664 (20.00)		298 (50%)	294 (50%)	592 (17.83)
Gas Station/Convenience Store (Mobil)		10 Fueling Positions		71 (48%)	76 (52%)	147 (14.70)		75 (48%)	80 (52%)	155 (15.50)
Drive-in Bank (Harbor Credit Union)		3 Lanes		18 (44%)	23 (56%)	41 (13.67)		14 (50%)	14 (50%)	28 (9.33)
Quick Lubrication Vehicle Shop (Mobil 1 Lube Express)		3 Service Positions		6 (67%)	3 (33%)	9 (3.00)		4 (50%)	4 (50%)	8 (2.67)
Shopping Center (Strip Retail)		3,926 SF		18 (60%)	12 (40%)	30 (7.64)		21 (50%)	21 (50%)	42 (10.70)
Total Trips			10,014	592	680	1,272	13,073	674	704	1,378

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

**Mobil gas station trips include an in-store subway.

Bellevue MXD

NE Region

4/14/16 Thursday	Menards		Festival Foods		Mobil Gas-Subway		Credit Union		Strip Retail		Lube/Oil		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	53	54	62	74	9	10	1	2	2	2	1	1	128	143	1073 1091 1083 1128 1203 1172 1154 1123 1011	400-500
3:15PM	55	50	70	76	12	19	4	4	6	4	1	0	148	153		
3:30PM	38	41	67	63	8	12	6	4	5	3	1	1	125	124		
3:45PM	39	51	55	69	14	10	2	4	4	3	0	1	114	138		
4:00PM	45	45	80	73	13	17	5	5	3	2	1	0	147	142		
4:15PM	34	37	72	100	13	18	6	3	1	4	4	1	130	163		
4:30PM	44	44	62	95	18	18	3	4	4	0	0	2	131	163		
4:45PM	42	38	80	102	24	25	5	5	2	4	0	0	153	174		
5:00PM	26	46	66	75	13	17	4	6	3	2	0	0	112	146		
5:15PM	27	37	64	92	16	16	6	8	3	3	2	1	118	157		
5:30PM	34	44	70	83	10	12	0	4	2	3	0	1	116	147		
5:45PM	31	28	51	69	15	15	1	1	1	3	0	0	99	116		
LU Pk Hr Trips	185	196	294	370	71	76	18	23	18	12	6	3	561	642	1203	LU Pk Hr Trips
ITE Code	862		850		945		912		820		941		488	539	1027	Dwy Pk Hr Trips
Size	102,712 SF		33,200 SF		10 Fuel Pos.		3 Lanes		3,926 SF		3 Serv. Pos.		176	#Linked	15%	Pk Hr Linked%
															10014	Daily Trips

4/16/16 Saturday	Menards		Festival Foods		Mobil Gas-Subway		Credit Union		Strip Retail		Lube/Oil		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	83	87	57	67	21	17	8	7	4	4	2	1	175	183	1100-1200	
11:15AM	66	70	52	73	21	27	3	3	5	4	0	1	147	178		
11:30AM	58	71	49	59	15	18	3	4	3	6	0	0	128	158		
11:45AM	55	63	87	73	18	18	0	0	8	7	0	0	168	161		
12:00 Noon	73	82	72	85	15	15	0	1	3	4	1	1	164	188		
12:15PM	53	56	73	66	11	17	1	1	2	5	2	2	142	147		
12:30PM	43	62	66	70	19	15	0	0	7	5	0	0	135	152		
12:45PM	48	61	66	68	18	18	1	1	5	3	1	1	139	152		
1:00PM	46	60	56	57	21	21	2	1	4	6	0	0	129	145		
1:15PM	52	60	49	52	18	17	0	1	5	7	0	0	124	137		
1:30PM	26	59	56	84	19	17	0	0	3	2	0	0	104	162		
1:45PM	32	49	54	69	21	17	0	0	5	7	1	1	113	143		
LU Pk Hr Trips	262	291	298	294	75	80	14	14	21	21	4	4	618	680	1298	LU Pk Hr Trips
ITE Code	862		850		945		912		820		941		545	611	1156	Dwy Pk Hr Trips
Size	102,712 SF		33,200 SF		10 Fuel Pos.		3 Lanes		3,926 SF		3 Serv. Pos.		142	#Linked	11%	Pk Hr Linked%
															13073	Daily Trips

Bellevue MXD - Entry Road Counts

Tube (Adjusted)						
4/14/2016 Thursday	Steffen Ct.		Sum			
	In	Out	In	Out	Hrly	
00:00	2	1	2	1		
00:15	1	3	1	3		
00:30	3	2	3	2		
00:45	0	3	0	3	15	
01:00	4	3	4	3	19	
01:15	0	3	0	3	18	
01:30	0	0	0	0	13	
01:45	1	1	1	1	12	
02:00	0	0	0	0	5	
02:15	2	0	2	0	4	
02:30	0	1	0	1	5	
02:45	0	1	0	1	4	
03:00	0	0	0	0	4	
03:15	1	0	1	0	3	
03:30	4	1	4	1	7	
03:45	3	4	3	4	13	
04:00	4	3	4	3	20	
04:15	7	1	7	1	27	
04:30	17	3	17	3	42	
04:45	14	4	14	4	53	
05:00	6	4	6	4	56	
05:15	10	2	10	2	60	
05:30	16	11	16	11	67	
05:45	25	12	25	12	86	
06:00	18	17	18	17	111	
06:15	28	11	28	11	138	
06:30	31	23	31	23	165	
06:45	32	26	32	26	186	
07:00	35	30	35	30	216	
07:15	44	29	44	29	250	
07:30	51	33	51	33	280	
07:45	43	40	43	40	305	
08:00	56	42	56	42	338	
08:15	44	49	44	49	358	
08:30	68	53	68	53	395	
08:45	60	51	60	51	423	
09:00	73	63	73	63	461	
09:15	62	60	62	60	490	
09:30	81	65	81	65	515	
09:45	80	75	80	75	559	
10:00	85	87	85	87	595	
10:15	76	87	76	87	636	
10:30	94	84	94	84	668	
10:45	90	94	90	94	697	
11:00	101	101	101	101	727	
11:15	94	97	94	97	755	
11:30	92	110	92	110	779	
11:45	86	94	86	94	775	
12:00	102	102	102	102	777	
12:15	104	105	104	105	795	
12:30	96	110	96	110	799	
12:45	88	116	88	116	823	
13:00	99	99	99	99	817	
13:15	98	112	98	112	818	
13:30	101	118	101	118	831	
13:45	73	100	73	100	800	
14:00	101	105	101	105	808	
14:15	99	92	99	92	789	
14:30	96	107	96	107	773	
14:45	92	99	92	99	791	
15:00	118	108	118	108	811	
15:15	130	127	130	127	877	
15:30	113	114	113	114	901	
15:45	107	126	107	126	943	
16:00	144	125	144	125	986	
16:15	119	128	119	128	976	
16:30	120	151	120	151	1020	
16:45	105	135	105	135	1027	
17:00	114	126	114	126	998	
17:15	100	132	100	132	983	
17:30	84	118	84	118	914	
17:45	80	102	80	102	856	
18:00	88	89	88	89	793	
18:15	64	103	64	103	728	
18:30	66	73	66	73	665	
18:45	64	82	64	82	629	
19:00	54	79	54	79	585	
19:15	62	68	62	68	548	
19:30	48	64	48	64	521	
19:45	47	75	47	75	497	
20:00	43	57	43	57	464	
20:15	34	53	34	53	421	
20:30	23	53	23	53	385	
20:45	16	37	16	37	316	
21:00	13	22	13	22	251	
21:15	12	18	12	18	194	
21:30	10	13	10	13	141	
21:45	9	21	9	21	118	
22:00	9	22	9	22	114	
22:15	2	18	2	18	104	
22:30	4	11	4	11	96	
22:45	0	4	0	4	70	
23:00	0	1	0	1	40	
23:15	2	3	2	3	25	
23:30	6	2	6	2	18	
23:45	0	2	0	2	16	
Total	4803	5211	4803	5211	10014	
	Steffen Ct.		Sum			
3-6pm Total	1334	1492	1334	1492	2826	
Pk Gen			488	539	1027	
Pk Land Use			488	539	1027	

400-500

400-500

Bellevue MXD - Entry Road Counts

Tube (Adjusted)						
4/16/2016 Saturday	Steffen Ct.		Sum			Hrly
	In	Out	In	Out	Hrly	
00:00	1	4	1	4		
00:15	2	3	2	3		
00:30	3	3	3	3		
00:45	0	2	0	2		18
01:00	4	1	4	1		18
01:15	0	4	0	4		17
01:30	0	2	0	2		13
01:45	2	3	2	3		16
02:00	1	2	1	2		14
02:15	2	2	2	2		14
02:30	2	0	2	0		14
02:45	1	2	1	2		12
03:00	3	0	3	0		12
03:15	3	3	3	3		14
03:30	3	2	3	2		17
03:45	2	2	2	2		18
04:00	2	4	2	4		21
04:15	6	0	6	0		21
04:30	13	2	13	2		31
04:45	13	2	13	2		42
05:00	8	2	8	2		46
05:15	6	5	6	5		51
05:30	13	5	13	5		54
05:45	18	3	18	3		60
06:00	22	16	22	16		88
06:15	30	10	30	10		117
06:30	33	16	33	16		148
06:45	30	20	30	20		177
07:00	36	25	36	25		200
07:15	40	36	40	36		236
07:30	49	42	49	42		278
07:45	64	47	64	47		339
08:00	75	57	75	57		410
08:15	91	74	91	74		499
08:30	88	91	88	91		587
08:45	88	87	88	87		651
09:00	103	97	103	97		719
09:15	119	113	119	113		786
09:30	120	102	120	102		829
09:45	125	119	125	119		898
10:00	116	147	116	147		961
10:15	136	117	136	117		982
10:30	132	151	132	151		1043
10:45	153	137	153	137		1089
11:00	142	154	142	154		1122
11:15	129	160	129	160		1158
11:30	124	154	124	154		1153
11:45	150	143	150	143		1156
12:00	128	182	128	182		1170
12:15	129	148	129	148		1158
12:30	136	148	136	148		1164
12:45	125	153	125	153		1149
13:00	141	138	141	138		1118
13:15	147	142	147	142		1130
13:30	107	172	107	172		1125
13:45	136	153	136	153		1136
14:00	132	163	132	163		1152
14:15	134	158	134	158		1155
14:30	136	174	136	174		1186
14:45	129	162	129	162		1188
15:00	125	168	125	168		1186
15:15	115	128	115	128		1137
15:30	134	142	134	142		1103
15:45	129	161	129	161		1102
16:00	130	149	130	149		1088
16:15	123	156	123	156		1124
16:30	122	151	122	151		1121
16:45	110	142	110	142		1083
17:00	121	142	121	142		1067
17:15	121	134	121	134		1043
17:30	98	138	98	138		1006
17:45	100	136	100	136		990
18:00	82	130	82	130		939
18:15	72	93	72	93		849
18:30	73	100	73	100		786
18:45	76	101	76	101		727
19:00	59	84	59	84		658
19:15	56	78	56	78		627
19:30	52	63	52	63		569
19:45	51	66	51	66		509
20:00	47	61	47	61		474
20:15	46	69	46	69		455
20:30	29	59	29	59		428
20:45	34	42	34	42		387
21:00	25	37	25	37		341
21:15	9	32	9	32		267
21:30	17	34	17	34		230
21:45	11	25	11	25		190
22:00	7	23	7	23		158
22:15	6	23	6	23		146
22:30	7	11	7	11		113
22:45	8	7	8	7		92
23:00	4	12	4	12		78
23:15	5	6	5	6		60
23:30	4	5	4	5		51
23:45	2	6	2	6		44
Total	6093	6980	6093	6980		13073
	Steffen Ct.		Sum			
11-2 Total	1594	1847	1594	1847		3441
Pk Gen			531	639		1170
Pk Land Use			545	611		1156
						1115-1215
						1100-1200



Madison-Fitchburg MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Shopping Center (Strip Retail)	820	25,979 SF	1,109 (42.70)	46 (48%)	50 (52%)	96 (3.71)	1,298 (49.97)	65 (52%)	60 (48%)	125 (4.82)
Drive-in Bank (UW Credit Union)	912	4 Lanes	557 (139.25)	65 (49%)	68 (51%)	133 (33.24)	500 86.32*	56 (49%)	59 (51%)	115 (28.78)
Free-Standing Discount Superstore (Super Target)	813	176,325 SF	8,950 (50.75)	375 (49%)	390 (51%)	765 (4.35)	11,297 (64.07)	500 (50%)	495 (50%)	995 (5.64)
Total Trips			10,616	486	508	994	13,095	621	614	1,235

Notes

*Saturday daily trip rates for LU#912 are based on rates/1,000 square feet of gross floor area (Bank size ~ 5,800 SF)

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Shopping Center (Strip Retail)		25,979 SF		109 (53%)	96 (47%)	205 (7.89)		153 (54%)	130 (46%)	283 (10.89)
Drive-in Bank (UW Credit Union)		4 Lanes		64 (50%)	64 (50%)	128 (32.00)		111 (49%)	116 (51%)	227 (56.75)
Free-Standing Discount Superstore (Super Target)		176,325 SF		311 (51%)	304 (49%)	615 (3.49)		392 (50%)	392 (50%)	784 (4.45)
Total Trips			7,561	484	464	948	9,514	656	638	1,294

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Madison-Fitchburg MXD

SW Region

4/21/16 Thursday	Strip Retail/Rest.		UW Credit Union		Target		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	18	14	11	13	46	54	75	81		
3:15PM	24	28	14	15	69	60	107	103		
3:30PM	14	22	11	12	54	54	79	88		
3:45PM	27	18	15	16	54	51	96	85	714	
4:00PM	20	29	15	12	68	66	103	107	768	
4:15PM	24	17	23	19	69	80	116	116	790	
4:30PM	14	21	10	15	74	55	98	91	812	
4:45PM	29	23	16	18	74	73	119	114	864	
5:00PM	26	28	8	15	80	66	114	109	877	
5:15PM	26	18	12	14	84	80	122	112	879	
5:30PM	28	27	12	22	67	69	107	118	915	
5:45PM	23	21	10	11	80	89	113	121	916	500-600
LU Pk Hr Trips	109	96	64	64	311	304	456	460	916	LU Pk Hr Trips
ITE Code	820		912		813		360	356	716	Dwy Pk Hr Trips
Size	25,979 SF		4 Lanes		176,325 SF		200	#Linked	22%	Pk Hr Linked%
									7561	Daily Trips

4/23/16 Saturday	Strip Retail/Rest.		UW Credit Union		Target		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	41	26	37	29	96	95	174	150	1247	1100-1200
11:15AM	27	28	23	31	120	103	170	162		
11:30AM	24	32	25	23	92	91	141	146		
11:45AM	37	21	26	33	84	103	147	157		
12:00 Noon	37	23	23	29	92	97	152	149		
12:15PM	31	33	22	19	87	81	140	133		
12:30PM	42	39	28	20	90	97	160	156		
12:45PM	43	35	17	25	77	83	137	143		
1:00PM	28	27	14	20	88	72	130	119		
1:15PM	34	26	11	12	94	83	139	121		
1:30PM	27	37	12	13	96	91	135	141		
1:45PM	27	30	1	4	79	79	107	113		
LU Pk Hr Trips	153	130	111	116	392	392	632	615	1247	LU Pk Hr Trips
ITE Code	820		912		813		480	472	952	Dwy Pk Hr Trips
Size	25,979 SF		4 Lanes		176,325 SF		295	#Linked	24%	Pk Hr Linked%
									9514	Daily Trips

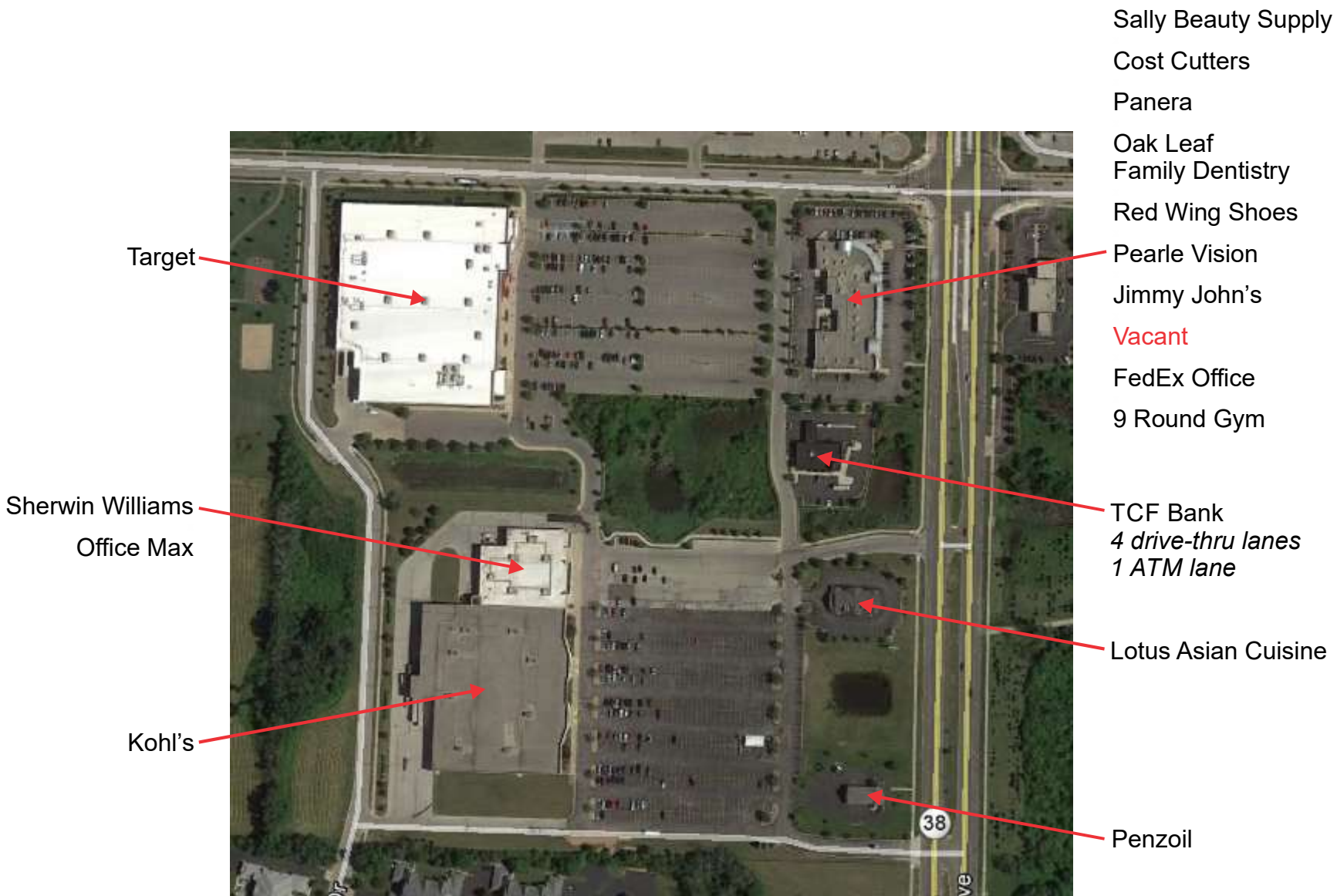
Madison-Fitchburg MXD - Entry Road Counts

4/21/2016 Thursday	Tube (Adjusted)		Tube (Adjusted)		Video				
	McKee Driveway		Fitchrona N. Dwy		Fitchrona S. Dwy		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	
00:00	0	1	2		1	0	3	2	
00:15	0	0	1	0	0	0	1	0	
00:30	1	1	1	1	0	0	2	2	
00:45	0	0	1	1	0	0	1	1	
01:00	0	0	1	1	0	0	1	1	9
01:15	0	0	0	0	0	0	0	0	8
01:30	0	0	0	0	1	0	1	0	5
01:45	1	0	1	3	1	1	3	4	10
02:00	1	0	0	2	0	0	1	2	11
02:15	0	1	0	0	0	0	0	1	12
02:30	0	5	1	0	0	0	1	5	17
02:45	0	0	0	0	0	0	0	0	10
03:00	0	0	0	0	1	0	1	0	8
03:15	0	0	0	0	1	0	1	0	8
03:30	0	0	0	0	0	0	0	0	2
03:45	1	0	1	1	2	0	4	1	7
04:00	0	0	0	1	0	1	0	2	8
04:15	0	1	0	2	0	0	0	3	10
04:30	0	4	2	0	0	1	2	5	17
04:45	0	0	4	2	1	0	5	2	19
05:00	0	0	0	1	0	0	0	1	18
05:15	3	1	1	1	0	0	4	2	21
05:30	0	0	2	3	0	1	2	4	20
05:45	0	2	5	0	7	0	12	2	27
06:00	0	0	2	3	0	1	2	4	32
06:15	0	0	2	3	4	2	6	5	37
06:30	1	0	2	5	3	1	6	6	43
06:45	1	1	4	5	1	1	6	7	42
07:00	3	1	5	2	3	0	11	3	50
07:15	5	1	5	4	1	2	11	7	57
07:30	6	5	2	7	1	0	9	12	66
07:45	5	1	7	5	9	3	21	9	83
08:00	13	2	5	4	14	7	32	13	114
08:15	11	2	15	14	9	8	35	24	155
08:30	16	7	15	12	14	11	45	30	209
08:45	16	4	14	15	11	14	41	33	253
09:00	12	4	20	15	19	6	51	25	284
09:15	9	7	19	15	19	9	47	31	303
09:30	12	7	22	27	22	13	56	47	331
09:45	17	7	18	15	20	22	55	44	356
10:00	12	8	20	19	16	14	48	41	369
10:15	16	7	23	28	14	12	53	47	391
10:30	14	5	26	33	13	13	53	51	392
10:45	21	7	18	32	18	20	57	59	409
11:00	17	2	29	41	24	21	70	64	454
11:15	15	7	26	33	22	12	63	52	469
11:30	18	7	32	26	19	21	69	54	488
11:45	22	4	39	44	26	19	87	67	526
12:00	18	10	59	48	23	27	100	85	577
12:15	24	7	39	52	28	23	91	82	635
12:30	18	10	38	53	24	27	80	90	682
12:45	14	7	27	57	10	15	51	79	658
13:00	27	7	37	51	12	20	76	78	627
13:15	17	3	39	37	15	12	71	52	577
13:30	14	7	29	42	22	23	65	72	544
13:45	19	11	32	41	29	17	80	69	563
14:00	12	11	31	44	22	23	65	78	552
14:15	17	10	25	42	17	18	59	70	558
14:30	19	7	23	36	16	24	58	67	546
14:45	10	5	35	44	28	21	73	70	540
15:00	15	6	22	34	19	21	56	61	514
15:15	20	7	36	38	25	30	81	75	541
15:30	22	7	28	35	21	29	71	71	558
15:45	24	10	35	32	23	22	82	64	561
16:00	15	6	38	41	23	25	76	72	592
16:15	32	12	41	48	27	27	100	87	623
16:30	29	7	35	43	22	21	86	71	638
16:45	30	13	36	37	24	39	90	89	671
17:00	25	7	33	42	26	31	84	80	687
17:15	22	13	40	41	33	38	95	92	687
17:30	25	22	27	41	37	39	89	102	721
17:45	32	11	30	39	30	32	92	82	716
18:00	29	13	35	50	29	46	93	109	754
18:15	23	3	37	46	27	38	87	87	741
18:30	37	8	27	48	33	28	97	84	731
18:45	13	4	32	44	24	31	69	79	705
19:00	17	7	31	50	17	28	65	85	653
19:15	19	6	33	47	13	24	65	77	621
19:30	23	4	30	45	21	18	74	67	581
19:45	20	12	27	41	21	21	68	74	575
20:00	15	5	19	36	11	29	45	70	540
20:15	16	7	28	30	19	24	63	61	522
20:30	8	2	23	35	18	18	49	55	485
20:45	5	5	14	27	12	20	31	52	426
21:00	5	3	13	25	8	23	26	51	388
21:15	5	2	14	19	6	9	25	30	319
21:30	6	4	10	15	6	7	22	26	263
21:45	9	7	10	15	5	7	24	29	233
22:00	5	2	7	11	3	12	15	25	196
22:15	5	1	4	12	7	3	16	16	173
22:30	0	1	2	8	2	2	4	11	140
22:45	5	0	5	8	0	3	10	11	108
23:00	2	4	4	10	0	7	6	21	95
23:15	0	2	2	3	0	0	2	5	70
23:30	2	0	4	2	1	0	7	2	64
23:45	2	2	3	1	0	0	5	3	51
Total	1040	432	1622	2073	1156	1238	3818	3743	7561
3-6pm Total	291	121	401	471	310	354	1002	946	1948
Pk Gen							358	363	721
Pk Land Use							360	356	716
Adj Factor	96%	93%	60%	64%					500-600

Madison-Fitchburg MXD - Entry Road Counts

4/23/2016 Saturday	Tube (Adjusted)		Tube (Adjusted)		Video				
	McKee Driveway		Fitchrona N. Dwy		Fitchrona S. Dwy		Sum		
	In	Out	In	Out	In	Out	In	Out	Hrly
00:00	1	1	1	1	1	0	3	2	
00:15	2	0	1	5	0	0	3	5	
00:30	1	0	1	3	0	0	2	3	
00:45	0	0	2	3	1	0	3	3	24
01:00	0	4	0	1	0	1	0	6	25
01:15	0	1	1	1	1	0	2	2	21
01:30	1	0	1	1	0	0	2	1	19
01:45	0	0	0	0	0	0	0	0	13
02:00	1	5	0	0	0	0	1	5	13
02:15	0	0	1	3	1	0	2	3	14
02:30	0	0	1	1	0	0	1	1	13
02:45	0	0	0	0	0	0	0	0	13
03:00	0	0	1	1	0	0	1	1	9
03:15	1	0	0	1	0	0	1	1	6
03:30	0	0	1	0	1	0	2	0	6
03:45	1	0	0	0	2	0	3	0	9
04:00	0	0	0	0	1	0	1	0	8
04:15	0	0	1	1	1	0	2	1	9
04:30	0	1	0	0	0	1	0	2	9
04:45	0	3	1	0	1	1	2	4	12
05:00	0	0	0	0	0	0	0	0	11
05:15	0	0	0	0	0	0	0	0	8
05:30	0	0	2	1	0	1	2	2	10
05:45	1	0	2	1	3	1	6	2	12
06:00	1	1	3	1	3	0	7	2	21
06:15	3	0	1	1	1	0	5	1	27
06:30	1	1	1	3	0	3	2	7	32
06:45	2	2	2	3	2	4	6	9	39
07:00	1	1	3	3	1	1	5	5	40
07:15	7	3	3	4	3	3	13	10	57
07:30	4	2	2	3	1	4	7	9	64
07:45	9	4	13	7	10	4	32	15	96
08:00	16	5	12	8	14	7	42	20	148
08:15	12	7	14	14	17	7	43	28	196
08:30	23	8	21	15	20	9	64	32	276
08:45	34	5	22	23	24	17	80	45	354
09:00	28	10	35	33	33	19	96	62	450
09:15	27	8	38	40	29	27	94	75	548
09:30	17	16	39	44	34	25	90	85	627
09:45	35	19	39	30	45	30	119	79	700
10:00	29	9	36	35	39	37	104	81	727
10:15	26	12	50	45	35	31	111	88	757
10:30	33	21	51	53	34	32	118	106	806
10:45	39	16	36	53	31	30	106	99	813
11:00	49	21	55	60	38	40	142	121	891
11:15	26	18	49	58	39	44	114	120	926
11:30	28	19	42	66	42	37	112	122	936
11:45	33	21	39	55	40	33	112	109	952
12:00	34	21	43	55	34	42	111	118	918
12:15	34	22	44	54	33	33	111	109	904
12:30	27	14	46	56	40	35	113	105	888
12:45	23	18	55	73	36	33	114	124	905
13:00	24	15	41	50	33	38	98	103	877
13:15	23	12	39	51	43	35	105	98	860
13:30	36	12	41	59	34	36	111	107	860
13:45	18	9	35	52	29	32	82	93	797
14:00	32	14	45	62	34	42	111	118	825
14:15	35	7	32	47	38	28	105	82	809
14:30	23	21	41	62	44	31	108	114	813
14:45	35	9	29	46	34	45	98	100	836
15:00	12	11	36	44	31	45	79	100	786
15:15	32	12	38	56	25	31	95	99	793
15:30	29	11	39	59	31	31	99	101	771
15:45	37	7	32	61	39	26	108	94	775
16:00	36	12	34	53	38	36	108	101	805
16:15	19	9	34	50	32	54	85	113	809
16:30	21	8	29	46	29	35	79	89	777
16:45	32	7	34	51	26	35	92	93	760
17:00	20	7	32	34	31	31	83	72	706
17:15	26	13	35	51	23	29	84	93	685
17:30	20	7	33	42	21	30	74	79	670
17:45	17	9	28	42	18	25	63	76	624
18:00	17	5	20	62	19	27	56	94	619
18:15	25	6	35	47	19	25	79	78	599
18:30	23	5	19	44	12	25	54	74	574
18:45	21	6	20	35	19	21	60	62	557
19:00	14	3	20	36	9	23	43	62	512
19:15	16	7	21	29	18	19	55	55	465
19:30	16	4	24	37	20	15	60	56	453
19:45	15	3	17	30	17	18	49	51	431
20:00	8	2	13	39	18	17	39	58	423
20:15	15	6	14	48	15	23	44	77	434
20:30	13	3	14	23	9	17	36	43	397
20:45	11	5	13	25	14	11	38	41	376
21:00	14	1	13	17	7	13	34	31	344
21:15	10	3	8	23	13	17	31	43	297
21:30	7	1	7	14	4	15	18	30	266
21:45	6	0	7	15	8	9	21	24	232
22:00	4	0	5	14	5	11	14	25	206
22:15	0	4	8	14	6	3	14	21	167
22:30	1	0	2	11	3	6	6	17	142
22:45	2	1	4	12	2	7	8	20	125
23:00	0	1	1	10	1	10	2	21	109
23:15	1	0	1	9	0	2	2	11	87
23:30	0	0	4	3	1	0	5	3	72
23:45	1	1	4	6	3	0	8	7	59
Total	1377	598	1812	2540	1566	1621	4755	4759	9514
	McKee Driveway		Fitchrona N. Dwy		Fitchrona S. Dwy		Sum		
11-2 Total	355	202	529	689	441	438	1325	1329	2654
Pk Gen							480	472	952
Pk Land Use							480	472	952
Adj Factor	96%	93%	60%	64%					

1100-1200
1100-1200



Oak Creek Target MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Free-Standing Discount Store (Target)	815	123,680 SF	7,079 (57.24)	308 (50%)	308 (50%)	616 (4.98)	8,790 (71.07)	466 (51%)	448 (49%)	914 (7.39)
Department Store (Kohls)	875	87,615 SF	2,005 (22.88)	84 (51%)	80 (49%)	164 (1.87)	2,225 (25.40)	154 (53%)	137 (47%)	291 (3.32)
Office Supply Superstore (Office Max)	867	20,860 SF	891 (42.70)	38 (53%)	33 (47%)	71 (3.40)	1,042 (49.97)	53 (52%)	48 (48%)	101 (4.82)
Hardware/Paint Store (Sherwin Williams)	816	4,000 SF	205 (51.29)	9 (47%)	10 (53%)	19 (4.87)	330 (82.52)	23 (50%)	22 (50%)	45 (11.18)
Shopping Center (Strip Retail)	820	14,448 SF	617 (42.70)	26 (48%)	28 (52%)	54 (3.71)	722 (49.97)	36 (52%)	34 (48%)	70 (4.82)
Drive-through Bank (TCF Bank)	912	3 Lanes	418 (139.25)	49 (49%)	51 (51%)	100 (33.24)	360 86.32*	42 (49%)	44 (51%)	86 (28.78)
High Turnover Sit-Down Restaurant (Lotus)	932	9,800 SF	1,246 (127.15)	58 (60%)	39 (40%)	97 (9.85)	1,552 (158.37)	73 (53%)	65 (47%)	138 (14.07)
Quick Lubrication Vehicle Shop (Penzoil Oil Change)	941	3 Service Positions	120 (40.00)	9 (55%)	7 (45%)	16 (5.19)	126 (42.00)	11 (50%)	10 (50%)	21 (7.00)
Fast-Food Restaurant without Drive-Through Window (Panera)	933	5,000 SF	3,580 (716.00)	67 (51%)	64 (49%)	131 (26.15)	3,480 (696.00)	134 (49%)	139 (51%)	273 (54.55)
Condos/Townhouses (Kendal Woods)	230	310 Units	1,801 (5.81)	108 (67%)	53 (33%)	161 (0.52)	2 (5.67)	79 (54%)	67 (46%)	146 (0.47)
Total Trips			17,962	756	673	1,429	18,629	1,071	1,014	2,085

Notes

Weekday daily and all Saturday trip rates for LU#867 is based on LU#820: shopping center.

Saturday daily trip rates for LU#912 are based on rates/1,000 square feet of gross floor area (Bank size ~ 4,200 SF)

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Free-Standing Discount Store (Target)	123,680 SF		193 (49%)	204 (51%)	397 (3.21)		260 (48%)	279 (52%)	539 (4.36)
Department Store (Kohls)	87,615 SF		147 (49%)	155 (51%)	302 (3.45)		259 (51%)	249 (49%)	508 (5.80)
Office Supply Superstore (Office Max)	20,860 SF		24 (50%)	24 (50%)	48 (2.30)		25 (47%)	28 (53%)	53 (2.54)
Hardware/Paint Store (Sherwin Williams)	4,000 SF		7 (50%)	7 (50%)	14 (3.50)		5 (56%)	4 (44%)	9 (2.25)
Shopping Center (Strip Retail)	14,448 SF		71 (50%)	72 (50%)	143 (9.90)		73 (52%)	68 (48%)	141 (9.76)
Drive-through Bank (TCF Bank)	3 Lanes		22 (52%)	20 (48%)	42 (14.00)		13 (41%)	19 (59%)	32 (10.67)
High Turnover Sit-Down Restaurant (Lotus)	9,800 SF		7 (70%)	3 (30%)	10 (1.02)		9 (56%)	7 (44%)	16 (1.63)
Quick Lubrication Vehicle Shop (Penzoil Oil Change)	3 Service Positions		8 (53%)	7 (47%)	15 (5.00)		6 (43%)	8 (57%)	14 (4.67)
Fast-Food Restaurant without Drive-Through Window (Panera)	5,000 SF		41 (54%)	35 (46%)	76 (15.20)		93 (56%)	72 (44%)	165 (33.00)
Condos/Townhouses (Kendal Woods)	310 Units		78 (59%)	54 (41%)	132 (0.43)		63 (43%)	85 (57%)	148 (0.48)
Total Trips		11,336	598	581	1,179	14,632	806	819	1,625

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Oak Creek Target MXD

SE Region

5/5/16 Thursday	Target		Sherwin Williams		Office Max		Kohls		Penzoil		High Turn Rest.		Bank		Strip Retail		Apartments		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	31	47	2	1	3	7	27	21	0	1	1	1	3	4	8	15	24	15	102	120	920 915 901 937 950 1020 1080 1121 1144	500-600
3:15PM	48	41	1	2	4	4	31	37	1	0	2	1	4	4	12	14	18	16	124	124		
3:30PM	36	34	0	0	3	4	33	30	3	2	1	1	7	5	13	9	16	8	116	96		
3:45PM	40	43	1	1	3	3	25	39	2	2	0	0	5	5	14	12	19	14	113	125		
4:00PM	48	39	2	3	3	2	29	25	0	1	0	0	4	8	11	13	11	6	117	100		
4:15PM	49	48	3	1	5	2	24	25	3	2	1	0	3	3	12	11	20	7	125	109		
4:30PM	29	46	1	2	2	7	43	34	1	1	0	0	6	4	12	14	18	11	121	127		
4:45PM	42	47	1	1	4	0	37	37	2	0	1	0	2	3	18	13	17	8	134	117		
5:00PM	52	55	0	1	6	7	30	47	2	3	4	0	2	3	18	15	18	12	138	149		
5:15PM	48	50	0	0	3	4	36	36	1	1	0	1	8	6	22	16	25	16	155	139		
5:30PM	57	44	1	1	8	6	44	35	0	1	0	0	9	6	13	22	17	9	158	131	1121	
5:45PM	36	55	0	0	7	7	30	26	1	0	3	2	3	5	18	19	18	17	130	144	1144	
LU Pk Hr Trips	193	204	7	7	24	24	147	155	8	7	7	3	22	20	71	72	78	54	581	563	1144	LU Pk Hr Trips
ITE Code	815		816		867		875		941		932		912		820		230		673	461	1134	Dwy Pk Hr Trips
Size	123,680 SF		4,000 SF		20,860 SF		87,615 SF		3 Serv. Pos.		9,800 SF		3 Lanes		14,448 SF		310 Units		10	#Linked	1%	Pk Hr Linked%
5/5/16 Thursday	Panera																				11336	Daily Trips

5/5/16 Thursday	Ins	Outs
3:00PM	3	8
3:15PM	3	5
3:30PM	4	3
3:45PM	4	6
4:00PM	9	3
4:15PM	5	10
4:30PM	9	8
4:45PM	10	8
5:00PM	6	6
5:15PM	12	9
5:30PM	9	7
5:45PM	14	13
LU Pk Hr Trips	41	35
ITE Code	933	
Size	5,000 SF	

5/7/16 Saturday	Target		Sherwin Williams		Office Max		Kohls		Penzoil		High Turn Rest.		Bank		Strip Retail		Apartments		Total Land Use Trips		Hrly Sums	Land Use Peak Hour		
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs				
11:00AM	69	62	1	0	5	6	75	49	2	3	2	0	3	2	20	18	12	24	204	178	1472 1494 1477 1494 1476 1459 1483 1511 1502	1245-145		
11:15AM	54	61	2	1	6	4	63	52	1	3	2	1	4	3	15	17	23	23	180	178				
11:30AM	57	57	1	1	4	6	63	59	2	0	1	0	3	4	8	15	16	25	161	183				
11:45AM	83	67	1	2	10	5	60	52	1	2	0	0	6	4	23	21	12	13	215	173				
12:00 Noon	75	69	0	0	2	9	54	61	1	2	0	0	3	5	20	21	16	8	198	206				
12:15PM	59	57	1	0	5	4	65	57	0	2	2	0	3	3	13	14	11	10	180	161				
12:30PM	62	74	0	0	6	2	61	53	1	3	1	1	3	2	17	12	10	15	184	177				
12:45PM	60	58	1	1	7	7	56	67	2	1	4	0	5	4	12	15	20	16	189	181				
1:00PM	62	63	1	2	8	6	65	70	2	0	3	2	3	4	13	15	14	16	193	194				
1:15PM	57	67	2	2	4	6	66	51	0	1	1	4	3	5	13	11	20	20	178	187				
1:30PM	71	86	0	0	6	9	67	65	1	3	0	0	2	6	7	13	16	14	180	209				
1:45PM	70	63	0	0	4	4	61	63	2	2	1	1	2	2	7	9	18	18	179	182				
LU Pk Hr Trips	260	279	5	4	25	28	259	249	6	8	9	7	13	19	73	68	63	85	740	771	1511	LU Pk Hr Trips		
5/7/16 Saturday	Panera																				797	622	1419	Dwy Pk Hr Trips
	Ins	Outs																			92	#Linked	6%	Pk Hr Linked%
11:00AM	15	14																			14632			Daily Trips

5/7/16 Saturday	Ins	Outs
11:00AM	15	14
11:15AM	10	13
11:30AM	6	16
11:45AM	19	7
12:00 Noon	27	31
12:15PM	21	14
12:30PM	23	15
12:45PM	22	12
1:00PM	22	16
1:15PM	12	20
1:30PM	10	13
1:45PM	14	20
LU Pk Hr Trips	93	72

Oak Creek MXD - Entry Road Counts

Assume Aspen Drive is Cut-through for Apts, some enter Commercial development from Aspen.

Centen.@Aspen In minus Aspen Drive Out; Centen.@Aspen Out minus Aspen Drive In. Difference is Commercial Development traffic.

5/5/2016 Thursday	Centen. @ Aspen		Oak Leaf Drive		Centen. (Target)		Centen. (Panera)		Howell North		Howell South		Sum		
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	Hrly
00:00	1	1	0	0	0	0	1	0	0	0	0	0	2	1	
00:15	1	0	1	1	0	0	0	0	0	0	0	0	2	1	
00:30	0	0	2	0	0	0	0	0	0	0	0	0	2	0	
00:45	1	0	0	0	0	0	0	0	0	0	0	0	1	0	9
01:00	0	0	0	1	0	0	0	0	0	0	0	0	0	1	7
01:15	0	0	1	0	0	0	0	0	0	0	0	0	1	0	5
01:30	0	0	1	0	0	0	0	0	0	0	0	0	1	0	4
01:45	1	0	0	0	0	0	0	0	0	0	0	0	1	0	4
02:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
02:15	2	0	0	1	0	0	0	0	0	0	0	0	2	1	5
02:30	1	0	0	0	0	0	0	0	0	0	0	0	1	0	5
02:45	1	0	0	1	0	0	0	0	0	0	0	0	1	1	6
03:00	0	0	0	2	0	0	0	0	0	0	0	0	0	2	8
03:15	1	0	1	0	0	0	0	0	0	0	0	0	2	0	7
03:30	0	0	0	2	0	0	2	0	0	0	0	0	2	2	10
03:45	2	0	1	1	3	1	1	0	0	0	2	0	9	2	19
04:00	0	0	0	2	0	0	0	0	0	0	0	0	0	2	19
04:15	0	1	0	1	1	0	4	0	0	0	0	0	5	2	24
04:30	1	0	0	2	0	0	1	0	1	0	0	0	3	2	25
04:45	1	1	0	2	0	0	1	0	2	1	3	1	7	5	26
05:00	0	0	1	4	0	0	0	0	0	0	0	0	1	4	29
05:15	0	4	0	2	0	0	1	0	0	0	0	2	1	8	31
05:30	1	0	0	4	0	0	2	0	3	1	4	1	10	6	42
05:45	2	4	1	6	1	0	8	0	3	0	6	3	21	13	64
06:00	1	3	2	5	0	0	9	6	1	1	0	2	13	17	89
06:15	0	3	1	2	2	0	7	4	1	0	1	0	12	9	101
06:30	1	9	2	18	0	0	7	6	1	1	6	2	17	36	138
06:45	4	3	3	9	1	1	4	11	2	0	6	1	20	25	149
07:00	6	6	2	11	0	0	13	6	7	2	2	1	30	26	175
07:15	3	7	3	11	0	0	15	5	7	1	2	3	30	27	211
07:30	8	10	3	13	0	0	9	6	4	2	0	4	24	35	217
07:45	5	12	4	12	4	0	17	7	2	1	7	2	39	34	245
08:00	4	7	3	7	8	3	26	11	6	2	11	5	58	35	282
08:15	4	10	3	12	10	5	19	12	11	6	8	2	55	47	327
08:30	4	1	3	8	11	5	18	16	9	3	14	4	59	37	364
08:45	8	10	3	4	9	2	12	18	19	4	14	6	65	44	400
09:00	4	7	4	2	13	6	24	13	26	6	16	4	87	38	432
09:15	10	4	3	12	13	11	13	16	26	9	8	6	73	58	461
09:30	3	6	3	7	12	6	22	19	21	9	14	11	75	58	498
09:45	5	4	4	3	8	6	22	27	26	7	16	8	81	55	525
10:00	4	7	3	4	12	8	15	22	31	11	9	12	74	64	538
10:15	7	4	3	2	17	4	20	22	38	11	11	14	96	57	560
10:30	8	4	1	5	23	11	37	16	24	14	14	8	107	58	592
10:45	3	5	3	5	14	14	38	35	60	16	15	14	133	89	678
11:00	10	7	4	3	22	12	36	36	35	17	16	9	123	84	747
11:15	8	8	3	2	9	9	42	43	44	17	18	13	124	92	810
11:30	4	14	4	3	15	14	47	49	35	15	19	12	124	107	876
11:45	6	4	5	4	14	11	72	43	33	12	14	12	144	86	884
12:00	5	7	4	3	20	10	65	53	51	15	22	21	167	109	953
12:15	8	15	4	2	31	12	63	49	24	15	19	13	149	106	992
12:30	10	8	7	3	24	11	41	56	36	19	10	15	128	112	1001
12:45	4	4	5	5	22	21	50	51	55	20	18	18	154	119	1044
13:00	6	1	4	3	16	11	40	42	43	15	8	10	117	82	967
13:15	6	9	3	6	23	11	29	38	42	13	16	16	119	93	924
13:30	9	1	4	5	18	8	27	36	42	20	14	14	114	84	882
13:45	11	5	5	4	23	12	29	25	36	20	19	17	123	83	815
14:00	3	7	4	2	18	10	19	41	42	20	11	11	97	91	804
14:15	7	5	5	5	23	15	39	32	31	13	14	17	119	87	798
14:30	8	6	3	3	21	15	36	40	34	19	11	17	113	100	813
14:45	12	12	5	7	17	14	39	40	29	13	9	9	111	95	813
15:00	11	11	13	5	22	13	28	35	36	16	11	15	121	95	841
15:15	8	8	9	7	20	14	29	41	38	14	16	15	120	99	854
15:30	17	6	5	5	22	14	33	45	31	14	18	17	126	101	868
15:45	14	3	4	7	20	14	31	42	35	20	13	17	117	103	882
16:00	7	8	6	2	29	9	39	39	41	15	11	9	133	82	881
16:15	10	3	11	4	23	15	33	26	48	19	16	10	141	77	880
16:30	13	7	10	7	31	9	39	46	49	17	21	18	163	104	920
16:45	11	12	10	2	17	18	40	35	35	17	21	14	134	98	932
17:00	13	3	8	8	30	13	47	50	56	17	15	24	169	115	1001
17:15	11	13	13	7	27	13	64	40	46	15	17	23	178	111	1072
17:30	15	5	6	4	29	16	51	42	49	20	26	18	176	105	1086
17:45	18	12	5	8	18	17	52	55	43	16	14	22	150	130	1134
18:00	10	14	11	5	23	19	35	48	46	13	17	19	142	118	1110
18:15	13	12	6	2	23	13	30	43	50	14	18	17	140	101	1062
18:30	19	9	8	2	32	10	30	27	51	17	15	18	155	83	1019
18:45	12	10	4	8	18	13	24	45	38	15	15	15	111	106	956
19:00	11	7	8	2	17	11	28	32	50	16	16	16	130	84	910
19:15	11	8	7	7	23	17	21	23	38	15	16	18	116	88	873
19:30	8	10	6	2	20	11	15	40	39	11	6	16	94	90	819
19:45	8	5	6	5	21	14	21	34	30	12	13	12	99	82	783
20:00	7	3	8	5	24	16	22	24	32	15	4	10	97	73	739
20:15	5	1	3	1	13	9	18	26	29	15	7	18	75	70	680
20:30	4	3	6	3	27	4	18	30	28	13	6	6	89	59	644
20:45	7	4	5	3	6	12	13	29	19	8	3	8	53	64	580
21:00	0	4	4	2	7	7	5	18	10	6	4	8	30	45	485
21:15	3	3	3	2	10	6	11	12	8	7	5	5	40	35	415
21:30	3	0	3	2	7	3	5	13	10	5	1	8	29	31	327
21:45	2	3	7	1	3	6	5	6	4	5	1	6	22	27	259
22:00	3	3	2	0	2	4	3	15	8	6	0	6	18	34	236
22:15	2	4	5	1	0	0	0	2	1	1	0	3	8	11	180
22:30	1	2	3	2	0	0	0	3	1	1	0	2	5	10	135
22:45	4	4	3	3	0	0	0	1	2	3	0	4	9	15	110
23:00	0	0	2	2	0	0	0	0	0	0	2	1	4	3	65
23:15	0	1	1	0	0	0	0	0	0	0	0	0	1	1	48
23:30	2	0	2	1	0	0	0	0	0	0	0	1	4	2	39
23:45	1	0	2	1	0	0	0	0	0	0	0	0	3	1	19
Total	509	447	349	372	1042	619	1832	1919	1944	769	775	759	6451	4885	11336
3-6pm Total	148	91	100	66	288	165	486	496	507	200	199	202	1728	1220	2948
Pk Gen													673	461	1134
Pk Land Use													673	461	1134
Adj Factor	99%	98%	88%	82%					101%	67%	97%	98%			

500-600
500-600

Oak Creek MXD - Entry Road Counts

5/7/2016 Saturday	Tube (Adjusted)		Tube (Adjusted)		Camera				Camera				Tube (Adjusted)		Tube (Adjusted)		Sum			
	Centen. @ Aspen		Oak Leaf Drive		Centen. (Target)		Centen. (Panera)		Howell North		Howell South									
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	Hrly	
00:00	1	0	0	0	0	0	0	0	2	0	0	0	0	0	3	0				
00:15	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0				
00:30	1	1	1	2	0	1	2	0	0	0	0	0	0	0	4	4				
00:45	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1	15				
01:00	1	0	0	1	0	0	0	0	0	0	0	1	0	2	1	15				
01:15	0	0	3	1	0	0	0	0	0	0	0	0	0	3	1	17				
01:30	5	0	0	1	0	0	0	0	0	0	0	0	0	5	1	15				
01:45	0	0	1	0	0	0	1	0	3	2	1	0	6	2	21	21				
02:00	0	0	1	0	0	0	0	0	1	0	0	0	2	0	20	20				
02:15	0	0	0	0	0	0	0	0	1	1	0	0	1	1	18	18				
02:30	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	13				
02:45	1	0	0	0	0	0	0	0	0	0	0	0	1	0	6	6				
03:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4				
03:15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2				
03:30	1	0	1	1	0	0	1	0	0	0	0	0	3	1	5	5				
03:45	1	0	2	1	0	0	0	0	2	1	2	1	7	3	14	14				
04:00	1	0	1	1	0	0	1	0	0	0	0	0	3	1	18	18				
04:15	0	0	0	1	0	0	0	0	0	0	0	0	0	1	19	19				
04:30	0	2	0	2	1	0	2	0	0	0	0	0	3	4	22	22				
04:45	0	0	0	1	0	0	0	0	0	0	1	0	1	1	14	14				
05:00	0	0	0	0	0	0	2	0	0	0	1	0	3	0	13	13				
05:15	0	1	0	1	1	0	4	0	0	1	1	1	6	4	22	22				
05:30	2	0	0	1	1	0	8	1	1	0	2	1	14	3	32	32				
05:45	2	0	1	2	5	0	3	0	3	0	7	1	21	3	54	54				
06:00	1	0	0	1	0	0	3	1	4	1	2	0	10	3	64	64				
06:15	0	1	0	2	0	0	3	3	0	0	2	0	5	6	65	65				
06:30	0	4	0	2	0	0	10	1	3	0	1	2	14	9	71	71				
06:45	1	0	2	4	1	0	2	4	1	0	5	0	12	8	67	67				
07:00	2	0	1	2	1	0	6	3	4	1	1	0	15	6	75	75				
07:15	0	1	0	2	1	0	9	6	2	1	5	0	17	10	91	91				
07:30	5	4	1	5	0	0	18	14	7	1	3	2	34	26	128	128				
07:45	4	2	1	2	11	2	25	9	5	1	9	2	55	18	181	181				
08:00	4	9	2	4	11	4	35	18	10	1	22	6	84	42	286	286				
08:15	0	2	1	5	14	5	23	24	15	5	11	6	64	47	370	370				
08:30	3	7	4	7	16	12	30	21	16	4	15	8	84	59	453	453				
08:45	5	5	4	7	16	10	29	27	24	5	21	12	99	66	545	545				
09:00	7	2	4	4	14	10	40	23	31	10	19	16	115	65	599	599				
09:15	5	7	7	3	23	8	35	41	20	9	17	13	107	81	676	676				
09:30	7	11	4	7	18	15	50	35	27	13	14	21	120	102	755	755				
09:45	13	4	2	4	24	9	49	42	44	16	29	8	161	83	834	834				
10:00	8	8	6	9	23	14	67	39	35	9	26	16	165	95	914	914				
10:15	6	10	5	8	36	15	48	54	36	16	32	16	163	119	1008	1008				
10:30	12	8	3	7	25	21	73	58	65	29	29	22	207	145	1138	1138				
10:45	13	12	12	7	27	16	55	48	68	19	34	30	209	132	1235	1235				
11:00	15	12	6	12	32	18	50	71	78	22	27	23	208	158	1341	1341				
11:15	10	18	15	7	30	22	50	55	54	21	24	28	183	151	1393	1393				
11:30	12	16	8	12	45	13	84	59	59	21	25	28	233	149	1423	1423				
11:45	15	11	4	6	35	25	67	53	61	30	31	23	213	148	1443	1443				
12:00	19	12	5	3	37	31	64	55	77	29	15	30	217	160	1454	1454				
12:15	18	9	6	6	32	19	60	58	58	23	15	25	189	140	1449	1449				
12:30	11	7	5	7	33	19	74	64	68	31	18	23	209	151	1427	1427				
12:45	13	9	9	7	34	26	53	55	64	27	29	24	202	148	1416	1416				
13:00	15	11	5	7	30	10	52	59	65	28	25	32	192	147	1378	1378				
13:15	16	8	9	12	39	20	53	62	63	27	9	29	189	158	1396	1396				
13:30	12	14	8	6	41	27	55	64	71	29	27	29	214	169	1419	1419				
13:45	9	12	13	12	33	23	48	62	52	25	21	36	176	170	1415	1415				
14:00	10	10	8	3	35	20	50	64	63	24	16	14	182	135	1393	1393				
14:15	14	10	10	6	33	15	46	63	57	25	22	24	182	143	1371	1371				
14:30	19	15	6	7	36	16	42	48	59	26	19	25	181	137	1306	1306				
14:45	16	13	8	8	36	18	49	53	55	27	18	27	182	146	1288	1288				
15:00	11	12	3	3	31	13	53	77	60	24	26	15	184	144	1299	1299				
15:15	5	11	4	2	38	12	41	39	48	24	23	30	159	118	1251	1251				
15:30	9	10	7	8	20	22	47	61	51	22	21	31	155	154	1242	1242				
15:45	13	12	8	3	23	15	39	55	48	19	20	32	151	136	1201	1201				
16:00	7	11	4	5	33	16	37	47	58	28	16	27	155	134	1162	1162				
16:15	10	5	4	7	35	17	38	52	57	15	18	22	162	118	1165	1165				
16:30	10	7	11	8	25	13	22	47	34	17	14	19	116	111	1083	1083				
16:45	6	5	6	2	25	16	34	39	47	21	17	13	135	96	1027	1027				
17:00	11	11	8	11	24	11	42	45	41	19	13	21	139	118	995	995				
17:15	12	4	3	4	19	16	32	37	48	16	16	18	130	95	940	940				
17:30	5	9	6	5	25	18	35	38	44	22	17	14	132	106	951	951				
17:45	7	5	7	3	31	13	36	43	34	14	14	10	129	88	937	937				
18:00	6	7	6	7	21	18	40	42	30	11	17	26	120	111	911	911				
18:15	16	10	7	7	24	13	33	35	42	18	17	15	139	98	923	923				
18:30	9	4	1	9	21	8	40	46	46	16	10	21	127	104	916	916				
18:45	16	4	6	4	27	12	29	33	44	15	15	16	137	84	920	920				
19:00	6	11	5	3	29	15	28	45	36	15	14	11	118	100	907	907				
19:15	10	8	5	5	15	11	22	47	32	14	7	23	91	108	869	869				
19:30	10	6	8	4	24	9														

1115-1215
1245-145

First Floor

Fond du Lac
Public Library
Express

Saa'vy
Boutique

Second Floor

Remax Office

Botanical
Floral Studio

Kwik Trip
1-lane car wash
20 fueling stations

Planet Fitness

Vacant

Agnesian EZ Care

Jet's Pizza

Festival Foods

Sky Nails

GNC

Vacant

Vacant

Cost Cutters

King's Chef

Vacant

Verizon Wireless



Fond du Lac Johnson Crossing Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Supermarket (Festival Foods)	850	78,141 SF	7,989 (102.24)	378 (51%)	363 (49%)	741 (9.48)	13,877 (177.59)	424 (51%)	408 (49%)	832 (10.65)
Shopping Center (Strip Retail)	820	21,715 SF	927 (42.70)	39 (48%)	42 (52%)	81 (3.71)	1,085 (49.97)	55 (52%)	50 (48%)	105 (4.82)
Health/Fitness Club (Planet Fitness)	492	13,147 SF	433 (32.93)	26 (57%)	20 (43%)	46 (3.53)	274 (20.87)	17 (45%)	20 (55%)	37 (2.78)
Gas Station/Convenience Store/Car Wash (Kwik Trip)	946	20 Fueling Positions	3,057 (152.84)	141 (51%)	136 (49%)	277 (13.86)	3,057 (152.84)	195 (50%)	194 (50%)	389 (19.46)
Total Trips			12,406	584	561	1,145	18,293	691	672	1,363

Notes

Saturday daily trip rates for LU#946 are the PM daily trip rates.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Supermarket (Festival Foods)		78,141 SF		309 (49%)	323 (51%)	632 (8.09)		265 (45%)	323 (55%)	588 (7.52)
Shopping Center (Strip Retail)		21,715 SF		72 (47%)	81 (53%)	153 (7.05)		62 (50%)	61 (50%)	123 (5.66)
Health/Fitness Club (Planet Fitness)		13,147 SF		56 (51%)	54 (49%)	110 (8.37)		28 (52%)	26 (48%)	54 (4.11)
Gas Station/Convenience Store/Car Wash (Kwik Trip)		20 Fueling Positions		121 (51%)	118 (49%)	239 (11.95)		157 (51%)	150 (49%)	307 (15.35)
Total Trips			11,246	558	576	1,134	12,130	512	560	1,072

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Fond du Lac Johnson Crossing MXD

NE Region

5/12/16 Thursday	Strip Retail/Rest.		Planet Fitness		Kwik Trip		Festival Foods		Total Land Use Trips		Hourly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
3:00PM	7	11	11	13	22	22	45	58	85	104	856 891 921 971 1006 1069 1116 1096 1039	430-530	
3:15PM	7	2	7	10	25	33	44	63	83	108			
3:30PM	17	15	10	7	28	25	61	55	116	102			
3:45PM	16	15	14	9	33	27	79	65	142	116			
4:00PM	2	14	16	13	16	31	71	61	105	119			
4:15PM	13	11	20	11	21	20	63	62	117	104			
4:30PM	13	13	9	11	43	31	76	72	141	127			
4:45PM	16	17	11	19	31	37	74	88	132	161			
5:00PM	20	24	14	13	21	27	84	84	139	148			
5:15PM	20	23	10	12	26	23	75	79	131	137			
5:30PM	16	17	10	10	31	31	61	72	118	130	1096		
5:45PM	17	16	12	9	26	32	53	71	108	128	1039		
LU Pk Hr Trips	72	81	56	54	121	118	309	323	543	573	1116	LU Pk Hr Trips	
ITE Code	820		492		946		850		508		538	1046	Dwy Pk Hr Trips
Size	21,715 SF		13,147		20 Fuel Pos.		78,141 SF		70		#Linked	6%	Pk Hr Linked%
											11246		Daily Trips

5/14/16 Saturday	Strip Retail/Rest.		Planet Fitness		Kwik Trip		Festival Foods		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	21	15	7	9	42	39	62	72	132	135	1100-1200	
11:15AM	15	15	3	9	37	35	58	76	113	135		
11:30AM	9	9	4	3	35	37	73	79	121	128		
11:45AM	17	22	7	8	43	39	72	96	139	165		
12:00 Noon	10	11	7	7	33	38	54	63	104	119		
12:15PM	13	15	6	9	30	33	62	75	111	132		
12:30PM	16	16	8	2	33	34	66	64	123	116		
12:45PM	14	12	6	5	29	24	72	66	121	107		
1:00PM	9	14	3	10	29	34	54	79	95	137		
1:15PM	17	20	2	7	28	27	62	85	109	139		
1:30PM	13	11	4	6	25	26	63	74	105	117		
1:45PM	4	13	9	5	29	30	73	71	115	119		
LU Pk Hr Trips	62	61	28	26	157	150	265	323	505	563	1068	LU Pk Hr Trips
ITE Code	820		492		946		850		528	526	1054	Dwy Pk Hr Trips
Size	21,715 SF		13,147		20 Fuel Pos.		78,141 SF		14	#Linked	1%	Pk Hr Linked%
											12130	Daily Trips

Fond du Lac MXD - Entry Road Counts

5/12/2016 Thursday	Video		Video		Tube (Video)		Sum			Hrly
	Johnson St.		Country Lane Main		Country Lane N.					
	In	Out	In	Out	In	Out	In	Out		
00:00	1	1	7	5	2	2	10	8		
00:15	3	1	7	8	0	0	10	9		
00:30	0	2	5	10	0	3	5	15		
00:45	3	0	2	11	0	0	5	11	73	
01:00	1	1	4	5	0	0	5	6	66	
01:15	2	0	4	3	0	0	6	3	56	
01:30	1	1	3	11	0	0	4	12	52	
01:45	1	0	0	0	0	0	1	0	37	
02:00	0	0	1	1	0	0	1	1	28	
02:15	1	0	1	1	0	0	2	1	22	
02:30	1	0	2	4	0	0	3	4	13	
02:45	1	0	4	3	0	0	5	3	20	
03:00	2	0	8	3	0	0	10	3	31	
03:15	0	1	3	4	0	0	3	5	36	
03:30	2	0	6	7	0	0	8	7	44	
03:45	5	0	9	7	0	0	14	7	57	
04:00	5	1	5	9	5	1	15	11	70	
04:15	6	1	6	4	2	3	14	8	84	
04:30	18	1	7	12	3	0	28	13	110	
04:45	14	1	21	17	0	0	35	18	142	
05:00	9	2	11	21	2	4	22	27	165	
05:15	10	0	17	17	1	0	28	17	188	
05:30	13	2	17	23	4	1	34	26	207	
05:45	23	3	24	20	5	10	52	33	239	
06:00	16	4	18	26	0	0	34	30	254	
06:15	15	7	27	33	4	11	46	51	306	
06:30	22	2	23	44	5	2	50	48	344	
06:45	30	10	23	33	4	2	57	45	361	
07:00	24	12	36	40	0	7	60	59	416	
07:15	21	8	32	41	2	7	55	56	430	
07:30	25	10	43	52	3	9	71	71	474	
07:45	19	8	40	39	7	4	66	51	489	
08:00	22	10	54	45	3	1	79	56	505	
08:15	16	7	40	46	5	0	61	53	508	
08:30	14	15	51	40	6	11	71	66	503	
08:45	35	5	44	51	4	5	83	61	530	
09:00	12	15	59	45	10	3	81	63	539	
09:15	6	11	40	54	8	9	54	74	553	
09:30	20	17	52	29	1	4	73	50	539	
09:45	31	17	54	37	3	2	88	56	539	
10:00	27	22	48	50	2	3	77	75	547	
10:15	18	20	63	61	8	4	89	85	593	
10:30	26	17	50	49	8	1	84	67	621	
10:45	19	22	52	55	5	2	76	79	632	
11:00	12	24	57	56	2	8	71	88	639	
11:15	28	20	51	61	2	7	81	88	634	
11:30	20	31	70	64	2	10	92	105	680	
11:45	24	16	65	60	5	3	94	79	698	
12:00	21	25	86	73	7	9	114	107	760	
12:15	30	24	68	80	7	8	105	112	808	
12:30	31	25	82	70	4	6	117	101	829	
12:45	17	27	68	75	1	5	86	107	849	
13:00	23	19	66	59	2	4	91	82	801	
13:15	13	13	67	69	2	4	82	86	752	
13:30	17	22	70	68	2	4	89	94	717	
13:45	19	19	60	54	3	1	82	74	680	
14:00	26	32	47	54	4	1	77	87	671	
14:15	31	26	55	65	2	7	88	98	689	
14:30	34	19	66	63	3	6	103	88	697	
14:45	36	20	73	77	5	3	114	100	755	
15:00	24	27	59	70	1	4	84	101	776	
15:15	22	17	64	79	3	1	89	97	776	
15:30	29	23	77	66	2	2	108	91	784	
15:45	36	31	95	77	9	3	140	111	821	
16:00	30	23	79	85	1	6	110	114	860	
16:15	30	25	77	73	1	0	108	98	880	
16:30	25	28	101	90	4	4	130	122	933	
16:45	46	39	87	106	3	6	136	151	969	
17:00	37	29	82	104	2	8	121	141	1007	
17:15	41	28	76	90	4	6	121	124	1046	
17:30	24	27	70	86	4	7	98	120	1012	
17:45	23	31	75	89	6	3	104	123	952	
18:00	26	34	65	72	2	10	93	116	899	
18:15	29	37	74	67	0	4	103	108	865	
18:30	24	23	63	80	3	4	90	107	844	
18:45	19	17	72	69	1	0	92	86	795	
19:00	17	24	55	74	3	5	75	103	764	
19:15	27	18	52	64	4	7	83	89	725	
19:30	11	23	48	59	1	5	60	87	675	
19:45	22	20	36	57	2	3	60	80	637	
20:00	11	21	36	42	0	1	47	64	570	
20:15	10	9	38	38	1	3	49	50	497	
20:30	12	15	36	43	0	1	48	59	457	
20:45	14	16	30	36	2	0	46	52	415	
21:00	8	12	33	28	1	3	42	43	389	
21:15	8	10	28	32	1	0	37	42	369	
21:30	3	6	15	26	0	1	18	33	313	
21:45	9	8	17	30	2	1	28	39	282	
22:00	11	8	22	27	0	1	33	36	266	
22:15	5	7	13	26	0	0	18	33	238	
22:30	5	5	10	19	0	1	15	25	227	
22:45	5	5	7	15	0	2	12	22	194	
23:00	1	2	6	9	0	0	7	11	143	
23:15	3	1	5	3	0	0	8	4	104	
23:30	3	1	9	11	4	0	16	12	92	
23:45	1	2	8	8	0	3	9	13	80	
Total	1573	1271	3794	4074	232	302	5599	5647	11246	
	Johnson St.		Country Lane Main		Country Lane N.		Sum			
3-6 Total	367	328	942	1015	40	50	1349	1393	2742	
Pk Gen							508	538	1046	
Pk Land Use							508	538	1046	

430-530

430-530

Fond du Lac MXD - Entry Road Counts

5/14/2016 Saturday	Video Johnson St.		Video Country Lane Main		Tube (Video) Country Lane N.		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	
00:00	6	3	5	9	0	0	11	12	
00:15	3	3	7	8	0	0	10	11	
00:30	4	4	7	9	0	3	11	16	
00:45	2	3	7	15	0	0	9	18	98
01:00	5	2	1	5	0	0	6	7	88
01:15	2	1	4	5	0	0	6	6	79
01:30	3	0	3	3	0	0	6	3	61
01:45	1	1	2	6	0	0	3	7	44
02:00	2	1	3	0	0	0	5	1	37
02:15	0	1	1	2	1	2	2	5	32
02:30	1	0	3	3	0	0	4	3	30
02:45	0	0	3	2	0	0	3	2	25
03:00	1	2	5	5	0	0	6	7	32
03:15	2	0	3	6	0	0	5	6	36
03:30	1	0	4	3	0	0	5	3	37
03:45	4	0	5	6	0	0	9	6	47
04:00	1	1	1	5	0	0	2	6	42
04:15	2	0	4	5	0	0	6	5	42
04:30	5	0	6	4	1	0	12	4	50
04:45	7	2	6	5	0	0	13	7	55
05:00	6	2	11	7	0	0	17	9	73
05:15	4	2	6	11	0	2	10	15	87
05:30	8	1	11	8	1	0	20	9	100
05:45	11	1	13	8	0	1	24	10	114
06:00	11	5	15	12	1	2	27	19	134
06:15	15	2	19	24	0	0	34	26	169
06:30	15	6	23	16	8	1	46	23	209
06:45	20	4	34	23	0	1	54	28	257
07:00	14	6	34	37	1	0	49	43	303
07:15	13	10	27	35	0	5	40	50	333
07:30	23	12	30	30	2	0	55	42	361
07:45	28	6	51	41	2	2	81	49	409
08:00	31	12	44	44	2	1	77	57	451
08:15	27	10	56	40	2	5	85	55	501
08:30	18	21	48	61	2	4	68	86	558
08:45	39	10	64	52	9	1	112	63	603
09:00	34	26	71	62	3	4	108	92	669
09:15	40	20	63	75	3	7	106	102	737
09:30	36	15	65	76	1	4	102	95	780
09:45	33	24	69	78	4	1	106	103	814
10:00	29	26	80	62	2	1	111	89	814
10:15	31	29	80	78	2	4	113	111	830
10:30	38	30	80	74	9	5	127	109	869
10:45	33	28	96	86	3	12	132	126	918
11:00	40	36	96	95	6	3	142	134	994
11:15	24	34	89	97	5	3	118	134	1022
11:30	39	35	80	87	3	2	122	124	1032
11:45	41	44	100	84	5	6	146	134	1054
12:00	32	35	74	89	4	3	110	127	1015
12:15	18	28	83	87	2	3	103	118	984
12:30	38	25	88	75	3	5	129	105	972
12:45	25	38	96	70	6	7	127	115	934
13:00	31	35	68	83	0	3	99	121	917
13:15	28	48	94	74	5	3	127	125	948
13:30	30	34	71	77	5	2	106	113	933
13:45	34	33	95	75	1	3	130	111	932
14:00	32	33	87	90	1	7	120	130	962
14:15	20	44	83	85	3	9	106	138	954
14:30	30	37	87	77	3	9	120	123	978
14:45	29	27	80	79	5	4	114	110	961
15:00	31	43	89	67	2	10	122	120	953
15:15	27	29	89	68	2	10	118	107	934
15:30	42	37	89	88	4	4	135	129	955
15:45	36	47	81	94	3	3	120	144	995
16:00	33	45	82	80	0	7	115	132	1000
16:15	30	37	73	84	4	2	107	123	1005
16:30	34	32	63	74	4	0	101	106	948
16:45	29	39	72	91	1	6	102	136	922
17:00	44	39	55	72	3	2	102	113	890
17:15	30	30	56	69	3	6	89	105	854
17:30	23	27	65	60	4	7	92	94	833
17:45	26	30	56	66	4	6	86	102	783
18:00	28	15	44	76	6	9	78	100	746
18:15	26	24	46	47	3	3	75	74	701
18:30	25	21	53	64	5	8	83	93	691
18:45	16	25	64	62	3	4	83	91	677
19:00	20	20	45	56	2	5	67	81	647
19:15	14	24	45	58	5	4	64	86	648
19:30	14	16	31	41	3	3	48	60	580
19:45	13	13	34	39	3	4	50	56	512
20:00	14	11	34	38	2	4	50	53	467
20:15	11	20	41	43	2	1	54	64	435
20:30	7	11	26	35	0	4	33	50	410
20:45	5	5	23	36	3	3	31	44	379
21:00	5	6	19	22	0	0	24	28	328
21:15	3	7	19	20	0	5	22	32	264
21:30	13	3	28	23	2	0	43	26	250
21:45	8	4	24	37	0	3	32	44	251
22:00	11	8	13	21	1	1	25	30	254
22:15	5	7	14	19	2	2	21	28	249
22:30	10	10	16	24	0	4	26	38	244
22:45	7	7	13	13	0	0	20	20	208
23:00	2	4	14	20	0	2	16	26	195
23:15	5	2	12	22	1	1	18	25	189
23:30	10	7	5	7	1	0	16	14	155
23:45	5	6	5	7	0	0	10	13	138
Total	1762	1609	4079	4213	194	273	6035	6095	12130
	Johnson St.		Country Lane Main		Country Lane N.		Sum		
11-2 Total	380	425	1034	993	45	43	1459	1461	2920
Pk Gen							528	526	1054
Pk Land Use							528	526	1054

1100-1200
1100-1200

Domino's
Sakura Japanese
Restaurant

Rumor Mill
Restaurant



Vacant
Animal Hospital
R/C Hobby
Snap Fitness
Veterans Eye Clinic

Vacant
Manpower
Topper's Pizza

Micon Stadium 8 Theater
8 screens

Cancun Grill
Chinese Buffet
Security Finance
Denn Chiropractic



Chippewa Falls MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Fast-Food Restaurant without Drive Thru (Dominoes Pizza)	933	2,200 SF	1,575 (716.00)	30 (51%)	28 (49%)	58 (26.15)	1,531 (696.00)	59 (49%)	61 (51%)	120 (54.55)
High Turnover Sit-Down Restaurant (Sakura Japanese)	932	2,700 SF	343 (127.15)	16 (60%)	11 (40%)	27 (9.85)	428 (158.37)	20 (53%)	18 (47%)	38 (14.07)
High Turnover Sit-Down Restaurant (Rumor Mill Rest.)	932	5,952 SF	757 (127.15)	35 (60%)	24 (40%)	59 (9.85)	943 (158.37)	45 (53%)	39 (47%)	84 (14.07)
Multiplex Movie Theater (Marcus Theaters)	445	8 Screens	1,760 (220.00)	49 (45%)	60 (55%)	109 (13.64)	3,008 (376.00)	115 (72%)	45 (28%)	160 (19.97)
Shopping Center (Strip Retail)	820	39,263 SF	1,677 (42.70)	70 (48%)	76 (52%)	146 (3.71)	1,962 (49.97)	98 (52%)	91 (48%)	189 (4.82)
Total Trips			6,112	200	199	399	7,872	337	254	591

Notes

LU#445 (Multiplex >10 screens) was used in place of LU#444 (Movie Theater w/Matinee) for the peak hour time periods due to unrealistically high trip rates for LU#444.

LU#443 (Movie Theater w/out Matinee) was used for the PM and Saturday daily trip rates. These numbers may be unrealistically high.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Fast-Food Restaurant without Drive Thru (Dominoes Pizza)		2,200 SF		15 (50%)	15 (50%)	30 (13.64)		4 (50%)	4 (50%)	8 (3.64)
High Turnover Sit-Down Restaurant (Sakura Japanese)		2,700 SF		9 (53%)	8 (47%)	17 (6.30)		5 (50%)	5 (50%)	10 (3.70)
High Turnover Sit-Down Restaurant (Rumor Mill Rest.)		5,952 SF		19 (79%)	5 (21%)	24 (4.03)		22 (61%)	14 (39%)	36 (6.05)
Multiplex Movie Theater (Marcus Theaters)		8 Screens		11 (69%)	5 (31%)	16 (2.00)		35 (90%)	4 (10%)	39 (4.88)
Shopping Center (Strip Retail)		39,263 SF		114 (53%)	103 (47%)	217 (5.53)		54 (73%)	20 (27%)	74 (1.88)
Total Trips			2,324	168	136	304	2,592	120	47	167

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Chippewa Falls MXD

NW Region

5/19/16 Thursday	Sakura Rest.		StripRetail/Rest.		Dominoes		Cinema		Rumor Mill Rest.		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	0	0	6	25	0	0	0	0	0	0	6	25		
3:15PM	0	0	12	13	0	0	1	0	0	0	13	13		
3:30PM	0	0	12	13	2	0	1	0	3	2	18	15		
3:45PM	0	0	19	12	2	2	6	1	0	0	27	15	132	
4:00PM	1	1	5	21	2	1	3	0	1	0	12	23	136	
4:15PM	2	0	10	14	0	1	2	1	2	0	16	16	142	
4:30PM	1	0	26	11	0	2	1	1	2	3	30	17	156	
4:45PM	1	0	27	15	4	0	6	1	6	2	44	18	176	
5:00PM	1	1	39	14	6	5	2	2	6	0	54	22	217	
5:15PM	1	0	22	15	1	1	2	0	2	1	28	17	230	
5:30PM	5	3	27	36	4	3	1	0	5	2	42	44	269	
5:45PM	2	4	26	38	4	6	2	3	6	1	40	52	299	500-600
LU Pk Hr Trips	9	8	114	103	15	15	11	5	19	5	164	135	299	LU Pk Hr Trips
ITE Code	932		820		933		445		932		107	109	216	Dwy Pk Hr Trips
Size	2,700 SF		39,263 SF		2,200 SF		8 Screens		5,952 SF		83	#Linked	28%	Pk Hr Linked%
													2324	Daily Trips

5/21/16 Saturday	Sakura Rest.		StripRetail/Rest.		Dominoes		Cinema		Rumor Mill Rest.		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	1	0	8	3	1	2	2	0	0	0	12	5		
11:15AM	0	0	5	9	2	1	4	0	2	0	13	10		
11:30AM	2	1	17	5	1	0	7	2	2	1	29	9		
11:45AM	0	0	24	3	0	1	6	0	3	0	33	4	115	
12:00 Noon	1	0	19	11	1	0	11	2	3	1	35	14	147	
12:15PM	1	0	28	10	0	0	11	0	3	2	43	12	179	
12:30PM	2	1	22	21	0	0	4	1	6	1	34	24	199	
12:45PM	1	0	19	32	0	0	9	1	11	4	40	37	239	
1:00PM	0	2	24	37	2	1	4	0	3	4	33	44	267	1215-115
1:15PM	0	2	26	6	0	1	2	1	2	3	30	13	255	
1:30PM	1	1	8	19	0	0	3	0	6	3	18	23	238	
1:45PM	4	0	19	23	0	0	3	1	2	9	28	33	222	
LU Pk Hr Trips	5	5	54	20	4	4	35	4	22	14	150	117	267	LU Pk Hr Trips
ITE Code	932		820		933		445		932		117	83	200	Dwy Pk Hr Trips
Size	2,700 SF		39,263 SF		2,200 SF		8 Screens		5,952 SF		67	#Linked	25%	Pk Hr Linked%
													2592	Daily Trips

Chippewa Falls MXD - Entry Road Counts

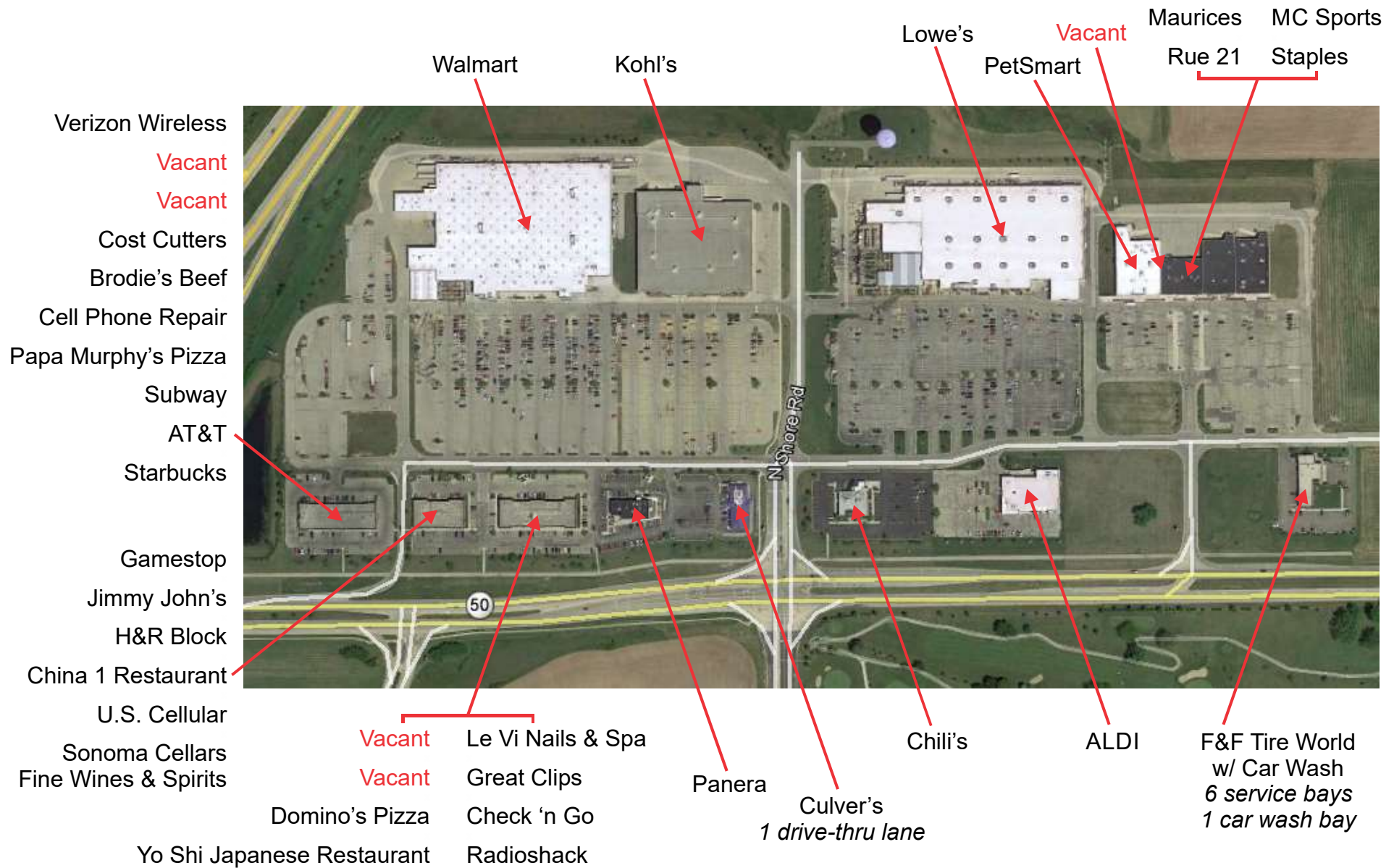
5/19/2019 Thursday	Video		Video		Sum		
	Drive 1		Drive 2		Sum		
	In	Out	In	Out	In	Out	Hrly
00:00	1	1	1	0	2	1	
00:15	2	1	0	0	2	1	
00:30	0	2	2	1	2	3	
00:45	1	0	1	1	2	1	14
01:00	4	2	1	0	5	2	18
01:15	0	1	0	0	0	1	16
01:30	0	0	1	2	1	2	14
01:45	0	0	1	1	1	1	13
02:00	0	0	2	2	2	2	10
02:15	0	0	0	0	0	0	9
02:30	0	0	2	1	2	1	9
02:45	0	0	0	1	0	1	8
03:00	0	0	1	0	1	0	5
03:15	0	0	1	1	1	1	7
03:30	2	0	0	0	2	0	6
03:45	0	0	0	0	0	0	5
04:00	0	0	1	0	1	0	5
04:15	0	0	0	2	0	2	5
04:30	0	0	0	0	0	0	3
04:45	0	0	0	0	0	0	3
05:00	0	0	1	1	1	1	4
05:15	0	0	1	1	1	1	4
05:30	0	0	0	0	0	0	4
05:45	0	0	3	2	3	2	9
06:00	0	0	0	2	0	2	9
06:15	0	0	3	2	3	2	12
06:30	0	0	1	3	1	3	16
06:45	0	0	2	2	2	2	15
07:00	0	0	0	3	0	3	16
07:15	0	1	4	9	4	10	25
07:30	0	0	2	11	2	11	34
07:45	0	0	2	16	2	16	48
08:00	0	0	11	5	11	5	61
08:15	0	0	10	4	10	4	61
08:30	0	0	6	5	6	5	59
08:45	0	0	12	2	12	2	55
09:00	0	1	7	5	7	6	52
09:15	0	0	8	5	8	5	51
09:30	1	2	13	10	14	12	66
09:45	1	1	9	8	10	9	71
10:00	1	0	11	6	12	6	76
10:15	0	0	9	10	9	10	82
10:30	1	0	9	13	10	13	79
10:45	0	0	12	7	12	7	79
11:00	3	2	23	11	26	13	100
11:15	4	1	22	19	26	20	127
11:30	2	3	22	11	24	14	142
11:45	3	3	31	17	34	20	177
12:00	3	2	31	14	34	16	188
12:15	1	3	28	22	29	25	196
12:30	2	3	26	22	28	25	211
12:45	2	5	23	33	25	38	220
13:00	3	3	17	29	20	32	222
13:15	0	2	14	32	14	34	216
13:30	1	3	14	24	15	27	205
13:45	0	0	13	26	13	26	181
14:00	1	0	8	13	9	13	151
14:15	2	1	9	18	11	19	133
14:30	0	2	12	7	12	9	112
14:45	1	0	9	15	10	15	98
15:00	0	0	9	23	9	23	108
15:15	0	1	14	20	14	21	113
15:30	0	0	16	15	16	15	123
15:45	2	1	25	14	27	15	140
16:00	3	1	8	20	11	21	140
16:15	1	1	16	17	17	18	140
16:30	1	2	22	33	23	35	167
16:45	4	1	33	13	37	14	176
17:00	7	6	29	29	36	35	215
17:15	2	1	16	11	18	12	210
17:30	8	4	22	23	30	27	209
17:45	3	12	20	23	23	35	216
18:00	5	6	29	33	34	39	218
18:15	6	4	26	31	32	35	255
18:30	3	7	20	25	23	32	253
18:45	5	4	34	46	39	50	284
19:00	3	9	18	20	21	29	261
19:15	2	2	18	19	20	21	235
19:30	8	4	24	14	32	18	230
19:45	5	3	21	17	26	20	187
20:00	3	4	30	16	33	20	190
20:15	6	2	25	16	31	18	198
20:30	3	2	25	7	28	9	185
20:45	2	1	17	5	19	6	164
21:00	3	1	35	6	38	7	156
21:15	3	1	21	5	24	6	137
21:30	2	2	10	6	12	8	120
21:45	0	2	7	3	7	5	107
22:00	2	1	5	3	7	4	73
22:15	3	0	8	2	11	2	56
22:30	0	0	8	0	8	0	44
22:45	0	0	0	1	0	1	33
23:00	0	0	2	1	2	1	25
23:15	0	1	2	0	2	1	15
23:30	0	0	5	1	5	1	13
23:45	3	2	4	0	7	2	21
Total	140	133	1076	975	1216	1108	2324
	Drive 1		Drive 2		Sum		
3-6pm Total	31	30	230	241	261	271	532
Pk Gen					107	109	216
Pk Land Use					107	109	216

Chippewa Falls MXD - Entry Road Counts

5/21/2016 Saturday	Video		Video		Sum		
	In	Out	In	Out	In	Out	Hrly
00:00	0	1	1	15	1	16	
00:15	4	1	1	3	5	4	
00:30	1	2	2	2	3	4	
00:45	2	2	1	3	3	5	
01:00	2	3	2	3	4	6	34
01:15	3	3	4	2	7	5	37
01:30	1	1	2	2	3	3	36
01:45	1	0	1	2	2	2	32
02:00	0	2	2	7	2	9	33
02:15	2	0	1	0	3	0	24
02:30	0	0	1	1	1	1	20
02:45	0	1	0	1	0	2	18
03:00	1	0	2	1	3	1	11
03:15	0	0	0	0	0	0	8
03:30	0	1	0	0	0	1	7
03:45	0	1	0	1	0	2	7
04:00	0	0	0	0	0	0	3
04:15	0	0	0	4	0	4	7
04:30	0	0	0	0	0	0	6
04:45	0	0	0	0	0	0	4
05:00	0	0	0	0	0	0	4
05:15	0	0	0	0	0	0	0
05:30	0	1	0	0	0	1	1
05:45	0	0	0	0	0	0	1
06:00	0	0	0	2	0	2	3
06:15	0	0	1	0	1	0	4
06:30	0	0	1	1	1	1	5
06:45	0	0	0	1	0	1	6
07:00	0	0	1	0	1	0	5
07:15	0	0	5	0	5	0	9
07:30	0	1	1	1	1	2	10
07:45	0	0	0	1	0	1	10
08:00	0	0	2	1	2	1	12
08:15	0	0	2	0	2	0	9
08:30	0	0	2	5	2	5	13
08:45	0	0	2	0	2	0	14
09:00	0	0	3	4	3	4	18
09:15	1	0	2	0	3	0	19
09:30	0	0	5	3	5	3	20
09:45	1	0	9	2	10	2	30
10:00	0	0	5	3	5	3	31
10:15	1	0	5	2	6	2	36
10:30	0	1	7	7	7	8	43
10:45	1	1	7	2	8	3	42
11:00	2	0	9	6	11	6	51
11:15	2	1	11	11	13	12	68
11:30	2	1	24	10	26	11	90
11:45	0	1	22	4	22	5	106
12:00	1	2	30	11	31	13	133
12:15	2	2	29	9	31	11	150
12:30	3	1	26	28	29	29	171
12:45	1	0	30	17	31	17	192
13:00	3	2	23	24	26	26	200
13:15	1	4	14	10	15	14	187
13:30	2	2	17	14	19	16	164
13:45	3	3	17	26	20	29	165
14:00	1	1	22	40	23	41	177
14:15	4	4	14	18	18	22	188
14:30	0	1	15	13	15	14	182
14:45	3	2	26	14	29	16	178
15:00	0	2	11	25	11	27	152
15:15	1	5	12	17	13	22	147
15:30	4	2	19	20	23	22	163
15:45	1	3	23	14	24	17	159
16:00	4	0	17	9	21	9	151
16:15	4	1	11	28	15	29	160
16:30	4	2	29	32	33	34	182
16:45	6	1	40	18	46	19	206
17:00	5	4	33	14	38	18	232
17:15	6	6	14	18	20	24	232
17:30	13	9	39	30	52	39	256
17:45	6	5	15	18	21	23	235
18:00	10	7	19	24	29	31	239
18:15	6	11	32	22	38	33	266
18:30	7	5	37	32	44	37	256
18:45	4	4	38	28	42	32	286
19:00	6	5	32	25	38	30	294
19:15	6	4	34	26	40	30	293
19:30	5	7	21	20	26	27	265
19:45	4	6	18	22	22	28	241
20:00	7	8	22	30	29	38	240
20:15	3	4	10	21	13	25	208
20:30	5	5	19	15	24	20	199
20:45	5	9	23	45	28	54	231
21:00	3	4	19	55	22	59	245
21:15	1	4	21	24	22	28	257
21:30	4	2	14	22	18	24	255
21:45	1	2	3	18	4	20	197
22:00	2	3	8	10	10	13	139
22:15	2	2	9	20	11	22	122
22:30	2	4	7	19	9	23	112
22:45	0	0	5	7	5	7	100
23:00	0	0	6	16	6	16	99
23:15	1	1	6	21	7	22	95
23:30	1	1	4	19	5	20	88
23:45	1	2	4	8	5	10	91
Total	191	189	1083	1129	1274	1318	2592
	Drive 1		Drive 2		Sum		
11-2 Total	22	19	252	170	274	189	463
Pk Gen					117	83	200
Pk Land Use					117	83	200

1215-115

1215-115



Delavan MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Free-Standing Discount Superstore (Walmart Supercenter)	813	182,000 SF	9,237 (50.75)	388 (49%)	404 (51%)	792 (4.35)	11,661 (64.07)	513 (50%)	513 (50%)	1,026 (5.64)
Department Store (Kohls)	875	85,200 SF	1,949 (22.88)	81 (51%)	78 (49%)	159 (1.87)	2,164 (25.40)	150 (53%)	133 (47%)	283 (3.32)
Home Improvement Superstore (Lowe's)	862	156,850 SF	4,822 (30.74)	179 (49%)	186 (51%)	365 (2.33)	8,897 (56.72)	361 (51%)	346 (49%)	707 (4.51)
Pet Supply Superstore (PetSmart)	866	20,156 SF	861 (42.70)	34 (50%)	34 (50%)	68 (3.38)	1,007 (49.97)	71 (50%)	70 (50%)	141 (6.98)
Tire Store (F&F Tire World)	848	6 Service Bays	183 (30.55)	9 (42%)	12 (58%)	21 (3.54)	171 (28.55)	6 (43%)	9 (57%)	15 (2.47)
Discount Supermarket (Aldi)	854	14,600 SF	1,327 (90.86)	61 (50%)	61 (50%)	122 (8.34)	1,633 (111.85)	71 (50%)	70 (50%)	141 (9.65)
High Turnover Sit-Down Restaurant (Chili's)	932	5,300 SF	674 (127.15)	31 (60%)	21 (40%)	52 (9.85)	839 (158.37)	40 (53%)	35 (47%)	75 (14.07)
Shopping Center (Strip Retail)	820	31,365 SF	1,339 (42.70)	56 (48%)	60 (52%)	116 (3.71)	1,567 (49.97)	79 (52%)	72 (48%)	151 (4.82)
Coffee/Donut Shop with drive-through window (Starbucks)	937	1,830 SF	1,498 (818.58)	39 (50%)	39 (50%)	78 (42.80)	1,321 (722.03)	78 (50%)	77 (50%)	155 (84.52)
Apparel Store (Maurices)	876	4,393 SF	292 (66.40)	9 (50%)	8 (50%)	17 (3.83)	112 (25.40)	8 (53%)	7 (47%)	15 (3.32)
Sporting Goods Superstore (MC Sports)	861	13,835 SF	591 (42.70)	12 (48%)	13 (52%)	25 (1.84)	691 (49.97)	27 (51%)	26 (49%)	53 (3.84)
Office Supply Superstore (Staples)	867	15,046 SF	642 (42.70)	27 (53%)	24 (47%)	51 (3.40)	752 (49.97)	38 (52%)	35 (48%)	73 (4.82)
Fast-Food Restaurant w/ Drive Thru (Culver's)	934	6,000 SF	2,977 (496.12)	102 (52%)	94 (48%)	196 (32.65)	4,332 (722.03)	181 (51%)	173 (49%)	354 (59.00)
Fast-Food Restaurant w/ Drive Thru (Panera)	934	4,650 SF	2,307 (496.12)	79 (52%)	73 (48%)	152 (32.65)	3,357 (722.03)	140 (51%)	134 (49%)	274 (59.00)
Total Trips			28,699	1,107	1,107	2,214	38,504	1,763	1,700	3,463

Notes

PM and Saturday daily trip rates for LU#866 and LU#861 are based on LU#820 (Shopping Center)

PM and Saturday daily trip rates for LU#848 are based on LU#849 (Tire Superstore)

Saturday trip rates for LU#937 are from LU#934 (Fast-Food Restaurant w/Drive Thru)

Saturday trip rates for LU#876 are from LU#875 (Department Store)

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Free-Standing Discount Superstore (Walmart Supercenter)	182,000 SF		256 (49%)	265 (51%)	521 (2.86)		306 (46%)	360 (54%)	666 (3.66)
Department Store (Kohls)	85,200 SF		83 (54%)	71 (46%)	154 (1.81)		144 (51%)	136 (49%)	280 (3.29)
Home Improvement Superstore (Lowe's)	156,850 SF		108 (48%)	119 (52%)	227 (1.45)		232 (51%)	223 (49%)	455 (2.90)
Pet Supply Superstore (PetSmart)	20,156 SF		35 (53%)	31 (47%)	66 (3.27)		61 (49%)	63 (51%)	124 (6.15)
Tire Store (F&F Tire World)	6 Service Bays		9 (50%)	9 (50%)	18 (3.00)		11 (50%)	11 (50%)	22 (3.67)
Discount Supermarket (Aldi)	14,600 SF		57 (41%)	82 (59%)	139 (9.52)		101 (53%)	90 (47%)	191 (13.08)
High Turnover Sit-Down Restaurant (Chili's)	5,300 SF		45 (66%)	23 (34%)	68 (12.83)		39 (59%)	27 (41%)	66 (12.45)
Shopping Center (Strip Retail)	31,365 SF		104 (48%)	113 (52%)	217 (6.92)		124 (49%)	130 (51%)	254 (8.10)
Coffee/Donut Shop with drive-through window (Starbucks)	1,830 SF		78 (52%)	72 (48%)	150 (81.97)		105 (50%)	103 (50%)	208 (113.66)
Apparel Store (Maurices)	4,393 SF		8 (42%)	11 (58%)	19 (4.33)		11 (48%)	12 (52%)	23 (5.24)
Sporting Goods Superstore (MC Sports)	13,835 SF		10 (56%)	8 (44%)	18 (1.30)		22 (50%)	22 (50%)	44 (3.18)
Office Supply Superstore (Staples)	15,046 SF		21 (44%)	27 (56%)	48 (3.19)		26 (51%)	25 (49%)	51 (3.39)
Fast-Food Restaurant w/ Drive Thru (Culver's)	6,000 SF		65 (52%)	59 (48%)	124 (20.67)		70 (54%)	60 (46%)	130 (21.67)
Fast-Food Restaurant w/ Drive Thru (Panera)	4,650 SF		37 (54%)	31 (46%)	68 (14.62)		79 (53%)	71 (47%)	150 (32.26)
Total Trips		18,333	916	921	1,837	21,227	1,331	1,333	2,664

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

SW Region

6/2/16	Maurices		MC Sports		Staples		Culver's		Panera Bread	
Thursday	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs
3:00PM	1	2	1	4	4	7	10	11	4	8
3:15PM	2	2	0	1	4	0	7	12	5	9
3:30PM	1	2	2	1	5	4	9	9	6	7
3:45PM	4	2	2	1	4	6	9	8	10	5
4:00PM	1	5	2	2	8	8	13	17	9	3
4:15PM	2	1	1	2	4	9	10	10	7	6
4:30PM	1	2	3	1	3	4	10	11	13	6
4:45PM	1	1	3	1	4	2	11	8	9	8
5:00PM	4	3	3	4	3	3	18	10	8	11
5:15PM	1	3	1	2	6	6	12	20	5	5
5:30PM	2	2	0	2	0	1	13	20	9	9
5:45PM	0	2	0	0	1	0	22	9	6	7
LU Pk Hr Trips	8	11	10	8	21	27	65	59	37	31
ITE Code	876		861		867		934		934	
Size	4,393 SF		13,835 SF		15,046 SF		6,000 SF		4,650 SF	

6/4/16	Maurices		MC Sports		Staples		Culver's		Panera Bread	
Saturday	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs
11:00AM	2	2	8	7	6	6	9	8	16	13
11:15AM	2	2	3	3	3	6	15	6	15	19
11:30AM	4	3	5	5	7	3	12	16	13	10
11:45AM	2	1	3	5	6	5	10	11	19	12
12:00 Noon	4	1	5	2	4	7	17	10	23	16
12:15PM	3	4	2	3	3	1	20	10	19	12
12:30PM	1	3	6	4	8	8	15	20	15	17
12:45PM	3	4	2	5	6	9	18	20	22	26
1:00PM	1	2	4	9	6	3	13	12	20	17
1:15PM	1	2	6	6	6	5	17	14	13	8
1:30PM	2	2	6	4	4	4	14	15	14	8
1:45PM	2	2	6	3	4	5	13	19	14	17
LU Pk Hr Trips	11	12	22	22	26	25	70	60	79	71

Delavan MXD - Entry Road Counts

6/2/2016 Thursday	Tube (Adjusted)		Tube (Camera)		Tube (Adjusted)					
	West Dwy (R-Out)		Main Dwy		East Dwy		Sum		Hrly	
	In	Out	In	Out	In	Out	In	Out		
00:00		4	22	13	0	0	22	17		
00:15		8			0	0	0	8		
00:30		3			0	0	0	3		
00:45		3			0	0	0	3		
01:00		5	9	2	0	0	9	7	30	
01:15		1			1	0	1	1	24	
01:30		3			0	0	0	3	24	
01:45		1			0	0	0	1	22	
02:00		10	15	2	0	0	15	12	33	
02:15		1			0	0	0	1	32	
02:30		3			0	0	0	3	32	
02:45		0			2	0	2	0	33	
03:00		2	17	2	0	0	17	4	27	
03:15		2			0	0	0	2	28	
03:30		2			1	0	1	2	28	
03:45		1			0	0	0	1	27	
04:00		0	37	6	1	0	38	6	50	
04:15		2			0	0	0	2	50	
04:30		6			2	0	2	6	55	
04:45		1			1	0	1	1	56	
05:00		5	67	13	4	0	71	18	101	
05:15		6			2	0	2	6	107	
05:30		5			4	0	4	5	108	
05:45		4			4	0	4	4	114	
06:00		8	171	43	2	0	173	51	249	
06:15		10			0	0	0	10	251	
06:30		30			11	0	11	30	283	
06:45		29			6	0	6	29	310	
07:00		34	261	104	6	1	267	139	492	
07:15		45			10	0	10	45	537	
07:30		34			6	2	6	36	538	
07:45		28			15	0	15	28	546	
08:00		25	340	151	8	0	348	176	664	
08:15		35			9	3	9	38	656	
08:30		40			15	3	15	43	672	
08:45		22			22	1	22	23	674	
09:00		36	420	205	23	4	443	245	838	
09:15		46			30	3	30	49	870	
09:30		46			25	6	25	52	889	
09:45		43			19	4	19	47	910	
10:00		50	531	275	25	8	556	333	1111	
10:15		49			24	4	24	53	1109	
10:30		64			20	7	20	71	1123	
10:45		51			37	3	37	54	1148	
11:00		57	659	395	26	6	685	458	1402	
11:15		74			35	4	35	78	1438	
11:30		62			34	10	34	72	1453	
11:45		74			26	8	26	82	1470	
12:00		61	716	440	22	4	738	505	1570	
12:15		93			26	8	26	101	1584	
12:30		87			25	8	25	95	1598	
12:45		94			38	4	38	98	1626	
13:00		84	560	266	24	7	584	357	1324	
13:15		65			37	6	37	71	1305	
13:30		73			24	8	24	81	1290	
13:45		73			26	5	26	78	1258	
14:00		76	576	413	26	5	602	494	1413	
14:15		75			24	2	24	77	1406	
14:30		76			17	10	17	86	1404	
14:45		51			30	5	30	56	1386	
15:00		66	118	106	27	6	145	178	613	
15:15		80	166	93	31	10	197	183	892	
15:30		82	135	93	26	7	161	182	1132	
15:45		71	190	89	28	7	218	167	1431	
16:00		88	167	115	23	11	190	214	1512	
16:15		83	169	101	33	7	202	191	1525	
16:30		65	173	101	24	6	197	172	1551	
16:45		78	182	104	23	8	205	190	1561	
17:00		97	188	113	27	13	215	223	1595	
17:15		74	178	105	21	15	199	194	1595	
17:30		90	153	125	33	9	186	224	1636	
17:45		76	133	91	20	3	153	170	1564	
18:00		71	509	421	23	9	532	501	2159	
18:15		84			17	3	17	87	1870	
18:30		86			17	6	17	92	1569	
18:45		57			17	6	17	63	1326	
19:00		62	396	292	14	5	410	359	1062	
19:15		69			13	5	13	74	1045	
19:30		44			19	3	19	47	1002	
19:45		50			9	2	9	52	983	
20:00		62	401	251	5	5	406	318	938	
20:15		56			11	4	11	60	922	
20:30		56			8	0	8	56	920	
20:45		47			5	4	5	51	915	
21:00		47	207	151	3	1	210	199	600	
21:15		44			1	2	1	46	576	
21:30		35			1	0	1	35	548	
21:45		25			2	0	2	25	519	
22:00		38	84	82	0	0	84	120	314	
22:15		21			1	0	1	21	289	
22:30		13			0	1	0	14	267	
22:45		21			0	0	0	21	261	
23:00		15	56	41	1	0	57	56	170	
23:15		11			0	0	0	11	159	
23:30		9			1	0	1	9	155	
23:45		6			0	0	0	6	140	
Total	0	3957	8006	4804	1259	307	9265	9068	18333	
	West Dwy (R-Out)		Main Dwy		East Dwy		Sum			
3-6pm Total		950	1952	1236	316	102	2268	2288	4556	
Pk Gen							805	831	1636	
Pk Land Use							805	831	1636	
Adj Factor		99%			97%	89%				

445-545

445-545

Delavan MXD - Entry Road Counts

6/4/2016 Saturday	Tube (Adjusted)		Tube (Camera)		Tube (Adjusted)		Sum		
	West Dwy		Main Dwy		East Dwy		In		Hrly
		Out	In	Out	In	Out	In	Out	
00:00		7	38	17	0	0	38	24	
00:15		12			0	0	0	12	
00:30		2			0	0	0	2	
00:45		7			2	0	2	7	85
01:00		12	23	15	0	0	23	27	73
01:15		5			0	0	0	5	66
01:30		7			1	0	1	7	72
01:45		4			0	0	0	4	67
02:00		3	15	14	0	0	15	17	49
02:15		4			0	0	0	4	48
02:30		3			0	0	0	3	43
02:45		2			0	0	0	2	41
03:00		0	18	4	0	0	18	4	31
03:15		3			0	0	0	3	30
03:30		9			0	0	0	9	36
03:45		1			0	0	0	1	35
04:00		1	33	4	0	0	33	5	51
04:15		2			0	0	0	2	50
04:30		0			0	0	0	0	41
04:45		1			2	0	2	1	43
05:00		1	65	17	7	0	72	18	95
05:15		6			1	0	1	6	100
05:30		5			1	1	1	6	107
05:45		9			5	0	5	9	118
06:00		12	136	35	1	2	137	49	214
06:15		19			4	0	4	19	230
06:30		11			5	0	5	11	239
06:45		16			8	0	8	16	249
07:00		22	264	86	4	1	268	109	440
07:15		23			7	1	7	24	448
07:30		30			12	2	12	32	476
07:45		26			12	0	12	26	490
08:00		34	439	182	5	2	444	218	775
08:15		29			8	2	8	31	783
08:30		32			19	3	19	35	793
08:45		39			24	3	24	42	821
09:00		50	609	279	24	3	633	332	1124
09:15		61			24	7	24	68	1177
09:30		58			24	4	24	62	1209
09:45		58			44	5	44	63	1250
10:00		79	791	441	40	15	831	535	1651
10:15		73			43	7	43	80	1682
10:30		86			43	10	43	96	1735
10:45		73			45	11	45	84	1757
11:00		73	209	118	39	11	248	202	841
11:15		83	184	146	46	18	230	247	1195
11:30		77	207	140	36	12	243	229	1528
11:45		100	237	146	44	14	281	260	1940
12:00		93	205	125	41	13	246	231	1967
12:15		75	216	126	43	14	259	215	1964
12:30		93	214	139	38	15	252	247	1991
12:45		92	205	143	46	12	251	247	1948
13:00		102	179	143	44	13	223	258	1952
13:15		88	210	142	35	19	245	249	1972
13:30		78	198	125	29	16	227	219	1919
13:45		109	194	128	32	13	226	250	1897
14:00		104	578	424	44	17	622	545	2583
14:15		83			44	13	44	96	2229
14:30		98			33	12	33	110	1926
14:45		91			23	12	23	103	1576
15:00		90	627	498	35	12	662	600	1671
15:15		105			25	10	25	115	1671
15:30		70			31	8	31	78	1637
15:45		86			28	13	28	99	1638
16:00		97	632	455	28	9	660	561	1597
16:15		59			29	10	29	69	1555
16:30		73			17	10	17	83	1546
16:45		68			36	7	36	75	1530
17:00		84	601	403	27	8	628	495	1432
17:15		62			20	9	20	71	1425
17:30		76			15	7	15	83	1423
17:45		60			16	8	16	68	1396
18:00		64	547	387	25	7	572	458	1303
18:15		62			12	9	12	71	1295
18:30		68			14	13	14	81	1292
18:45		51			21	4	21	55	1284
19:00		65	438	363	10	8	448	436	1138
19:15		65			9	5	9	70	1134
19:30		65			10	5	10	70	1119
19:45		57			4	3	4	60	1107
20:00		50	346	243	8	4	354	297	874
20:15		56			8	1	8	57	860
20:30		41			6	5	6	46	832
20:45		52			6	4	6	56	830
21:00		31	231	207	2	2	233	240	652
21:15		50			1	0	1	50	638
21:30		25			0	0	0	25	611
21:45		42			3	0	3	42	594
22:00		35	100	81	1	1	101	117	339
22:15		24			1	0	1	24	313
22:30		25			0	0	0	25	313
22:45		20			0	0	0	20	288
23:00		28	99	80	0	0	99	108	277
23:15		12			1	0	1	12	265
23:30		13			0	0	0	13	253
23:45		10			0	0	0	10	243
Total	0	4317	9088	5856	1481	485	10569	10658	21227
11-2 Total		1063	2458	1621	473	170	2931	2854	5785
Pk Gen							1038	953	1991
Pk Land Use							1029	935	1964
Adj Factor		99%			97%	89%			

1145-1245
1130-1230

Walmart

Maurices

Sally Beauty Supply

GameStop

Fantastic Sams

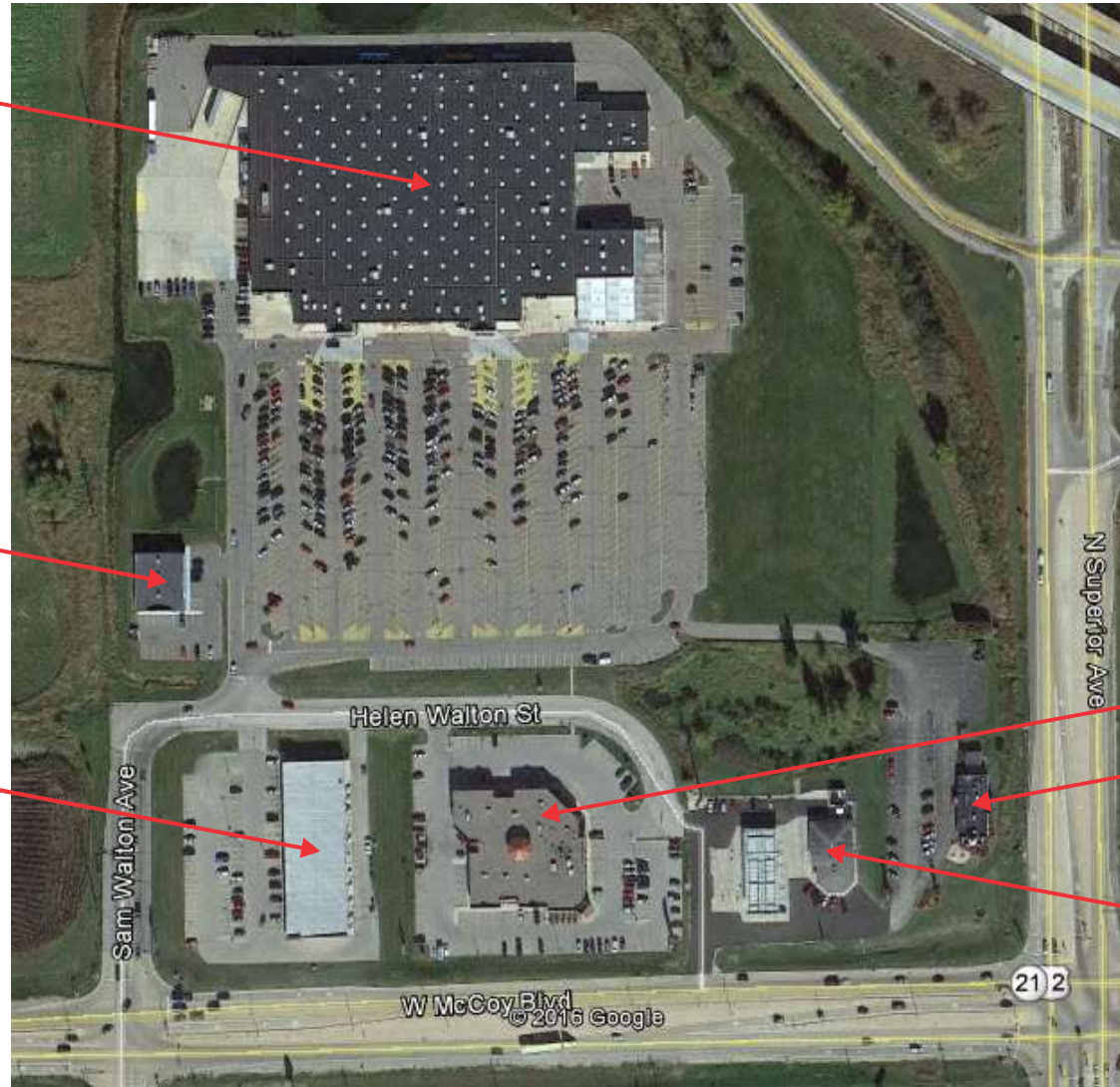
Tomah Tax Station

U.S. Cellular

Cash Store

Shoe Fits

Vacant



Justa Pizza Place

Flower Shop

Verizon Wireless

Tomah Nail & Spa

Hospitality Group
Offices

Ground Round
Restaurant

Edward Jones

Simply Bridal

Spectrum
Insurance Group

KFC
1 drive-thru lane

Kwik Trip
16 fueling positions



Tomah MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Free-Standing Discount Superstore (WalMart Supercenter)	813	154,280 SF	7,830 (50.75)	329 (49%)	342 (51%)	671 (4.35)	9,885 (64.07)	435 (50%)	435 (50%)	870 (5.64)
Apparel Store (Maurices)	876	5,000 SF	332 (66.40)	10 (50%)	9 (50%)	19 (3.83)	127 (25.40)	9 (53%)	8 (47%)	17 (3.32)
Shopping Center (Strip Retail)	820	37,264 SF	1,591 (42.70)	66 (48%)	72 (52%)	138 (3.71)	1,862 (49.97)	94 (52%)	86 (48%)	180 (4.82)
Gas Station/Convenience Store (Kwik Trip)	945	16 Fueling Positions	2,604 (162.78)	108 (50%)	108 (50%)	216 (13.51)	2,604 (162.78)	156 (50%)	155 (50%)	311 (19.46)
Fast-Food Restaurant w/ Drive Thru (KFC)	934	3,350 SF	1,662 (496.12)	57 (52%)	52 (48%)	109 (32.65)	2,419 (722.03)	101 (51%)	97 (49%)	198 (59.00)
Total Trips			14,019	570	583	1,153	16,897	795	781	1,576

Notes

Saturday trip rates for LU#876 are from LU#875 Department Store

Saturday peak hour trip rates for LU#945 are based on LU#946: Gas/Conv/Wash. Saturday daily trip rates are the PM daily trip rates.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Free-Standing Discount Superstore (WalMart Supercenter)		154,280 SF		342 (48%)	374 (52%)	716 (4.64)		397 (48%)	428 (52%)	825 (5.35)
Apparel Store (Maurices)		5,000 SF		19 (59%)	13 (41%)	32 (6.40)		14 (52%)	13 (48%)	27 (5.40)
Shopping Center (Strip Retail)		37,264 SF		92 (54%)	78 (46%)	170 (4.56)		97 (55%)	80 (45%)	177 (4.75)
Gas Station/Convenience Store (Kwik Trip)		16 Fueling Positions		108 (50%)	109 (50%)	217 (13.56)		119 (50%)	118 (50%)	237 (14.81)
Fast-Food Restaurant w/ Drive Thru (KFC)		3,350 SF		45 (56%)	35 (44%)	80 (23.88)		41 (49%)	42 (51%)	83 (24.78)
Total Trips			11,429	606	609	1,215	11,664	668	681	1,349

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Entry road counts are from original count data collected in June. Recounts collected in August were not completed for the entire day.

Tomah MXD

SW Region

*Daily driveway trips from original site count on 6/9/16.

8/18/16 Thursday	Walmart		Maurices		Strip Retail		Kwik Trip		KFC		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	69	71	1	3	13	6	18	16	2	4	103	100	942 1027 1083 1170 1168 1183 1180 1101 1072	415-515
3:15PM	72	72	0	1	20	14	14	17	5	1	111	105		
3:30PM	64	76	1	0	15	13	21	24	9	3	110	116		
3:45PM	87	93	4	0	23	19	28	27	8	8	150	147		
4:00PM	80	98	3	5	23	18	23	22	7	9	136	152		
4:15PM	80	78	3	3	20	23	26	31	3	5	132	140		
4:30PM	87	110	6	1	23	19	31	19	10	7	157	156		
4:45PM	95	88	4	5	21	15	23	34	6	4	149	146		
5:00PM	84	93	6	4	21	23	28	25	11	8	150	153		
5:15PM	57	89	2	3	27	21	23	33	7	7	116	153		
5:30PM	64	82	2	4	14	12	17	15	13	11	110	124		
5:45PM	73	94	3	3	21	11	19	19	14	9	130	136		
LU Pk Hr Trips	342	374	19	13	92	78	108	109	45	35	588	595	1183	LU Pk Hr Trips
ITE Code	813		876		820		945		934		494	497	991	Dwy Pk Hr Trips
Size	154,280 SF		5,000 SF		37,264 SF		16 Fuel Pos.		3,350 SF		192	#Linked	16%	Pk Hr Linked%
												11429	Daily Trips	

*Daily driveway trips from original site count on 6/11/16.

8/20/16	Walmart		Maurices		Strip Retail		Kwik Trip		KFC		Total Land Use Trips		Hrly Sums	Land Use Peak Hour	
Saturday	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
11:00AM	90	94	2	3	19	17	29	22	5	2	145	138	1223	1215-115	
11:15AM	101	104	2	5	21	15	33	30	2	3	159	157			
11:30AM	87	82	3	1	27	14	29	34	10	7	156	138			
11:45AM	113	88	2	0	30	22	28	32	8	7	181	149			
12:00 Noon	94	94	1	3	16	16	23	26	8	8	142	147			
12:15PM	85	106	4	2	23	16	35	26	7	9	154	159			
12:30PM	104	107	2	2	16	24	29	25	6	7	157	165			
12:45PM	112	87	3	3	35	13	25	33	9	5	184	141			
1:00PM	97	120	3	0	22	20	19	22	10	12	151	174			
1:15PM	84	114	4	5	24	23	17	17	16	14	145	173			
1:30PM	81	91	4	5	15	21	28	21	6	11	134	149			
1:45PM	96	100	1	1	13	24	23	24	1	6	134	155			
LU Pk Hr Trips	397	428	14	13	97	80	119	118	41	42	646	639	1285	LU Pk Hr Trips	
												560	524	1084	Dwy Pk Hr Trips
												201	#Linked	16%	Pk Hr Linked%
													11664	Daily Trips	

Tomah MXD - Entry Road Counts

6/9/2016 Thursday	Tube (Camera)		Camera		Sum			
	Main Driveway		Kwik Trip Dwy		In		Hrly	
	In	Out	In	Out	In	Out		
00:00	12	5	0	1	12	6		
00:15	9	9	0	0	9	9		
00:30	8	3	0	1	8	4		
00:45	3	5	1	1	4	6		58
01:00	4	11	0	0	4	11		55
01:15	6	8	2	1	8	9		54
01:30	6	10	0	0	6	10		58
01:45	6	5	1	0	7	5		60
02:00	11	8	0	1	11	9		65
02:15	6	15	0	0	6	15		69
02:30	1	4	0	0	1	4		58
02:45	0	2	0	0	0	2		48
03:00	4	2	0	0	4	2		34
03:15	2	2	0	0	2	2		17
03:30	4	1	0	0	4	1		17
03:45	6	2	2	0	8	2		25
04:00	1	1	0	0	1	1		21
04:15	1	1	1	0	2	1		20
04:30	8	1	2	2	10	3		28
04:45	9	5	1	0	10	5		33
05:00	9	1	7	4	16	5		52
05:15	12	12	6	6	18	18		85
05:30	8	12	7	10	15	22		109
05:45	14	4	13	10	27	14		135
06:00	15	5	4	7	19	12		145
06:15	24	9	16	9	40	18		167
06:30	30	13	15	16	45	29		204
06:45	33	22	20	13	53	35		251
07:00	23	29	14	16	37	45		302
07:15	24	24	20	14	44	38		326
07:30	31	39	13	22	44	61		357
07:45	22	15	9	8	31	23		323
08:00	42	23	15	6	57	29		327
08:15	45	24	11	6	56	30		331
08:30	64	32	15	13	79	45		350
08:45	64	38	19	11	83	49		428
09:00	46	51	15	5	61	56		459
09:15	53	45	14	10	67	55		495
09:30	70	59	16	11	86	70		527
09:45	71	60	10	10	81	70		546
10:00	60	74	19	11	79	85		593
10:15	87	74	20	8	107	82		660
10:30	77	72	19	20	96	92		692
10:45	84	68	32	15	116	83		740
11:00	92	81	19	19	111	100		787
11:15	59	82	30	19	89	101		788
11:30	84	61	22	10	106	71		777
11:45	93	98	30	21	123	119		820
12:00	62	94	30	13	92	107		808
12:15	65	85	38	23	103	108		829
12:30	64	106	20	18	84	124		860
12:45	92	79	23	18	115	97		830
13:00	77	78	27	11	104	89		824
13:15	73	79	18	14	91	93		797
13:30	85	75	23	18	108	93		790
13:45	71	86	22	14	93	100		771
14:00	85	98	32	13	117	111		806
14:15	83	106	19	19	102	125		849
14:30	83	112	27	12	110	124		882
14:45	77	89	31	19	108	108		905
15:00	63	86	22	14	85	100		862
15:15	85	73	26	20	111	93		839
15:30	83	97	28	16	111	113		829
15:45	106	96	22	13	128	109		850
16:00	104	114	22	20	126	134		925
16:15	104	117	21	19	125	136		982
16:30	87	96	33	15	120	111		989
16:45	112	112	29	16	141	128		1021
17:00	91	90	25	20	116	110		987
17:15	81	111	22	16	103	127		956
17:30	82	90	19	15	101	105		931
17:45	82	112	28	18	110	130		902
18:00	68	99	27	22	95	121		892
18:15	70	81	21	16	91	97		850
18:30	61	77	17	18	78	95		817
18:45	60	74	12	10	72	84		733
19:00	67	86	16	9	83	95		695
19:15	59	79	22	13	81	92		680
19:30	50	72	14	13	64	85		656
19:45	60	66	21	14	81	80		661
20:00	45	63	16	11	61	74		618
20:15	47	72	26	15	73	87		605
20:30	40	82	15	24	55	106		617
20:45	33	49	14	15	47	64		567
21:00	33	55	7	14	40	69		541
21:15	42	42	10	5	52	47		480
21:30	36	42	9	13	45	55		419
21:45	21	31	6	8	27	39		374
22:00	21	25	9	8	30	33		328
22:15	17	23	7	6	24	29		282
22:30	16	21	3	4	19	25		226
22:45	17	17	2	2	19	19		198
23:00	15	18	5	7	20	25		180
23:15	10	21	2	5	12	26		165
23:30	16	18	5	4	21	22		164
23:45	8	11	3	2	11	13		150
Total	4352	4732	1356	989	5708	5721		11429
Main Driveway		Kwik Trip Dwy		Sum				
3-6pm Total		1194	297	202	1377	1396	2773	
Pk Gen					512	509	1021	445-545
Pk Adj 4-6					512	509	1021	445-545

Tomah MXD - Entry Road Counts

6/11/2016 Saturday	Tube (Camera)		Camera		Sum		
	Main Driveway		Kwik Trip Dwy		Sum		
	In	Out	In	Out	In	Out	Hrly
00:00	6	9	2	1	8	10	
00:15	6	10	0	0	6	10	
00:30	11	6	0	0	11	6	
00:45	2	6	0	0	2	6	
01:00	6	7	0	0	6	7	54
01:15	14	8	1	1	15	9	62
01:30	7	10	1	0	8	10	63
01:45	2	17	0	0	2	17	74
02:00	3	3	1	1	4	4	69
02:15	4	1	0	0	4	1	50
02:30	4	3	0	0	4	3	39
02:45	0	4	1	1	1	5	26
03:00	2	1	0	0	2	1	21
03:15	1	2	0	0	1	2	19
03:30	2	1	0	0	2	1	15
03:45	7	1	3	0	10	1	20
04:00	2	2	1	1	3	3	23
04:15	5	4	0	0	5	4	29
04:30	2	4	0	0	2	4	32
04:45	13	3	1	0	14	3	38
05:00	2	1	8	5	10	6	48
05:15	10	1	6	6	16	7	62
05:30	6	6	5	7	11	13	80
05:45	12	10	5	5	17	15	95
06:00	16	7	8	5	24	12	115
06:15	22	5	6	9	28	14	134
06:30	23	21	5	3	28	24	162
06:45	20	18	9	4	29	22	181
07:00	22	29	8	7	30	36	211
07:15	37	28	13	8	50	36	255
07:30	47	32	10	17	57	49	309
07:45	39	37	16	6	55	43	356
08:00	42	43	13	10	55	53	398
08:15	61	39	13	6	74	45	431
08:30	71	50	19	7	90	57	472
08:45	78	72	19	8	97	80	551
09:00	92	66	18	15	110	81	634
09:15	88	76	18	16	106	92	713
09:30	86	93	29	19	115	112	793
09:45	89	66	25	14	114	80	810
10:00	109	91	34	18	143	109	871
10:15	99	104	27	24	126	128	927
10:30	121	100	33	18	154	118	972
10:45	100	117	25	20	125	137	1040
11:00	108	102	28	17	136	119	1043
11:15	87	93	29	21	116	114	1019
11:30	84	89	28	18	112	107	966
11:45	101	107	34	26	135	133	972
12:00	97	101	27	26	124	127	968
12:15	106	90	27	22	133	112	983
12:30	89	95	30	27	119	122	1005
12:45	99	93	19	21	118	114	969
13:00	83	106	21	19	104	125	947
13:15	81	87	18	14	99	101	902
13:30	70	75	22	20	92	95	848
13:45	95	95	15	16	110	111	837
14:00	86	98	23	18	109	116	833
14:15	89	90	16	14	105	104	842
14:30	89	91	21	16	110	107	872
14:45	78	88	14	13	92	101	844
15:00	83	89	23	13	106	102	827
15:15	79	95	18	20	97	115	830
15:30	78	95	24	16	102	111	826
15:45	63	106	29	19	92	125	850
16:00	80	75	10	13	90	88	820
16:15	82	73	20	16	102	89	799
16:30	69	86	22	15	91	101	778
16:45	80	83	26	11	106	94	761
17:00	62	105	16	23	78	128	789
17:15	78	89	25	18	103	107	808
17:30	57	69	32	22	89	91	796
17:45	59	82	12	17	71	99	766
18:00	58	69	17	11	75	80	715
18:15	52	69	16	14	68	83	656
18:30	64	68	20	14	84	82	642
18:45	39	72	22	11	61	83	616
19:00	59	72	19	15	78	87	626
19:15	46	66	11	10	57	76	608
19:30	54	56	11	12	65	68	575
19:45	49	58	14	14	63	72	566
20:00	41	56	9	13	50	69	520
20:15	50	52	9	13	59	65	511
20:30	47	45	14	15	61	60	499
20:45	37	33	12	6	49	39	452
21:00	26	56	8	15	34	71	438
21:15	36	51	12	9	48	60	422
21:30	30	41	11	8	41	49	391
21:45	39	39	8	7	47	46	396
22:00	36	31	5	8	41	39	371
22:15	21	34	5	6	26	40	329
22:30	24	32	5	4	29	36	304
22:45	8	31	4	6	12	37	260
23:00	12	21	7	7	19	28	227
23:15	11	22	3	2	14	24	199
23:30	4	7	3	2	7	9	150
23:45	6	13	3	2	9	15	125
Total	4552	4855	1260	997	5812	5852	11664
	Main Driveway		Kwik Trip Dwy		Sum		
11-2 Total	1100	1133	298	247	1398	1380	2778
Pk Gen					511	494	1005

1145-1245

Tomah MXD - Entry Road Recounts

8/18/2016 Thursday	TM Count		TM Count		Sum		
	Main Driveway		Kwik Trip Dwy		In		Hrly
	In	Out	In	Out	In	Out	
00:00					0	0	
00:15					0	0	
00:30					0	0	
00:45					0	0	0
01:00					0	0	0
01:15					0	0	0
01:30					0	0	0
01:45					0	0	0
02:00					0	0	0
02:15					0	0	0
02:30					0	0	0
02:45					0	0	0
03:00					0	0	0
03:15					0	0	0
03:30					0	0	0
03:45					0	0	0
04:00					0	0	0
04:15					0	0	0
04:30					0	0	0
04:45					0	0	0
05:00					0	0	0
05:15					0	0	0
05:30					0	0	0
05:45					0	0	0
06:00					0	0	0
06:15					0	0	0
06:30					0	0	0
06:45					0	0	0
07:00					0	0	0
07:15					0	0	0
07:30					0	0	0
07:45					0	0	0
08:00					0	0	0
08:15					0	0	0
08:30					0	0	0
08:45					0	0	0
09:00					0	0	0
09:15					0	0	0
09:30					0	0	0
09:45					0	0	0
10:00					0	0	0
10:15					0	0	0
10:30					0	0	0
10:45					0	0	0
11:00					0	0	0
11:15					0	0	0
11:30					0	0	0
11:45					0	0	0
12:00					0	0	0
12:15					0	0	0
12:30					0	0	0
12:45					0	0	0
13:00					0	0	0
13:15					0	0	0
13:30					0	0	0
13:45					0	0	0
14:00					0	0	0
14:15					0	0	0
14:30					0	0	0
14:45					0	0	0
15:00	75	70	25	9	100	79	179
15:15	91	78	22	12	113	90	382
15:30	69	79	36	25	105	104	591
15:45	99	99	32	14	131	113	835
16:00	85	100	33	18	118	118	892
16:15	67	94	30	21	97	115	901
16:30	101	102	34	20	135	122	949
16:45	99	97	30	25	129	122	956
17:00	101	113	32	25	133	138	991
17:15	75	100	30	20	105	120	1004
17:30	83	84	25	27	108	111	966
17:45	68	98	33	23	101	121	937
18:00					0	0	666
18:15					0	0	441
18:30					0	0	222
18:45					0	0	0
19:00					0	0	0
19:15					0	0	0
19:30					0	0	0
19:45					0	0	0
20:00					0	0	0
20:15					0	0	0
20:30					0	0	0
20:45					0	0	0
21:00					0	0	0
21:15					0	0	0
21:30					0	0	0
21:45					0	0	0
22:00					0	0	0
22:15					0	0	0
22:30					0	0	0
22:45					0	0	0
23:00					0	0	0
23:15					0	0	0
23:30					0	0	0
23:45					0	0	0
Total	1013	1114	362	239	1375	1353	2728
	Main Driveway		Kwik Trip Dwy		Sum		
3-6pm Total		1114	362	239	1375	1353	2728
Pk Gen					502	502	1004
Pk Land Use					494	497	991

430-530
415-515

Tomah MXD - Entry Road Recounts

8/20/2016 Saturday	TM Count		TM Count		Sum		
	Main Driveway		Kwik Trip Dwy		In		Hrly
	In	Out	In	Out	In	Out	
00:00					0	0	
00:15					0	0	
00:30					0	0	
00:45					0	0	0
01:00					0	0	0
01:15					0	0	0
01:30					0	0	0
01:45					0	0	0
02:00					0	0	0
02:15					0	0	0
02:30					0	0	0
02:45					0	0	0
03:00					0	0	0
03:15					0	0	0
03:30					0	0	0
03:45					0	0	0
04:00					0	0	0
04:15					0	0	0
04:30					0	0	0
04:45					0	0	0
05:00					0	0	0
05:15					0	0	0
05:30					0	0	0
05:45					0	0	0
06:00					0	0	0
06:15					0	0	0
06:30					0	0	0
06:45					0	0	0
07:00					0	0	0
07:15					0	0	0
07:30					0	0	0
07:45					0	0	0
08:00					0	0	0
08:15					0	0	0
08:30					0	0	0
08:45					0	0	0
09:00					0	0	0
09:15					0	0	0
09:30					0	0	0
09:45					0	0	0
10:00					0	0	0
10:15					0	0	0
10:30					0	0	0
10:45					0	0	0
11:00	105	94	25	19	130	113	243
11:15	99	108	36	21	135	129	507
11:30	90	91	41	22	131	113	751
11:45	116	109	39	14	155	123	1029
12:00	98	113	27	16	125	129	1040
12:15	99	102	33	20	132	122	1030
12:30	112	124	30	20	142	144	1072
12:45	112	92	36	22	148	114	1056
13:00	107	122	31	22	138	144	1084
13:15	90	119	22	12	112	131	1073
13:30	86	108	24	24	110	132	1029
13:45	86	102	24	15	110	117	994
14:00					0	0	712
14:15					0	0	469
14:30					0	0	227
14:45					0	0	0
15:00					0	0	0
15:15					0	0	0
15:30					0	0	0
15:45					0	0	0
16:00					0	0	0
16:15					0	0	0
16:30					0	0	0
16:45					0	0	0
17:00					0	0	0
17:15					0	0	0
17:30					0	0	0
17:45					0	0	0
18:00					0	0	0
18:15					0	0	0
18:30					0	0	0
18:45					0	0	0
19:00					0	0	0
19:15					0	0	0
19:30					0	0	0
19:45					0	0	0
20:00					0	0	0
20:15					0	0	0
20:30					0	0	0
20:45					0	0	0
21:00					0	0	0
21:15					0	0	0
21:30					0	0	0
21:45					0	0	0
22:00					0	0	0
22:15					0	0	0
22:30					0	0	0
22:45					0	0	0
23:00					0	0	0
23:15					0	0	0
23:30					0	0	0
23:45					0	0	0
Total	1200	1284	368	227	1568	1511	3079
	Main Driveway		Kwik Trip Dwy		Sum		
11-2 Total	1200	1284	368	227	1568	1511	3079
Pk Gen					560	524	1084
Pk Land Use					560	524	1084

1215-115

1215-115

Orange Leaf Frozen Yogurt
 Clear Water Vapors
 Fantastic Sams
 Cheers Pablo
 TC Tek's Computer
 All Lab Tests Fast
 Mayo Clinic Express Care
 Physicians Weight Loss Care
 Taverna Grill
 Northern Bank
2 drive-thru lanes
 Little Caesar's Pizza
 Carry-Out & Delivery
 Clearwater Chiropractic
 Scott Trade
 Famous Dave's BBQ
 Weight Watchers
 Festival Foods



Thrift Store
 Salon Centric
 Mainstream Boutique
 HOM Furniture
 Great Clips
 Ameriprise Financial
 Cricket Wireless
 Cartridge World
 Noodle Wrap Restaurant
 Hair N Nails
 Four-Star Salon Supply
 Micon Cinema 7
4 active screens



Eau Claire Mall Drive MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Multiplex Movie Theater (Micon Cinema 7)	445	4 Screens	880 (220.00)	25 (45%)	30 (55%)	55 (13.64)	1,504 (376.00)	58 (72%)	22 (28%)	80 (19.97)
Supermarket (Festival Foods)	850	79,977 SF	8,177 (102.24)	387 (51%)	371 (49%)	758 (9.48)	14,203 (177.59)	435 (51%)	417 (49%)	852 (10.65)
Furniture Store (HOM)	890	93,620 SF	474 (5.06)	20 (48%)	22 (52%)	42 (0.45)	462 (4.94)	48 (54%)	41 (46%)	89 (0.95)
Shopping Center (Strip Retail)	820	45,920 SF	1,961 (42.70)	82 (48%)	88 (52%)	170 (3.71)	2,295 (49.97)	115 (52%)	106 (48%)	221 (4.82)
Specialty Retail (Thrift Store)	826	25,000 SF	1,108 (44.32)	30 (44%)	38 (56%)	68 (2.71)	1,051 (42.04)	63 (52%)	58 (48%)	121 (4.82)
Total Trips			12,600	544	549	1,093	19,515	719	644	1,363

Notes

Saturday trip rates for LU#826 are based on LU#820 (Shopping Center)

LU#445 (Multiplex >10 screens) was used in place of LU#444 (Movie Theater w/Matinee) for the peak hour time periods due to unrealistically high trip rates for LU#444.

LU#443 (Movie Theater w/out Matinee) was used for the PM and Saturday daily trip rates. These numbers may be unrealistically high.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Multiplex Movie Theater (Micon Cinema 7)		4 Screens		33 (49%)	34 (51%)	67 (16.75)		68 (71%)	28 (29%)	96 (24.00)
Supermarket (Festival Foods)		79,977 SF		325 (48%)	357 (52%)	682 (8.53)		282 (47%)	314 (53%)	596 (7.45)
Furniture Store (HOM)		93,620 SF		4 (27%)	11 (73%)	15 (0.16)		15 (44%)	19 (56%)	34 (0.36)
Shopping Center (Strip Retail)		45,920 SF		99 (44%)	126 (56%)	225 (4.90)		88 (53%)	77 (47%)	165 (3.59)
Specialty Retail (Thrift Store)		25,000 SF		60 (42%)	84 (58%)	144 (5.76)		75 (52%)	69 (48%)	144 (5.76)
Total Trips			11,552	521	612	1,133	11,970	528	507	1,035

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

The table does not include office trips from the UHC building, since traffic from only one side of the building was counted for this study.

Eau Claire Mall Drive MXD

NW Region

6/16/16 Thursday	Cinema		Festival Foods		Furniture Store		Strawberry Truck		Strip Retail/Rest.		Thrift Store		Office (UHC)*		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	6	8	63	67	1	4	6	6	31	16	16	24	2	6	125	131	1019 1024 1019 1030 1090 1136 1123 1113 1066	415-515
3:15PM	9	9	66	63	0	2	5	5	28	35	17	18	0	4	125	136		
3:30PM	4	11	64	83	2	1	3	3	20	20	15	20	1	22	109	160		
3:45PM	10	7	53	70	1	4	1	1	22	27	12	22	1	2	100	133		
4:00PM	10	7	63	67	1	2	2	2	24	25	12	25	0	21	112	149		
4:15PM	12	4	61	74	1	3	4	4	22	32	15	19	2	3	117	139		
4:30PM	7	7	83	72	1	4	1	1	26	31	17	19	5	6	140	140		
4:45PM	5	6	85	100	2	2	2	2	28	28	17	10	1	5	140	153		
5:00PM	8	9	84	109	0	0	2	2	23	35	15	17	1	2	133	174		
5:15PM	4	5	73	76	1	1	2	2	23	18	19	18	0	1	122	121		
5:30PM	8	2	74	78	0	0	2	2	37	31	13	19	1	3	135	135		
5:45PM	2	10	69	84	2	3	1	1	30	20	8	14	1	1	113	133		
LU Pk Hr Trips	33	34	325	357	4	11	15	15	99	126	60	84	4	48	530	606	1136	LU Pk Hr Trips
ITE Code	445		850		890		n/a		820		826		*Partial LU Count		577	556	1133	Dwy Pk Hr Trips
Size	4 Screens		79,977 SF		93,620 SF				45,920 SF		25,000 SF		Do Not Use		3	#Linked	0%	Pk Hr Linked%
																	11552	Daily Trips

6/18/16 Saturday	Cinema		Festival Foods		Furniture Store		Strawberry Truck		Strip Retail/Rest.		Thrift Store		Office (UHC)*		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	8	7	57	82	2	1	5	5	23	15	12	13	0	0	107	123	961 932 895 846 840 910 902 922	1115-1215
11:15AM	4	6	76	70	1	2	2	2	22	15	15	14	0	0	120	109		
11:30AM	8	5	81	76	1	1	2	2	21	23	16	13	0	0	129	120		
11:45AM	7	6	68	86	4	7	1	1	22	24	14	13	0	0	116	137		
12:00 Noon	5	5	60	69	4	6	1	1	19	19	21	22	0	0	110	122		
12:15PM	8	4	51	73	4	1	1	1	14	15	16	10	0	0	94	104		
12:30PM	19	10	44	69	3	5	3	3	14	14	13	15	0	0	96	116		
12:45PM	16	4	40	62	5	1	2	2	15	18	21	18	0	0	99	105		
1:00PM	17	8	52	62	2	6	5	5	22	23	14	10	0	0	112	114		
1:15PM	16	6	65	74	3	6	2	2	23	25	22	24	0	0	131	137		
1:30PM	5	2	56	66	3	2	2	2	14	17	18	17	0	0	98	106		
1:45PM	8	3	54	78	6	3	5	5	13	11	19	19	0	0	105	119		
LU Pk Hr Trips	68	28	282	314	15	19	14	14	88	77	75	69	0	0	475	488	963	LU Pk Hr Trips
ITE Code	445		850		890		n/a		820		826		*Partial LU Count		502	457	959	Dwy Pk Hr Trips
Size	4 Screens		79,977 SF		93,620 SF				45,920 SF		25,000 SF		Do Not Use		4	#Linked	0%	Pk Hr Linked%
																	11970	Daily Trips

Eau Claire MXD - Entry Road Counts

6/16/2016 Thursday	Camera			Camera			Sum		
	Mall Dr/S Entry			Mall Dr/Skeets			In Out Hrly		
	In	Out		In	Out		In	Out	
00:00	0	9		2	0		2	9	
00:15	0	3		1	1		1	4	
00:30	1	2		2	1		3	3	
00:45	0	1		1	2		1	3	26
01:00	0	1		1	1		1	2	18
01:15	0	0		1	0		1	0	14
01:30	0	1		2	0		2	1	11
01:45	3	0		0	0		3	0	10
02:00	0	1		0	1		0	2	9
02:15	2	0		0	0		2	0	10
02:30	1	1		1	1		2	2	11
02:45	0	1		0	0		0	1	9
03:00	0	1		2	1		2	2	11
03:15	0	1		0	0		0	1	10
03:30	4	1		0	1		4	2	12
03:45	4	0		0	1		4	1	16
04:00	2	1		1	1		3	2	17
04:15	2	1		2	0		4	1	21
04:30	1	0		1	0		2	0	17
04:45	1	0		2	1		3	1	16
05:00	4	2		0	1		4	3	18
05:15	5	0		0	0		5	0	18
05:30	8	2		6	1		14	3	33
05:45	14	2		8	2		22	4	55
06:00	1	4		5	1		6	5	59
06:15	10	3		13	2		23	5	82
06:30	16	4		9	6		25	10	100
06:45	24	8		18	8		42	16	132
07:00	13	9		19	6		32	15	168
07:15	21	10		28	6		49	16	205
07:30	18	8		24	11		42	19	231
07:45	22	18		26	13		48	31	252
08:00	18	13		34	8		52	21	278
08:15	19	16		18	13		37	29	279
08:30	24	12		29	17		53	29	300
08:45	18	13		28	18		46	31	298
09:00	22	21		40	17		62	38	325
09:15	47	21		54	31		101	52	412
09:30	31	22		55	40		86	62	478
09:45	45	27		55	42		100	69	570
10:00	38	28		50	39		88	67	625
10:15	50	30		49	36		99	66	637
10:30	43	51		62	50		105	101	695
10:45	42	40		67	62		109	102	737
11:00	33	36		78	58		111	94	787
11:15	54	44		70	45		124	89	835
11:30	68	45		63	79		131	124	884
11:45	59	55		70	60		129	115	917
12:00	49	46		77	89		126	135	973
12:15	60	50		77	77		137	127	1024
12:30	61	45		84	86		145	131	1045
12:45	68	59		56	72		124	131	1056
13:00	57	39		63	82		120	121	1036
13:15	52	50		73	68		125	118	1015
13:30	41	54		58	51		99	105	943
13:45	55	54		61	66		116	120	924
14:00	60	50		60	60		120	110	913
14:15	52	54		74	57		126	111	907
14:30	63	52		60	77		123	129	955
14:45	60	48		69	85		129	133	981
15:00	50	44		71	70		121	114	986
15:15	51	40		71	70		122	110	981
15:30	53	61		66	72		119	133	981
15:45	52	64		82	73		134	137	990
16:00	58	46		65	91		123	137	1015
16:15	60	51		62	79		122	130	1035
16:30	69	51		88	75		157	126	1066
16:45	62	57		99	73		161	130	1086
17:00	64	77		73	93		137	170	1133
17:15	52	60		85	67		137	127	1145
17:30	56	60		75	79		131	139	1132
17:45	42	65		57	72		99	137	1077
18:00	38	38		58	80		96	118	984
18:15	49	48		50	63		99	111	930
18:30	42	60		55	46		97	106	863
18:45	49	43		45	44		94	87	808
19:00	38	52		40	52		78	104	776
19:15	31	41		27	45		58	86	710
19:30	39	28		34	60		73	88	668
19:45	30	29		29	50		59	79	625
20:00	37	35		34	35		71	70	584
20:15	19	34		25	37		44	71	555
20:30	22	27		26	48		48	75	517
20:45	23	34		33	35		56	69	504
21:00	12	32		16	35		28	67	458
21:15	19	24		13	26		32	50	425
21:30	22	21		8	17		30	38	370
21:45	9	16		13	13		22	29	296
22:00	4	17		9	11		13	28	242
22:15	4	11		6	9		10	20	190
22:30	8	13		3	3		11	16	149
22:45	3	10		3	6		6	16	120
23:00	2	6		2	5		4	11	94
23:15	6	8		4	2		10	10	84
23:30	1	1		1	2		2	3	62
23:45	0	3		1	3		1	6	47
Total	2642	2477		3238	3195		5880	5672	11552
	Mall Dr/S Entry			Mall Dr/Skeets			Sum		
3-6pm Total		676		894	914		1563	1590	3153
Pk Gen							592	553	1145
Pk Land Use							577	556	1133

430-530

415-515

Eau Claire MXD - Entry Road Counts

6/18/2016 Saturday	Camera			Camera			Sum		
	Mall Dr/S Entry		Mall Dr/Skeets		In	Out	In	Out	Hrly
	In	Out	In	Out					
00:00	1	5	3	1	4	6			
00:15	1	4	1	2	2	6			
00:30	0	1	0	1	0	2			
00:45	1	1	0	0	1	1			22
01:00	3	0	1	2	4	2			18
01:15	2	1	1	1	3	2			15
01:30	3	4	2	2	5	6			24
01:45	3	1	0	0	3	1			26
02:00	2	5	1	0	3	5			28
02:15	1	0	1	1	2	1			26
02:30	1	0	0	0	1	0			16
02:45	2	0	1	0	3	0			15
03:00	1	0	1	1	2	1			10
03:15	2	1	0	2	2	3			12
03:30	0	3	0	0	0	3			14
03:45	3	1	0	0	3	1			15
04:00	1	1	1	0	2	1			15
04:15	1	2	1	0	2	2			14
04:30	1	0	2	0	3	0			14
04:45	7	2	1	0	8	2			20
05:00	0	0	0	1	0	1			18
05:15	4	0	0	0	4	0			18
05:30	7	1	6	1	13	2			30
05:45	14	1	9	2	23	3			46
06:00	3	9	4	1	7	10			62
06:15	9	3	9	2	18	5			81
06:30	10	6	9	6	19	12			97
06:45	16	6	18	9	34	15			120
07:00	21	6	18	7	39	13			155
07:15	14	15	26	6	40	21			193
07:30	23	7	23	9	46	16			224
07:45	18	12	27	13	45	25			245
08:00	24	20	31	8	55	28			276
08:15	27	29	18	13	45	42			302
08:30	27	23	29	20	56	43			339
08:45	41	25	28	18	69	43			381
09:00	31	28	41	16	72	44			414
09:15	50	32	50	33	100	65			492
09:30	47	28	50	40	97	68			558
09:45	45	42	53	44	98	86			630
10:00	39	37	49	40	88	77			679
10:15	51	36	46	37	97	73			684
10:30	59	33	59	55	118	88			725
10:45	53	57	68	61	121	118			780
11:00	59	58	70	60	129	118			862
11:15	60	54	61	45	121	99			912
11:30	65	49	57	72	122	121			949
11:45	59	51	68	58	127	109			946
12:00	67	55	65	73	132	128			959
12:15	67	51	67	67	134	118			991
12:30	77	68	79	66	156	134			1038
12:45	66	45	55	73	121	118			1041
13:00	63	56	56	77	119	133			1033
13:15	62	48	67	62	129	110			1020
13:30	58	47	55	60	113	107			950
13:45	69	51	55	67	124	118			953
14:00	53	64	61	63	114	127			942
14:15	62	49	66	51	128	100			931
14:30	64	61	56	70	120	131			962
14:45	77	56	73	79	150	135			1005
15:00	69	58	73	74	142	132			1038
15:15	58	65	73	73	131	138			1079
15:30	55	67	67	98	122	165			1115
15:45	63	59	86	81	149	140			1119
16:00	49	53	58	93	107	146			1098
16:15	66	54	65	71	131	125			1085
16:30	71	41	85	75	156	116			1070
16:45	64	53	105	81	169	134			1084
17:00	41	55	68	86	109	141			1081
17:15	52	51	86	68	138	119			1082
17:30	70	56	71	73	141	129			1080
17:45	37	50	57	59	94	109			980
18:00	54	72	57	75	111	147			988
18:15	46	63	46	60	92	123			946
18:30	35	39	56	49	91	88			855
18:45	46	34	50	50	96	84			832
19:00	43	37	44	56	87	93			754
19:15	46	28	27	50	73	78			690
19:30	35	43	39	55	74	98			683
19:45	26	35	28	53	54	88			645
20:00	25	46	36	34	61	80			606
20:15	31	36	25	42	56	78			589
20:30	23	33	28	47	51	80			548
20:45	21	30	33	35	54	65			525
21:00	29	25	16	36	45	61			490
21:15	14	52	13	23	27	75			458
21:30	22	17	6	18	28	35			390
21:45	17	26	13	14	30	40			341
22:00	5	29	10	13	15	42			292
22:15	3	15	5	8	8	23			221
22:30	4	5	3	3	7	8			173
22:45	3	4	3	6	6	10			119
23:00	3	32	3	4	6	36			104
23:15	4	2	4	2	8	4			85
23:30	5	2	1	2	6	4			80
23:45	1	12	1	2	2	14			80
Total	2933	2730	3140	3167	6073	5897			11970
	Mall Dr/S Entry		Mall Dr/Skeets		Sum				
11-2 Total		633	755	780	1527	1413			2940
Pk Gen					543	498			1200-100
Pk Land Use					502	457			1115-1215



La Quinta
Inn & Suites
88 rooms

Texas Roadhouse

Applebee's

Marcus Ridge Cinema
(w/ Zaffiro's Pizza)
19 screens



New Berlin Ridge Cinemas Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Multiplex Movie Theater (Marcus Theaters)	445	19 Screens	4,180 (220.00)	117 (45%)	142 (55%)	259 (13.64)	7,144 (376.00)	273 (72%)	106 (28%)	379 (19.97)
Hotel (La Quinta)	310	88 Rooms	719 (8.17)	27 (51%)	26 (49%)	53 (0.60)	721 (8.19)	35 (56%)	28 (44%)	63 (0.72)
High Turnover Sit-Down Restaurant (Applebee's)	932	5,225 SF	664 (127.15)	31 (60%)	20 (40%)	51 (9.85)	827 (158.37)	39 (53%)	35 (47%)	74 (14.07)
High Turnover Sit-Down Restaurant (Texas Roadhouse)	932	6,862 SF	873 (127.15)	41 (60%)	27 (40%)	68 (9.85)	1,087 (158.37)	51 (53%)	46 (47%)	97 (14.07)
Total Trips			6,436	216	215	431	9,779	398	215	613

Notes

LU#443 (Movie Theater w/out Matinee) was used for the PM and Saturday daily trip rates.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Multiplex Movie Theater (Marcus Theaters)		19 Screens		150 (52%)	140 (48%)	290 (15.26)		129 (68%)	60 (32%)	189 (9.95)
Hotel (La Quinta)		88 Rooms		7 (33%)	14 (67%)	21 (0.24)		17 (43%)	23 (58%)	40 (0.45)
High Turnover Sit-Down Restaurant (Applebee's)		5,225 SF		28 (65%)	15 (35%)	43 (8.23)		15 (56%)	12 (44%)	27 (5.17)
High Turnover Sit-Down Restaurant (Texas Roadhouse)		6,862 SF		68 (69%)	30 (31%)	98 (14.28)		20 (61%)	13 (39%)	33 (4.81)
Total Trips			4,662	253	199	452	4,011	181	108	289

Notes

Sat Peak Hr. Gen for LU#445 is from 11-2, not the true generator, which occurs later in the evening.

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

New Berlin Ridge Cinemas

SE Region

6/23/16 Thursday	Cinema		Applebees		Hotel		Texas Roadhouse		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	17	15	2	2	1	3	1	2	21	22		
3:15PM	20	47	2	2	4	5	3	1	29	55		
3:30PM	36	42	7	3	2	4	4	0	49	49		
3:45PM	49	22	9	10	0	2	8	2	66	36	327	
4:00PM	45	29	2	4	1	1	7	0	55	34	373	
4:15PM	22	23	7	4	1	0	8	0	38	27	354	
4:30PM	34	21	5	6	3	5	4	0	46	32	334	
4:45PM	24	8	7	1	2	1	14	1	47	11	290	
5:00PM	49	18	4	2	2	1	15	5	70	26	297	
5:15PM	44	11	8	3	0	3	12	8	64	25	321	
5:30PM	51	24	6	8	1	3	17	10	75	45	363	
5:45PM	49	21	10	2	5	2	24	7	88	32	425	500-600
LU Pk Hr Trips	150	140	28	15	7	14	68	30	297	128	425	LU Pk Hr Trips
ITE Code	445		932		310		932		286	125	411	Dwy Pk Hr Trips
Size	19 Screens		5,225 SF		88 Rooms		6,862 SF		14	#Linked	3%	Pk Hr Linked%
											4662	Daily Trips

6/25/16 Saturday	Cinema		Applebees		Hotel		Texas Roadhouse		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	18	8	2	0	1	4	3	0	24	12		
11:15AM	14	6	3	0	3	6	4	0	24	12		
11:30AM	16	6	3	0	3	4	9	0	31	10		
11:45AM	19	11	4	3	3	7	4	2	30	23	166	
12:00 Noon	21	14	3	1	5	7	3	0	32	22	184	
12:15PM	32	13	2	3	4	6	3	1	41	23	212	
12:30PM	40	11	3	4	5	3	3	1	51	19	241	
12:45PM	28	10	5	4	1	3	3	1	37	18	243	
1:00PM	29	26	6	3	7	7	5	4	47	40	276	1215-115
1:15PM	15	17	1	1	2	7	10	2	28	27	267	
1:30PM	19	5	1	1	2	3	2	3	24	12	233	
1:45PM	20	18	1	4	9	2	3	4	33	28	239	
LU Pk Hr Trips	129	60	15	12	17	23	20	13	176	100	276	LU Pk Hr Trips
ITE Code	445		932		310		932		165	93	258	Dwy Pk Hr Trips
Size	19 Screens		5,225 SF		88 Rooms		6,862 SF		18	#Linked	7%	Pk Hr Linked%
											4011	Daily Trips

New Berlin MXD - Entry Road Counts

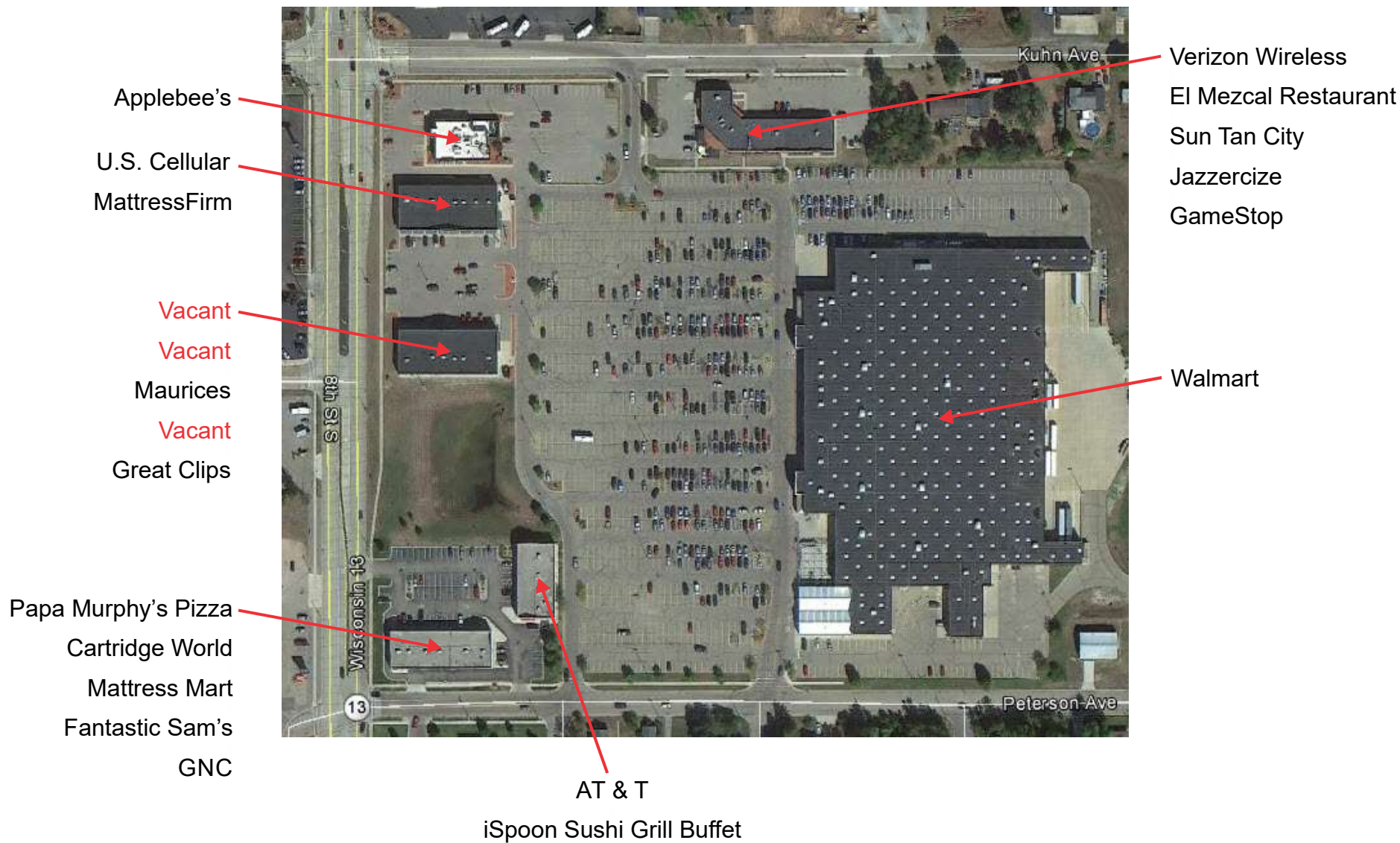
6/23/2016 Thursday	Tube (Adjusted)		Tube (Adjusted)		Sum			
	Rockridge Road		Theater Entrance		In		Hrly	
	In	Out	In	Out	In	Out		
00:00	1	2	4	13	5	15		
00:15	3	5	4	2	7	7		
00:30	1	0	0	9	1	9		
00:45	2	3	1	3	3	6		53
01:00	2	1	1	3	3	4		40
01:15	0	3	0	2	0	5		31
01:30	0	0	0	3	0	3		24
01:45	0	0	0	5	0	5		20
02:00	0	0	0	0	0	0		13
02:15	0	0	4	2	4	2		14
02:30	0	0	0	0	0	0		11
02:45	0	0	0	0	0	0		6
03:00	1	1	0	0	1	1		8
03:15	0	0	0	0	0	0		2
03:30	0	0	0	0	0	0		2
03:45	0	0	0	1	0	1		3
04:00	1	0	0	0	1	0		2
04:15	0	1	0	0	0	1		3
04:30	0	0	0	0	0	0		3
04:45	0	1	0	0	0	1		3
05:00	0	6	0	0	0	6		8
05:15	3	1	0	0	3	1		11
05:30	0	2	0	1	0	3		14
05:45	0	0	0	0	0	0		13
06:00	1	4	2	2	3	6		16
06:15	1	2	0	0	1	2		15
06:30	3	5	0	0	3	5		20
06:45	1	5	0	0	1	5		26
07:00	0	2	0	0	0	2		19
07:15	3	10	6	2	9	12		37
07:30	5	10	3	2	8	12		49
07:45	3	5	3	0	6	5		54
08:00	3	2	1	0	4	2		58
08:15	1	5	1	1	2	6		45
08:30	4	3	4	2	8	5		38
08:45	4	4	5	3	9	7		43
09:00	1	5	20	3	21	8		66
09:15	4	1	6	2	10	3		71
09:30	5	3	32	2	37	5		100
09:45	2	3	27	3	29	6		119
10:00	2	3	26	1	28	4		122
10:15	2	3	11	3	13	6		128
10:30	3	0	20	0	23	0		109
10:45	6	4	27	7	33	11		118
11:00	4	4	18	17	22	21		129
11:15	6	3	21	7	27	10		147
11:30	12	2	25	9	37	11		172
11:45	11	4	24	8	35	12		175
12:00	8	4	14	20	22	24		178
12:15	6	5	26	9	32	14		187
12:30	4	9	45	20	49	29		217
12:45	5	9	51	12	56	21		247
13:00	8	7	35	10	43	17		261
13:15	6	6	42	22	48	28		291
13:30	0	8	23	9	23	17		253
13:45	8	7	27	28	35	35		246
14:00	4	8	25	5	29	13		228
14:15	4	8	22	7	26	15		193
14:30	8	10	11	17	19	27		199
14:45	8	3	13	28	21	31		181
15:00	6	7	16	13	22	20		181
15:15	8	8	20	46	28	54		222
15:30	12	9	35	37	47	46		269
15:45	16	7	48	20	64	27		308
16:00	12	7	45	28	57	35		358
16:15	12	5	21	21	33	26		335
16:30	19	7	34	20	53	27		322
16:45	20	3	22	6	42	9		282
17:00	16	10	49	18	65	28		283
17:15	19	14	44	11	63	25		312
17:30	26	15	51	24	77	39		348
17:45	32	14	49	19	81	33		411
18:00	29	20	71	31	100	51		469
18:15	19	23	75	23	94	46		521
18:30	14	21	90	27	104	48		557
18:45	12	20	93	6	105	26		574
19:00	16	30	106	19	122	49		594
19:15	19	25	74	20	93	45		592
19:30	12	13	47	16	59	29		528
19:45	12	19	54	6	66	25		488
20:00	12	16	23	31	35	47		399
20:15	3	21	37	16	40	37		338
20:30	9	16	48	20	57	36		343
20:45	10	17	58	32	68	49		369
21:00	3	16	31	113	34	129		450
21:15	7	14	26	73	33	87		493
21:30	4	10	55	36	59	46		505
21:45	10	10	55	46	65	56		509
22:00	7	9	53	53	60	62		468
22:15	3	4	30	26	33	30		411
22:30	6	5	16	10	22	15		343
22:45	7	12	15	59	22	71		315
23:00	2	7	7	9	9	16		218
23:15	3	5	15	4	18	9		182
23:30	1	8	3	14	4	22		171
23:45	0	3	0	18	0	21		99
Total	588	652	2146	1276	2734	1928		4662
Rockridge Road Theater Entrance Sum								
3-6pm Total	198	106	434	263	632	369		1001
Pk Gen					425	169		594
Pk Land Use					286	125		411
Adj Factor	96%	98%	97%	79%				

615-715
500-600

New Berlin MXD - Entry Road Counts

6/25/2016 Saturday	Tube (Adjusted) Rockridge Road		Tube (Adjusted) Theater Entrance		Sum		Hrly
	In	Out	In	Out	In	Out	
00:00	1	2	4	18	5	20	
00:15	0	0	0	16	0	16	
00:30	2	2	5	13	7	15	
00:45	0	0	1	9	1	9	73
01:00	0	0	5	1	5	1	54
01:15	1	0	0	4	1	4	43
01:30	0	0	0	2	0	2	23
01:45	0	0	0	2	0	2	15
02:00	1	0	0	2	1	2	12
02:15	0	0	1	3	1	3	11
02:30	0	1	0	1	0	2	11
02:45	0	0	0	0	0	0	9
03:00	0	0	0	1	0	1	7
03:15	0	0	0	0	0	0	3
03:30	0	0	0	0	0	0	1
03:45	0	0	0	0	0	0	1
04:00	0	0	0	0	0	0	0
04:15	0	0	0	0	0	0	0
04:30	0	0	0	0	0	0	0
04:45	0	0	0	0	0	0	0
05:00	0	1	0	0	0	1	1
05:15	1	0	0	0	1	0	2
05:30	0	0	0	1	0	1	3
05:45	0	0	0	0	0	0	3
06:00	0	1	2	1	2	2	6
06:15	1	1	0	1	1	2	8
06:30	2	2	0	1	2	3	12
06:45	0	2	0	0	0	2	14
07:00	0	0	1	0	1	0	11
07:15	1	2	0	0	1	2	11
07:30	1	5	2	0	3	5	14
07:45	4	1	7	4	11	5	28
08:00	2	3	3	1	5	4	36
08:15	2	1	3	1	5	2	40
08:30	8	5	3	2	11	7	50
08:45	5	6	3	1	8	7	49
09:00	2	4	12	0	14	4	58
09:15	2	6	14	2	16	8	75
09:30	2	3	7	3	9	6	72
09:45	8	5	10	3	18	8	83
10:00	4	5	17	2	21	7	93
10:15	5	9	17	2	22	11	102
10:30	6	1	21	2	27	3	117
10:45	3	3	24	5	27	8	126
11:00	7	2	17	8	24	10	132
11:15	2	1	14	6	16	7	122
11:30	12	1	16	6	28	7	127
11:45	7	11	18	9	25	20	137
12:00	6	8	21	13	27	21	151
12:15	6	5	32	13	38	18	184
12:30	4	9	40	9	44	18	211
12:45	12	7	28	9	40	16	222
13:00	14	17	29	24	43	41	258
13:15	5	7	15	16	20	23	245
13:30	11	6	19	4	30	10	223
13:45	13	17	19	17	32	34	233
14:00	4	7	17	10	21	17	187
14:15	4	10	15	13	19	23	186
14:30	7	6	19	7	26	13	185
14:45	12	7	15	18	27	25	171
15:00	12	4	16	26	28	30	191
15:15	9	9	26	39	35	48	232
15:30	17	9	42	20	59	29	281
15:45	14	8	40	20	54	28	311
16:00	20	17	34	24	54	41	348
16:15	20	9	30	13	50	22	337
16:30	15	11	29	15	44	26	319
16:45	22	15	28	24	50	39	326
17:00	17	15	32	6	49	21	301
17:15	18	15	20	13	38	28	295
17:30	30	13	23	16	53	29	307
17:45	28	14	34	12	62	26	306
18:00	14	20	38	31	52	51	339
18:15	17	22	45	34	62	56	391
18:30	26	31	54	31	80	62	451
18:45	18	26	71	28	89	54	506
19:00	23	10	50	17	73	27	503
19:15	13	19	43	14	56	33	474
19:30	17	26	35	20	52	46	430
19:45	8	23	25	6	33	29	349
20:00	19	25	19	35	38	60	347
20:15	13	15	25	15	38	30	326
20:30	10	21	16	6	26	27	281
20:45	8	8	27	42	35	50	304
21:00	6	9	29	43	35	52	293
21:15	8	11	23	68	31	79	335
21:30	11	10	54	54	65	64	411
21:45	6	14	37	41	43	55	424
22:00	8	11	25	11	33	22	392
22:15	8	7	16	20	24	27	333
22:30	4	3	18	11	22	14	240
22:45	5	13	7	29	12	42	196
23:00	6	8	7	5	13	13	167
23:15	3	8	4	13	7	21	144
23:30	4	4	1	28	5	32	145
23:45	1	5	4	24	5	29	125
Total	668	680	1523	1140	2191	1820	4011
	Rockridge Road		Theater Entrance		Sum		
11-2 Total	99	91	268	134	367	225	592
Pk Gen					283	223	506
Pk Land Use					165	93	258
Adj Factor	96%	98%	97%	79%			

600-700p
1215-115



Wisconsin Rapids Walmart MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Shopping Center (Strip Retail)	820	46,168 SF	1,971 (42.70)	82 (48%)	89 (52%)	171 (3.71)	2,307 (49.97)	116 (52%)	107 (48%)	223 (4.82)
High Turnover Sit-Down Restaurant (Applebee's)	932	5,400 SF	687 (127.15)	32 (60%)	21 (40%)	53 (9.85)	855 (158.37)	40 (53%)	36 (47%)	76 (14.07)
Free-Standing Discount Superstore (WalMart Supercenter)	813	197,760 SF	10,036 (50.75)	421 (49%)	439 (51%)	860 (4.35)	12,670 (64.07)	558 (50%)	557 (50%)	1,115 (5.64)
Total Trips			12,694	535	549	1,084	15,832	714	700	1,414

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Shopping Center (Strip Retail)		46,168 SF		62 (53%)	56 (47%)	118 (2.56)		54 (50%)	53 (50%)	107 (2.32)
High Turnover Sit-Down Restaurant (Applebee's)		5,400 SF		26 (55%)	21 (45%)	47 (8.70)		15 (48%)	16 (52%)	31 (5.74)
Free-Standing Discount Superstore (WalMart Supercenter)		197,760 SF		403 (47%)	454 (53%)	857 (4.33)		440 (47%)	488 (53%)	928 (4.69)
Total Trips			12,084	491	531	1,022	11,648	509	557	1,066

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Wisconsin Rapids Wal-Mart MXD

NC Region

7/14/16 Thursday	Strip Retail		Applebees		Wal-Mart		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	12	14	2	1	94	93	108	108	990	
3:15PM	16	10	2	2	102	110	120	122		
3:30PM	18	18	2	3	112	132	132	153		
3:45PM	16	14	9	3	97	108	122	125		
4:00PM	29	18	4	1	92	104	125	123		
4:15PM	18	24	1	2	111	90	130	116		
4:30PM	24	10	5	1	97	107	126	118		
4:45PM	22	23	3	0	123	103	148	126		
5:00PM	27	20	3	0	108	105	138	125		
5:15PM	26	22	6	7	90	121	122	150		
5:30PM	20	18	7	6	79	92	106	116	1031	500-600
5:45PM	21	27	10	8	106	121	137	156	1050	
LU Pk Hr Trips	62	56	26	21	403	454	503	547	1050	LU Pk Hr Trips
ITE Code	820		932		813		443	494	937	Dwy Pk Hr Trips
Size	46,168 SF		5,400 SF		197,760 SF		113	#Linked	11%	Pk Hr Linked%
									12084	Daily Trips

7/16/16 Saturday	Strip Retail		Applebees		Wal-Mart		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	20	16	1	4	109	111	130	131	1033	1145-1245
11:15AM	7	14	1	3	125	102	133	119		
11:30AM	15	10	1	1	126	103	142	114		
11:45AM	12	13	4	4	117	114	133	131		
12:00 Noon	11	16	2	4	117	123	130	143		
12:15PM	17	9	4	3	95	132	116	144		
12:30PM	10	10	5	5	111	119	126	134		
12:45PM	11	13	5	1	88	90	104	104		
1:00PM	14	20	4	3	106	94	124	117		
1:15PM	13	12	4	0	101	105	118	117		
1:30PM	14	11	0	5	112	129	126	145	955	
1:45PM	15	11	1	5	112	100	128	116	991	
LU Pk Hr Trips	54	53	15	16	440	488	505	552	1057	LU Pk Hr Trips
ITE Code	820		932		813		477	500	977	Dwy Pk Hr Trips
Size	46,168 SF		5,400 SF		197,760 SF		80	#Linked	8%	Pk Hr Linked%
									11648	Daily Trips

Wisconsin Rapids MXD - Entry Road Counts

7/14/2016 Thursday	Video Kuhn Ave		Video Peterson W.		Video Peterson E.		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	
00:00	11	10	3	8	0	0	14	18	
00:15	8	7	3	2	1	0	12	9	
00:30	2	10	1	6	1	1	4	17	
00:45	2	8	1	5	3	1	6	14	94
01:00	1	6	3	1	4	4	8	11	81
01:15	4	4	1	4	2	2	7	10	77
01:30	4	1	0	0	0	2	4	3	63
01:45	2	2	0	3	0	2	2	7	52
02:00	2	2	1	0	0	0	3	2	38
02:15	0	2	2	3	0	1	2	6	29
02:30	3	1	0	1	1	0	4	2	28
02:45	2	0	1	2	0	3	3	5	27
03:00	3	3	0	1	3	0	6	4	32
03:15	2	1	0	1	0	0	2	2	28
03:30	3	3	1	2	0	0	4	5	31
03:45	5	0	1	1	1	0	7	1	31
04:00	0	0	0	0	1	0	1	0	22
04:15	2	2	0	0	0	0	2	2	22
04:30	5	1	1	0	0	1	6	2	21
04:45	1	3	1	0	1	0	3	3	19
05:00	2	2	0	0	1	0	3	2	23
05:15	2	3	4	0	3	0	9	3	31
05:30	1	4	2	3	3	0	6	7	36
05:45	10	3	2	2	1	1	13	6	49
06:00	13	5	2	0	6	1	21	6	71
06:15	14	6	5	3	7	2	26	11	96
06:30	12	10	8	3	4	4	24	17	124
06:45	29	5	4	3	6	0	39	8	152
07:00	8	17	3	7	8	13	19	37	181
07:15	15	11	7	7	11	7	33	25	202
07:30	16	20	10	8	6	4	32	32	225
07:45	19	21	12	10	20	2	51	33	262
08:00	17	21	6	4	12	5	35	30	271
08:15	22	15	12	12	13	9	47	36	296
08:30	33	16	15	14	20	10	68	40	340
08:45	41	24	15	16	14	5	70	45	371
09:00	41	29	28	16	25	5	94	50	450
09:15	35	29	23	30	27	4	85	63	515
09:30	44	36	24	27	22	12	90	75	572
09:45	54	37	10	34	23	8	87	79	623
10:00	46	32	20	23	33	13	99	68	646
10:15	61	39	22	42	35	17	118	98	714
10:30	68	38	22	45	17	17	107	100	756
10:45	60	40	24	36	35	16	119	92	801
11:00	79	48	33	34	33	16	145	98	877
11:15	71	66	20	53	33	22	124	141	926
11:30	49	46	28	47	29	19	106	112	937
11:45	75	49	26	51	35	19	136	119	981
12:00	77	59	31	52	26	11	134	122	994
12:15	74	46	21	55	35	15	130	116	975
12:30	57	69	21	44	33	20	111	133	1001
12:45	82	53	25	41	48	17	155	111	1012
13:00	85	47	26	48	25	17	136	112	1004
13:15	84	53	29	42	25	13	138	108	1004
13:30	69	71	26	60	40	21	135	152	1047
13:45	67	78	17	65	35	18	119	161	1061
14:00	68	57	17	53	35	25	120	135	1068
14:15	70	48	15	48	28	14	113	110	1045
14:30	55	71	22	42	32	20	109	133	1000
14:45	65	55	18	44	34	18	117	117	954
15:00	65	53	24	36	37	26	126	115	940
15:15	55	38	17	54	33	19	105	111	933
15:30	65	53	25	57	30	21	120	131	942
15:45	60	47	21	57	33	21	114	125	947
16:00	66	52	21	51	30	20	117	123	946
16:15	83	51	16	44	27	23	126	118	974
16:30	57	43	31	46	32	24	120	113	956
16:45	85	42	33	60	39	14	157	116	990
17:00	73	68	15	42	28	18	116	128	994
17:15	62	48	22	62	22	19	106	129	985
17:30	63	53	21	50	25	16	109	119	980
17:45	72	55	25	46	15	17	112	118	937
18:00	61	60	19	40	32	17	112	117	922
18:15	53	48	23	30	17	21	93	99	879
18:30	43	56	8	40	21	21	72	117	840
18:45	53	50	14	32	20	12	87	94	791
19:00	50	61	20	30	20	15	90	106	758
19:15	27	43	11	27	32	8	70	78	714
19:30	39	38	8	30	18	24	65	92	682
19:45	39	41	7	32	11	11	57	84	642
20:00	38	45	12	31	19	11	69	87	602
20:15	29	46	7	31	19	10	55	87	596
20:30	38	37	12	32	9	12	59	81	579
20:45	34	25	10	22	10	16	54	63	555
21:00	21	22	6	21	4	6	31	49	479
21:15	32	28	9	15	9	7	50	50	437
21:30	25	28	13	18	9	8	47	54	398
21:45	27	25	3	10	11	4	41	39	361
22:00	22	23	11	18	9	11	42	52	375
22:15	16	16	3	9	2	2	21	27	323
22:30	15	12	2	12	6	4	23	28	273
22:45	15	7	2	9	1	0	18	16	227
23:00	13	20	2	7	1	6	16	33	182
23:15	5	16	3	5	1	4	9	25	168
23:30	10	10	4	5	0	3	14	18	149
23:45	6	11	3	6	1	3	10	20	145
Total	3369	2816	1158	2281	1529	931	6056	6028	12084
3-6pm Total	806	603	271	605	351	238	1428	1446	2874
Pk Gen							519	475	994
Pk Land Use							443	494	937

415-515
500-600

Wisconsin Rapids MXD - Entry Road Counts

7/16/2016 Saturday	Video Kuhn Ave		Video Peterson W.		Video Peterson E.		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	
00:00	9	11	1	2	5	5	15	18	
00:15	9	11	0	10	0	1	9	22	
00:30	5	7	0	5	2	1	7	13	
00:45	6	10	2	3	0	1	8	14	106
01:00	1	10	3	4	3	1	7	15	95
01:15	3	3	0	2	3	0	6	5	75
01:30	4	5	2	4	2	0	8	9	72
01:45	5	7	2	4	1	3	8	14	72
02:00	8	8	0	1	1	2	9	11	70
02:15	1	4	2	4	2	0	5	8	72
02:30	9	5	1	3	0	2	10	10	75
02:45	7	0	1	3	1	1	9	4	66
03:00	1	0	1	2	0	0	2	2	50
03:15	0	4	0	2	1	2	1	8	46
03:30	1	2	0	2	0	0	1	4	31
03:45	2	2	1	1	0	0	3	3	24
04:00	2	1	2	0	0	1	4	2	26
04:15	4	3	0	0	0	0	4	3	24
04:30	2	3	1	2	3	0	6	5	30
04:45	1	1	2	0	2	1	5	2	31
05:00	4	2	2	1	1	0	7	3	35
05:15	2	3	6	2	2	2	10	7	45
05:30	4	6	3	1	3	1	10	8	52
05:45	9	7	5	2	1	2	15	11	71
06:00	9	7	2	1	3	1	14	9	84
06:15	14	4	1	3	1	1	16	8	91
06:30	16	3	9	6	3	1	28	10	111
06:45	15	6	5	2	11	1	31	9	125
07:00	12	23	6	11	13	6	31	40	173
07:15	21	13	9	8	6	5	36	26	211
07:30	16	14	12	12	7	5	35	31	239
07:45	10	16	11	8	22	7	43	31	273
08:00	27	13	11	17	10	6	48	36	286
08:15	30	20	15	18	14	10	59	48	331
08:30	33	27	17	11	16	11	66	49	380
08:45	24	20	21	17	22	10	67	47	420
09:00	37	30	18	22	38	7	93	59	488
09:15	59	23	18	38	43	18	120	79	580
09:30	50	32	30	37	30	11	110	80	655
09:45	50	44	25	45	34	11	109	100	750
10:00	53	45	28	38	39	18	120	101	819
10:15	56	47	22	42	36	17	114	106	840
10:30	63	54	40	50	38	24	141	128	919
10:45	86	44	21	42	36	21	143	107	960
11:00	57	60	35	51	34	16	126	127	992
11:15	68	56	28	52	47	18	143	126	1041
11:30	59	58	34	52	35	22	128	132	1032
11:45	67	40	25	62	44	22	136	124	1042
12:00	62	48	29	59	30	23	121	130	1040
12:15	60	64	29	51	29	23	118	138	1027
12:30	41	33	29	56	32	19	102	108	977
12:45	52	42	22	61	21	15	95	118	930
13:00	73	41	24	50	31	18	128	109	916
13:15	56	48	23	50	30	16	109	114	883
13:30	51	47	17	47	33	16	101	110	884
13:45	60	51	29	41	40	15	129	107	907
14:00	70	59	15	50	34	21	119	130	919
14:15	52	55	25	35	40	15	117	105	918
14:30	60	46	15	38	31	19	106	103	916
14:45	55	43	18	49	32	15	105	107	892
15:00	48	55	21	39	21	22	90	116	849
15:15	47	43	22	43	27	18	96	104	827
15:30	50	52	13	44	35	16	98	112	828
15:45	53	53	21	50	25	18	99	121	836
16:00	51	50	12	46	30	20	93	116	839
16:15	63	50	28	28	27	31	118	109	866
16:30	50	49	19	42	27	21	96	112	864
16:45	42	43	12	40	25	11	79	94	817
17:00	58	46	10	38	16	13	84	97	789
17:15	55	48	26	31	22	18	103	97	762
17:30	52	45	21	28	25	12	98	85	737
17:45	48	37	11	37	23	21	82	95	741
18:00	35	43	19	28	23	14	77	85	722
18:15	38	45	21	25	17	7	76	77	675
18:30	51	52	20	28	19	8	90	88	670
18:45	49	32	9	20	24	7	82	59	634
19:00	42	36	13	28	12	22	67	86	625
19:15	37	24	13	28	26	10	76	62	610
19:30	37	41	6	32	14	21	57	94	583
19:45	35	30	13	29	6	12	54	71	567
20:00	29	34	9	19	18	9	56	62	532
20:15	34	34	12	24	16	8	62	66	522
20:30	29	28	9	26	13	9	51	63	485
20:45	36	36	11	28	11	15	58	79	497
21:00	32	24	8	15	10	14	50	53	482
21:15	23	29	8	16	12	8	43	53	450
21:30	28	32	10	12	12	6	50	50	436
21:45	36	24	6	21	14	10	56	55	410
22:00	18	27	7	21	10	11	35	59	401
22:15	25	20	4	10	14	7	43	37	385
22:30	15	22	6	8	7	6	28	36	349
22:45	12	20	3	6	3	3	18	29	285
23:00	16	21	9	9	7	10	32	40	263
23:15	16	13	1	7	4	6	21	26	230
23:30	11	17	1	6	3	3	15	26	207
23:45	4	12	5	11	0	0	9	23	192
Total	3028	2658	1194	2215	1596	957	5818	5830	11648
	Kuhn Ave		Peterson W.		Peterson E.		Sum		
11-2 Total	706	588	324	632	406	223	1436	1443	2879
Pk Gen							533	509	1042
Pk Land Use							477	500	977

1100-1200
1145-1245



Rice Lake MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
High Turnover Sit-Down Restaurant (Applebee's)	932	3,800 SF	483 (127.15)	22 (60%)	15 (40%)	37 (9.85)	602 (158.37)	28 (53%)	25 (47%)	53 (14.07)
Home Improvement Superstore (Menards)	862	199,300 SF	6,126 (30.74)	227 (49%)	237 (51%)	464 (2.33)	11,304 (56.72)	458 (51%)	441 (49%)	899 (4.51)
Fast-Food Restaurant w/ Drive Thru (Arby's)	934	3,200 SF	1,588 (496.12)	54 (52%)	50 (48%)	104 (32.65)	2,310 (722.03)	96 (51%)	93 (49%)	189 (59.00)
Department Store (Kohl's)	875	63,000 SF	1,441 (22.88)	60 (51%)	58 (49%)	118 (1.87)	1,600 (25.40)	111 (53%)	98 (47%)	209 (3.32)
General Office Building	710	5,000 SF	55 (11.03)	1 (17%)	6 (83%)	7 (1.49)	12 (2.46)	1 (54%)	1 (46%)	2 (0.43)
Fast-Food Restaurant w/ Drive Thru (Taco John's)	934	2,900 SF	1,439 (496.12)	49 (52%)	46 (48%)	95 (32.65)	2,094 (722.03)	87 (51%)	84 (49%)	171 (59.00)
Total Trips			11,132	413	412	825	17,922	781	742	1,523

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
High Turnover Sit-Down Restaurant (Applebee's)		3,800 SF		19 (40%)	28 (60%)	47 (12.37)		27 (50%)	27 (50%)	54 (14.21)
Home Improvement Superstore (Menards)		199,300 SF		256 (51%)	248 (49%)	504 (2.53)		255 (43%)	343 (57%)	598 (3.00)
Fast-Food Restaurant w/ Drive Thru (Arby's)		3,200 SF		52 (52%)	48 (48%)	100 (31.25)		86 (49%)	89 (51%)	175 (54.69)
Department Store (Kohl's)		63,000 SF		55 (56%)	44 (44%)	99 (1.57)		64 (48%)	69 (52%)	133 (2.11)
General Office Building		5,000 SF		7 (47%)	8 (53%)	15 (3.00)		1 (50%)	1 (50%)	2 (0.40)
Fast-Food Restaurant w/ Drive Thru (Taco John's)		2,900 SF		51 (51%)	49 (49%)	100 (34.48)		68 (47%)	78 (53%)	146 (50.34)
Total Trips			9,412	440	425	865	8,425	501	607	1,108

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Rice Lake MXD

NW Region

7/7/16 Thursday	Applebees		Menards		Arby's		Kohl's		Office		Taco Johns		Total Land Use Trips		Hourly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
3:00PM	8	3	48	63	8	11	10	18	0	2	11	9	85	106	807 808 780 747 758 758 725 677 661	315-415
3:15PM	2	2	73	61	10	7	12	12	0	0	14	14	111	96		
3:30PM	5	4	65	72	12	13	13	15	0	0	19	12	114	116		
3:45PM	2	7	58	51	10	12	5	11	2	0	7	14	84	95		
4:00PM	3	2	60	64	13	8	7	14	0	1	9	11	92	100		
4:15PM	6	8	49	52	8	10	17	6	3	0	7	13	90	89		
4:30PM	0	5	64	57	12	13	14	13	2	1	8	8	100	97		
4:45PM	6	12	56	49	11	14	10	10	0	0	14	8	97	93		
5:00PM	3	5	46	57	18	12	14	15	3	0	8	11	92	100		
5:15PM	6	6	41	40	11	9	6	12	0	3	7	5	71	75		
5:30PM	4	5	39	44	4	13	15	7	2	0	7	9	71	78		
5:45PM	7	6	40	45	14	9	11	10	2	5	15	10	89	85		
LU Pk Hr Trips	19	28	256	248	52	48	55	44	7	8	51	49	401	407	808	LU Pk Hr Trips
ITE Code	932		862		934		875		710		934		358	391	749	Dwy Pk Hr Trips
Size	3,800 SF		199,300 SF		3,200 SF		63,000 SF		5,000 SF		2,900 SF		59	#Linked	7%	Pk Hr Linked%
															9412	Daily Trips

7/9/16 Saturday	Applebees		Menards		Arby's		Kohl's		Office		Taco Johns		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	3	2	65	88	12	9	12	17	0	0	13	14	105	130	981 1021 1026 1076 1073 1063 1033 965 916	1145-1245
11:15AM	0	4	66	78	12	10	22	13	0	0	17	16	117	121		
11:30AM	3	5	56	90	15	12	15	17	0	0	16	12	105	136		
11:45AM	3	10	68	87	18	10	13	22	1	1	19	15	122	145		
12:00 Noon	4	8	77	73	25	21	14	17	0	0	16	20	136	139		
12:15PM	1	9	64	78	17	17	13	14	0	0	18	12	113	130		
12:30PM	6	4	82	61	24	29	14	26	0	0	21	24	147	144		
12:45PM	11	7	66	69	20	22	11	17	0	0	18	23	126	138		
1:00PM	9	7	70	70	16	25	14	17	0	0	20	17	129	136		
1:15PM	3	5	68	63	16	17	11	7	0	0	9	14	107	106		
1:30PM	8	2	64	52	18	13	15	18	0	0	13	20	118	105		
1:45PM	10	7	54	61	12	17	16	15	0	0	13	10	105	110		
LU Pk Hr Trips	27	27	255	343	86	89	64	69	1	1	68	78	518	558	1076	LU Pk Hr Trips
ITE Code	932		862		934		875		710		934		484	443	927	Dwy Pk Hr Trips
Size	3,800 SF		199,300 SF		3,200 SF		63,000 SF		5,000 SF		2,900 SF		149	#Linked	14%	Pk Hr Linked%
															8425	Daily Trips

Rice Lake MXD - Entry Road Counts

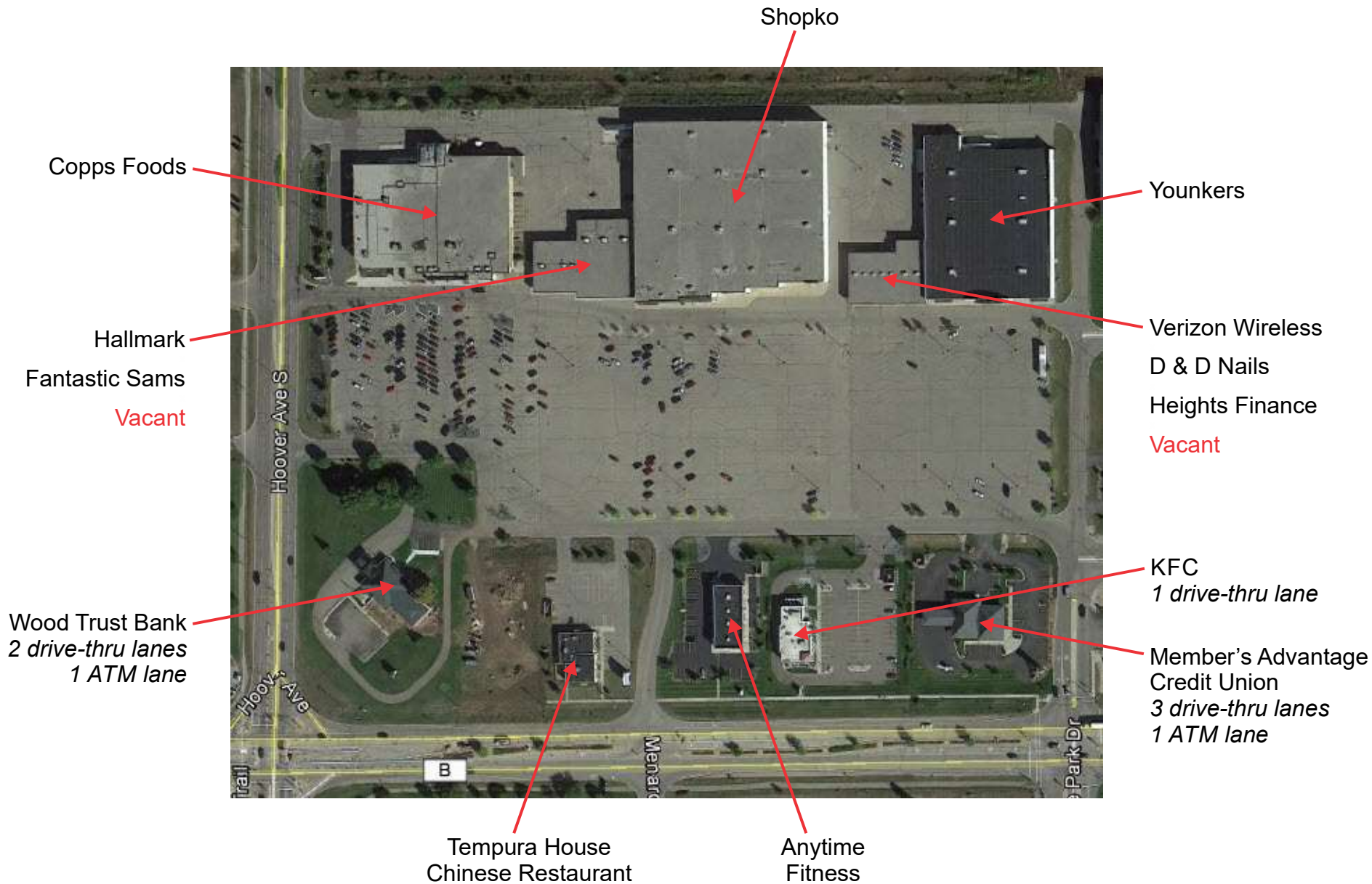
7/7/2016 Thursday	Tube (Adjusted)		Tube (Adjusted)		Sum		
	Decker North		Decker East		Sum		
	In	Out	In	Out	In	Out	Hrly
00:00	0	0	0	3	0	3	
00:15	0	0	0	1	0	1	
00:30	7	6	1	0	8	6	
00:45	1	1	0	2	1	3	22
01:00	2	0	0	0	2	0	21
01:15	1	0	0	1	1	1	22
01:30	1	1	0	0	1	1	10
01:45	0	0	0	0	0	0	6
02:00	0	0	0	0	0	0	4
02:15	1	2	0	0	1	2	5
02:30	0	0	0	0	0	0	3
02:45	1	2	0	0	1	2	6
03:00	0	0	0	0	0	0	6
03:15	0	0	0	0	0	0	3
03:30	1	1	0	0	1	1	5
03:45	1	2	1	0	2	2	6
04:00	1	0	0	0	1	0	7
04:15	3	1	3	0	6	1	14
04:30	11	0	5	0	16	0	28
04:45	15	1	5	0	20	1	45
05:00	5	2	3	1	8	3	55
05:15	0	1	4	0	4	1	53
05:30	2	2	1	0	3	2	42
05:45	3	2	2	4	5	6	32
06:00	8	0	4	0	12	0	33
06:15	9	1	3	0	12	1	41
06:30	6	2	4	4	10	6	52
06:45	6	4	9	5	15	9	65
07:00	13	8	5	2	18	10	81
07:15	24	11	4	2	28	13	109
07:30	15	8	11	5	26	13	132
07:45	11	7	14	6	25	13	146
08:00	18	12	13	13	31	25	174
08:15	14	7	12	12	26	19	178
08:30	31	8	19	15	50	23	212
08:45	23	15	27	20	50	35	259
09:00	28	13	20	27	48	40	291
09:15	38	11	28	28	66	39	351
09:30	37	24	27	25	64	49	391
09:45	57	20	43	36	100	56	462
10:00	37	16	30	35	67	51	492
10:15	61	29	46	47	107	76	570
10:30	58	26	49	48	107	74	638
10:45	72	22	64	64	136	86	704
11:00	69	21	41	57	110	78	774
11:15	76	22	52	67	128	89	808
11:30	88	28	93	93	181	121	929
11:45	100	33	63	86	163	119	989
12:00	83	36	86	99	169	135	1105
12:15	69	29	63	87	132	116	1136
12:30	60	38	54	95	114	133	1081
12:45	84	43	59	112	143	155	1097
13:00	66	37	64	92	130	129	1052
13:15	77	28	49	83	126	111	1041
13:30	68	37	67	88	135	125	1054
13:45	63	37	44	71	107	108	971
14:00	54	28	57	91	111	119	942
14:15	76	38	48	76	124	114	943
14:30	48	28	44	59	92	87	862
14:45	61	32	42	69	103	101	851
15:00	54	28	35	68	89	96	806
15:15	51	32	54	68	105	100	773
15:30	54	31	50	78	104	109	807
15:45	30	28	32	56	62	84	749
16:00	43	26	44	72	87	98	749
16:15	49	28	48	55	97	83	724
16:30	41	28	59	66	100	94	705
16:45	46	21	47	56	93	77	729
17:00	55	25	40	50	95	75	714
17:15	39	19	34	50	73	69	676
17:30	45	24	28	42	73	66	621
17:45	50	20	36	52	86	72	609
18:00	50	24	41	55	91	79	609
18:15	34	29	37	55	71	84	622
18:30	35	18	40	45	75	63	621
18:45	37	20	29	35	66	55	584
19:00	44	29	30	45	74	74	562
19:15	28	22	20	36	48	58	513
19:30	36	19	23	21	59	40	474
19:45	32	21	13	25	45	46	444
20:00	27	11	15	20	42	31	369
20:15	27	16	16	31	43	47	353
20:30	26	15	18	21	44	36	334
20:45	16	15	18	23	34	38	315
21:00	19	17	7	22	26	39	307
21:15	20	19	4	6	24	25	266
21:30	16	7	9	11	25	18	229
21:45	14	8	4	8	18	16	191
22:00	6	4	3	9	9	13	148
22:15	11	8	2	11	13	19	131
22:30	9	8	1	6	10	14	112
22:45	5	6	3	8	8	14	100
23:00	1	2	2	4	3	6	87
23:15	7	6	0	2	7	8	70
23:30	2	1	0	1	2	2	50
23:45	1	1	0	0	1	1	30
Total	2824	1419	2225	2944	5049	4363	9412
	Decker North		Decker East		Sum		
3-6pm Total	557	310	507	713	1064	1023	2087
Pk Gen					360	389	749
Pk Land Use					358	391	749

Rice Lake MXD - Entry Road Counts

7/9/2016 Saturday	Tube (Adjusted)		Tube (Adjusted)		Sum		
	Decker North		Decker East				Hrly
	In	Out	In	Out	In	Out	
00:00	2	7	1	3	3	10	
00:15	1	3	0	5	1	8	
00:30	1	0	0	0	1	0	
00:45	1	3	2	1	3	4	
01:00	1	3	1	0	2	3	22
01:15	0	1	0	1	0	2	15
01:30	0	0	1	4	1	4	19
01:45	1	1	0	1	1	2	15
02:00	1	2	0	2	1	4	15
02:15	0	0	0	1	0	1	14
02:30	0	0	0	0	0	0	9
02:45	0	0	0	0	0	0	6
03:00	0	0	0	0	0	0	1
03:15	0	0	0	0	0	0	0
03:30	0	0	0	0	0	0	0
03:45	0	1	1	0	1	1	2
04:00	2	0	0	0	2	0	4
04:15	0	0	2	1	2	1	7
04:30	3	0	3	0	6	0	13
04:45	8	1	8	0	16	1	28
05:00	0	1	0	0	0	1	27
05:15	1	0	0	0	1	0	25
05:30	1	0	0	0	1	0	20
05:45	2	0	0	1	2	1	6
06:00	2	0	2	0	4	0	9
06:15	7	1	1	1	8	2	18
06:30	9	1	2	0	11	1	29
06:45	13	6	5	5	18	11	55
07:00	8	5	7	5	15	10	76
07:15	15	3	8	5	23	8	97
07:30	17	6	6	5	23	11	119
07:45	16	14	5	10	21	24	135
08:00	23	12	11	5	34	17	161
08:15	17	8	14	14	31	22	183
08:30	19	7	19	8	38	15	202
08:45	33	11	13	17	46	28	231
09:00	27	17	22	30	49	47	276
09:15	38	21	29	18	67	39	329
09:30	58	17	37	32	95	49	420
09:45	52	17	38	32	90	49	485
10:00	64	21	45	44	109	65	563
10:15	64	29	43	53	107	82	646
10:30	75	25	51	51	126	76	704
10:45	65	36	53	51	118	87	770
11:00	66	27	53	69	119	96	811
11:15	64	20	56	66	120	86	828
11:30	65	23	58	67	123	90	839
11:45	72	28	60	78	132	106	872
12:00	70	36	49	67	119	103	879
12:15	63	24	53	82	116	106	895
12:30	58	32	59	96	117	128	927
12:45	59	35	56	77	115	112	916
13:00	50	29	58	87	108	116	918
13:15	43	26	53	79	96	105	897
13:30	42	23	50	77	92	100	844
13:45	63	31	41	63	104	94	815
14:00	58	32	46	64	104	96	791
14:15	69	27	52	46	121	73	784
14:30	45	32	44	60	89	92	773
14:45	44	29	33	56	77	85	737
15:00	36	25	41	75	77	100	714
15:15	42	21	32	41	74	62	656
15:30	41	23	38	44	79	67	621
15:45	38	27	46	68	84	95	638
16:00	42	22	38	50	80	72	613
16:15	44	31	31	49	75	80	632
16:30	48	26	28	45	76	71	633
16:45	44	26	29	42	73	68	595
17:00	31	22	35	42	66	64	573
17:15	50	32	24	39	74	71	563
17:30	36	17	29	44	65	61	542
17:45	39	20	37	44	76	64	541
18:00	38	31	24	20	62	51	524
18:15	31	23	28	30	59	53	491
18:30	35	20	27	40	62	60	487
18:45	29	17	21	36	50	53	450
19:00	35	26	18	42	53	68	458
19:15	23	23	18	31	41	54	441
19:30	27	11	17	31	44	42	405
19:45	29	22	17	25	46	47	395
20:00	30	21	13	22	43	43	360
20:15	17	27	17	16	34	43	342
20:30	35	24	17	14	52	38	346
20:45	24	21	8	7	32	28	313
21:00	17	14	14	15	31	29	287
21:15	17	12	14	8	31	20	261
21:30	11	17	10	14	21	31	223
21:45	10	17	3	5	13	22	198
22:00	7	12	4	7	11	19	168
22:15	8	2	3	5	11	7	135
22:30	9	12	3	11	12	23	118
22:45	10	12	1	8	11	20	114
23:00	11	3	5	6	16	9	109
23:15	10	7	3	4	13	11	115
23:30	3	5	2	3	5	8	93
23:45	6	5	4	1	10	6	78
Total	2541	1410	1950	2524	4491	3934	8425
	Decker North		Decker East		Sum		
11-2 Total	715	334	646	908	1361	1242	2603
Pk Gen					484	443	927
Pk Land Use					484	443	927

1145-1245

1145-1245



Stevens Point/Plover MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Drive-in Bank (Wood Trust, Members Advantage CU)	912	7 drive-in lanes	975 (139.25)	114 (49%)	119 (51%)	233 (33.24)	604 86.32*	98 (49%)	103 (51%)	201 (28.78)
High Turnover Sit-Down Restaurant (Tempura House)	932	4,400 SF	559 (127.15)	26 (60%)	17 (40%)	43 (9.85)	697 (158.37)	33 (53%)	29 (47%)	62 (14.07)
Health/Fitness Club (Anytime Fitness)	492	4,800 SF	158 (32.93)	10 (57%)	7 (43%)	17 (3.53)	100 (20.87)	6 (45%)	7 (55%)	13 (2.78)
Fast-Food Restaurant w/ Drive Thru (KFC)	934	4,000 SF	1,984 (496.12)	68 (52%)	63 (48%)	131 (32.65)	2,888 (722.03)	120 (51%)	116 (49%)	236 (59.00)
Department Store (Younkers)	875	54,100 SF	1,238 (22.88)	52 (51%)	49 (49%)	101 (1.87)	1,374 (25.40)	95 (53%)	85 (47%)	180 (3.32)
Shopping Center (Strip Retail)	820	17,800 SF	760 (42.70)	32 (48%)	34 (52%)	66 (3.71)	889 (49.97)	45 (52%)	41 (48%)	86 (4.82)
Free-Standing Discount Store (Shopko)	815	89,970 SF	5,150 (57.24)	224 (50%)	224 (50%)	448 (4.98)	6,394 (71.07)	339 (51%)	326 (49%)	665 (7.39)
Supermarket (Coppes)	850	51,650 SF	5,281 (102.24)	250 (51%)	240 (49%)	490 (9.48)	9,173 (177.59)	281 (51%)	269 (49%)	550 (10.65)
Total Trips			16,105	776	753	1,529	22,119	1,017	976	1,993

Notes

*Saturday daily trip rates for LU#912 are based on rates/1,000 square feet of gross floor area (Bank size ~ 11,100 total SF)

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use	Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
			In	Out	Total		In	Out	Total
Drive-in Bank (Wood Trust, Members Advantage CU)	7 drive-in lanes		24 (49%)	25 (51%)	49 (7.00)		41 (50%)	41 (50%)	82 (11.71)
High Turnover Sit-Down Restaurant (Tempura House)	4,400 SF		5 (45%)	6 (55%)	11 (2.50)		13 (46%)	15 (54%)	28 (6.36)
Health/Fitness Club (Anytime Fitness)	4,800 SF		10 (43%)	13 (57%)	23 (4.79)		8 (57%)	6 (43%)	14 (2.92)
Fast-Food Restaurant w/ Drive Thru (KFC)	4,000 SF		39 (53%)	34 (47%)	73 (18.25)		25 (56%)	20 (44%)	45 (11.25)
Department Store (Younkers)	54,100 SF		51 (52%)	47 (48%)	98 (1.81)		95 (55%)	78 (45%)	173 (3.20)
Shopping Center (Strip Retail)	17,800 SF		33 (43%)	43 (57%)	76 (4.27)		35 (53%)	31 (47%)	66 (3.71)
Free-Standing Discount Store (Shopko)	89,970 SF		70 (47%)	79 (53%)	149 (1.66)		88 (45%)	107 (55%)	195 (2.17)
Supermarket (Coppes)	51,650 SF		192 (48%)	204 (52%)	396 (7.67)		179 (47%)	201 (53%)	380 (7.36)
Total Trips		7,961	424	451	875	8,287	484	499	983

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

NC Region

9/10/16 Saturday	Bank		HT Restaurant		Fitness		KFC		Youngers		Strip Retail		Shopko		Copp's		Total Land Use Trips		Hrly Sums	Land Use Peak Hour
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs		
11:00AM	12	14	2	1	1	1	4	3	26	13	6	3	19	21	38	38	108	94		
11:15AM	9	7	1	0	0	1	5	4	19	17	1	6	15	21	51	53	101	109		
11:30AM	7	7	2	3	0	1	4	3	23	19	8	6	18	14	37	47	99	100		
11:45AM	13	13	3	2	5	2	5	4	21	29	8	7	32	23	38	40	125	120		
12:00 Noon	6	8	5	1	3	1	4	5	15	15	8	3	21	24	42	56	104	113		
12:15PM	3	3	1	1	0	2	6	6	12	16	11	10	21	24	51	47	105	109		
12:30PM	1	1	2	2	1	0	9	4	20	18	3	11	20	21	47	48	103	105		
12:45PM	1	1	4	4	0	2	6	4	16	14	6	9	27	21	39	50	99	105		
1:00PM	3	5	3	5	2	0	4	6	22	15	7	2	19	17	48	41	108	91		
1:15PM	0	0	3	3	1	1	8	3	22	20	9	8	27	31	48	35	118	101		
1:30PM	0	0	3	3	1	1	5	5	29	18	9	8	25	26	46	63	118	124		
1:45PM	6	6	0	1	3	0	3	9	22	25	10	13	17	33	34	43	95	130	885	100-200
LU Pk Hr Trips	41	41	13	15	8	6	25	20	95	78	35	31	88	107	179	201	439	446	885	LU Pk Hr Trips
ITE Code	912		932		492		934		875		820		815		850		436	427	863	Dwy Pk Hr Trips
Size	7 Lanes		4,400 SF		4,800 SF		4,000 SF		54,100 SF		17,800 SF		89,970 SF		51,650 SF		22	#Linked	2%	Pk Hr Linked%
																			8287	Daily Trips

Stevens Point-Plover MXD - Entry Road Counts

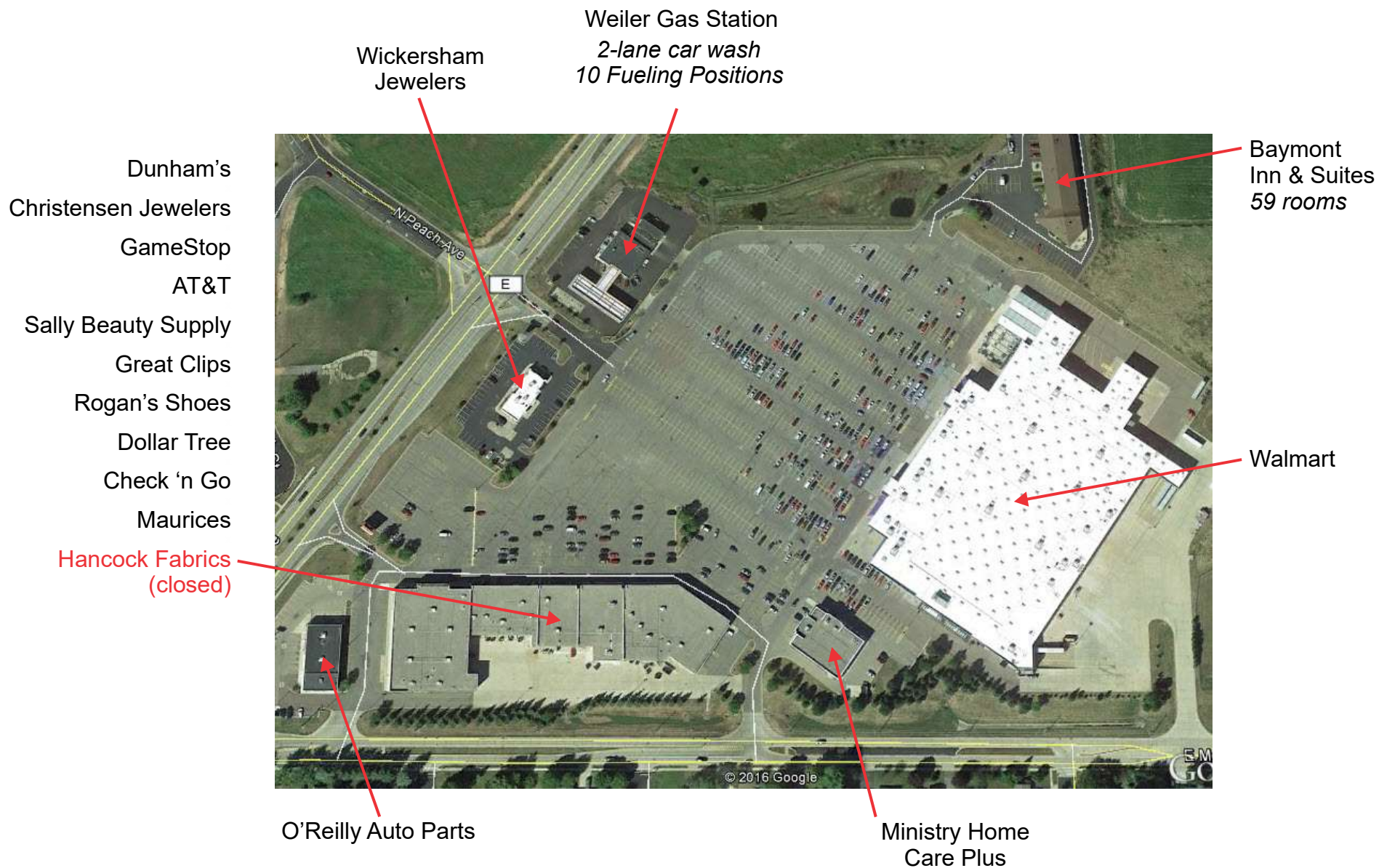
7/28/2016 Thursday	CTH B-Plover Road		Hoover-N		Hoover-South		Village Park-N		Village Park-S		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	
00:00	1	1									1	1	
00:15	0	1									0	1	
00:30	1	0									1	0	
00:45	0	0									0	0	4
01:00	0	0									0	0	2
01:15	0	1									0	1	2
01:30	0	0									0	0	1
01:45	0	1									0	1	2
02:00	0	0									0	0	2
02:15	1	1									1	1	3
02:30	0	0									0	0	3
02:45	0	0									0	0	2
03:00	0	0									0	0	2
03:15	0	1									0	1	1
03:30	0	0									0	0	1
03:45	0	0									0	0	1
04:00	2	0									2	0	3
04:15	0	0									0	0	2
04:30	0	1									0	1	3
04:45	0	1									0	1	4
05:00	1	1	4	1	0	0					5	2	9
05:15	2	1	6	0	0	2					8	3	20
05:30	2	0	5	0	3	2					10	2	31
05:45	3	0	7	3	2	0					12	3	45
06:00	2	1	4	3	3	2	1	1	4	3	14	10	62
06:15	3	0	3	2	2	6	1	1	3	4	12	13	76
06:30	1	0	3	4	3	4	0	0	5	4	12	12	88
06:45	3	0	4	4	5	5	0	1	5	1	17	11	101
07:00	2	2	3	5	5	1	0	1	6	0	16	9	102
07:15	4	1	12	5	6	3	0	2	3	4	25	15	117
07:30	3	0	10	3	4	6	1	1	7	4	25	14	132
07:45	5	2	9	10	7	6	1	4	5	6	27	28	159
08:00	2	1	5	2	8	4	1	0	14	7	30	14	178
08:15	8	0	8	8	8	3	1	3	14	4	39	18	195
08:30	5	1	6	6	11	6	2	4	7	5	31	22	209
08:45	13	1	13	4	14	5	2	3	4	4	46	17	217
09:00	5	3	15	8	8	8	2	1	19	11	49	31	253
09:15	7	4	14	10	15	9	3	1	17	16	56	40	292
09:30	6	1	14	12	9	13	6	2	10	11	45	39	323
09:45	10	6	25	12	16	14	7	4	15	16	73	52	385
10:00	6	4	12	15	11	15	3	3	15	11	47	48	400
10:15	10	2	14	9	16	18	3	8	26	16	69	53	426
10:30	8	5	18	16	24	10	6	3	22	15	78	49	469
10:45	10	4	16	14	20	24	7	6	19	16	72	64	480
11:00	13	5	13	18	17	20	10	10	30	14	83	67	535
11:15	10	4	19	19	17	16	9	6	23	25	78	70	561
11:30	11	6	22	19	22	22	6	7	29	26	90	80	604
11:45	23	10	27	25	28	33	7	8	22	29	107	105	680
12:00	13	8	21	26			12	7	22	33	68	74	672
12:15	22	10	30	21	97	127	14	7	34	30	197	195	916
12:30	12	11	27	17			9	12	25	32	73	72	891
12:45	12	8	25	33			9	13	30	26	76	80	835
13:00	16	14	17	21			7	6	35	24	75	65	833
13:15	14	8	21	12	69	94	12	10	37	19	153	143	737
13:30	13	11	23	26			3	11	16	16	55	64	711
13:45	21	8	22	23			10	8	17	20	70	59	684
14:00	12	8	20	18			11	3	18	26	61	55	660
14:15	9	7	20	24	67	100	6	7	32	16	134	154	652
14:30	15	4	21	15			10	11	27	17	73	47	653
14:45	19	7	25	19			10	10	20	17	74	53	651
15:00	21	10	28	23	14	21	6	7	19	18	88	79	702
15:15	9	3	29	25	19	23	14	8	20	22	91	81	586
15:30	11	8	24	23	18	30	9	7	21	21	83	89	638
15:45	12	7	29	20	24	19	8	13	21	22	94	81	686
16:00	12	4	24	28	21	31	12	7	25	25	94	95	708
16:15	15	6	18	20	21	26	9	10	23	21	86	83	705
16:30	14	11	27	29	24	36	7	18	19	24	91	118	742
16:45	23	9	26	23	29	27	12	6	19	21	109	86	762
17:00	11	13	32	18	26	30	11	13	27	33	107	107	787
17:15	13	13	15	23	30	24	14	11	23	20	95	91	804
17:30	10	11	24	27	22	30	8	6	19	34	83	108	786
17:45	12	9	12	19	28	20	5	7	24	23	81	78	750
18:00	12	13	17	18	17	31	7	5	20	19	73	86	695
18:15	10	8	27	20	12	19	4	7	16	25	69	79	657
18:30	13	8	17	17	9	21	3	6	17	20	59	72	597
18:45	7	8	14	17	12	17	7	4	24	18	64	64	566
19:00	8	8	22	17	12	14	4	5	10	29	56	73	536
19:15	9	4	23	13	10	23	1	3	15	14	58	57	503
19:30	7	3	7	24	9	20	4	7	14	11	41	65	478
19:45	5	3	12	17	11	20	5	2	11	8	44	50	444
20:00	7	6	8	18	10	16	2	5	7	16	34	61	410
20:15	6	10	9	14	9	7	2	1	10	9	36	41	372
20:30	2	1	8	15	4	12	3	4	9	8	26	40	332
20:45	4	2	6	10	6	7	1	2	8	8	25	29	292
21:00	1	4	5	7	2	8	2	5	7	8	17	32	246
21:15	1	3	4	7	2	4	0	5	7	3	14	22	205
21:30	2	2	4	4	8	3	0	3	3	4	17	16	172
21:45	2	1	3	3	1	3	0	2	5	4	11	13	142
22:00	0	2	2	3	1	3	1	1	3	4	7	13	113
22:15	0	2	1	0	0	0	0	1	0	5	1	8	86
22:30	0	1	1	1	2	1	0	0	1	4	4	7	64
22:45	2	0	1	0	0	4	0	0	1	3	4	7	51
23:00	1	1	1	1	0	0					2	2	35
23:15	1	1	0	1	2	2					3	4	33
23:30	0	1	1	3	1	0					2	4	28
23:45	0	0	0	0	0	1					0	1	18
Total	624	373	1064	1000	933	1131	353	366	1085	1032	4059	3902	7961
CTH B-Plover Road	163	104	288	278	276	317	115	113	260	284	1102	1096	2198
3-6pm Total											402	402	804
Pk Gen											393	394	787
Pk Land Use													

* per contract, driveway counts at this site were trunkated to reduce contract hours/cost. Volumes during the non-counted time periods are not expected to be significant.

Stevens Point-Plover MXD - Entry Road Counts

9/10/2016 Saturday	CTH B-Plover Road		Hoover-N		Hoover-South		Village Park-N		Village Park-S		Sum		Hrly
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	
00:00	0	0									0	0	
00:15	0	0									0	0	
00:30	0	1									0	1	
00:45	0	0									0	0	1
01:00	0	0									0	0	1
01:15	0	0									0	0	1
01:30	0	0									0	0	0
01:45	0	1									0	1	1
02:00	1	0									1	0	2
02:15	0	0									0	0	2
02:30	0	0									0	0	2
02:45	1	0									1	0	2
03:00	0	0									0	0	1
03:15	0	0									0	0	1
03:30	0	0									0	0	1
03:45	0	0									0	0	0
04:00	0	0									0	0	0
04:15	0	0									0	0	0
04:30	0	0									0	0	0
04:45	0	0									0	0	0
05:00	1	0	0	0	0	0					1	0	1
05:15	1	0	0	0	1	1					2	1	4
05:30	1	0	0	0	0	0					1	0	5
05:45	3	0	1	1	4	0					8	1	14
06:00	0	0	3	1	1	2	0	0	3	3	7	6	26
06:15	3	0	2	4	3	3	0	1	2	2	10	10	43
06:30	2	0	0	5	2	0	1	0	3	2	8	7	57
06:45	3	0	2	3	5	1	1	0	7	6	18	10	76
07:00	4	0	3	5	2	4	0	0	6	2	15	11	89
07:15	3	0	8	3	4	3	0	0	2	2	17	8	94
07:30	5	0	6	4	8	5	1	1	5	6	25	16	120
07:45	2	0	11	6	6	4	1	1	12	7	32	18	142
08:00	2	1	12	9	9	5	1	2	5	4	29	21	166
08:15	7	1	6	7	5	8	1	3	7	8	26	27	194
08:30	2	2	18	10	7	10	1	3	10	5	38	30	221
08:45	11	1	10	7	13	9	5	2	13	10	52	29	252
09:00	8	4	16	9	12	12	3	2	17	9	56	36	294
09:15	5	4	16	14	13	8	7	2	9	15	50	43	334
09:30	13	5	17	5	20	14	11	7	15	8	76	39	381
09:45	14	6	19	19	17	12	12	3	19	15	81	55	436
10:00	14	5	28	17	25	19	12	9	24	18	103	68	515
10:15	11	3	27	14	29	19	9	10	17	25	93	71	586
10:30	17	7	29	21	20	24	9	8	30	21	105	81	657
10:45	18	12	21	24	27	29	10	6	37	18	113	89	723
11:00	17	3	31	19	21	31	11	9	28	27	108	89	749
11:15	16	10	24	24	23	33	11	8	34	27	108	102	795
11:30	15	8	20	26	20	27	22	9	24	27	101	97	807
11:45	16	8	26	17	23	22	10	13	34	32	109	92	806
12:00	10	8	20	19	25	32	11	8	32	32	98	99	806
12:15	12	9	24	23	31	33	11	11	27	24	105	100	801
12:30	14	9	22	25	21	33	7	5	33	31	97	103	803
12:45	12	7	29	22	24	32	8	10	39	32	112	103	817
13:00	14	11	22	20	29	30	14	8	34	34	113	103	836
13:15	15	8	33	23	25	20	12	13	28	28	113	92	836
13:30	17	13	32	25	18	28	12	13	37	28	116	107	859
13:45	12	15	19	23	26	35	10	18	27	34	94	125	863
14:00	9	9	18	33	11	28	11	10	25	35	74	115	836
14:15	11	9	31	21	31	20	6	10	23	28	102	88	821
14:30	12	7	26	27	16	27	12	14	17	19	83	94	775
14:45	17	8	27	24	17	35	6	9	20	20	87	96	739
15:00	11	3	36	20	17	22	8	9	23	18	95	72	717
15:15	14	11	20	18	21	25	10	5	23	22	88	81	696
15:30	12	10	19	21	20	24	8	10	22	29	81	94	694
15:45	10	5	24	31	11	21	17	8	26	20	88	85	684
16:00	8	5	18	16	13	22	8	8	27	31	74	82	673
16:15	8	5	28	29	16	22	6	8	18	15	76	79	659
16:30	9	7	21	20	17	22	9	11	25	29	81	89	654
16:45	15	10	19	22	15	18	6	11	17	19	72	80	633
17:00	18	4	27	20	20	29	2	4	14	32	81	89	647
17:15	15	10	20	20	24	28	1	1	22	31	82	90	664
17:30	7	6	18	29	20	29	5	5	20	25	70	94	658
17:45	17	10	24	17	12	28	2	5	20	22	75	82	663
18:00	9	6	22	17	19	20	5	10	27	16	82	69	644
18:15	6	2	21	16	17	21	4	8	19	23	67	70	609
18:30	9	1	19	19	10	16	5	7	25	21	68	64	577
18:45	4	3	19	18	15	24	5	1	13	24	56	70	546
19:00	4	3	15	20	9	17	1	2	13	19	42	61	498
19:15	9	3	18	16	13	18	3	5	17	15	60	57	478
19:30	6	6	10	25	10	4	3	6	12	8	41	49	436
19:45	7	3	11	12	7	8	6	2	14	15	45	40	395
20:00	6	6	8	12	10	15	3	1	13	9	40	43	375
20:15	4	5	7	21	9	6	0	1	8	15	28	48	334
20:30	5	4	10	9	9	9	3	2	12	7	39	31	314
20:45	4	5	6	15	2	7	1	1	4	9	17	37	283
21:00	8	3	4	8	1	2	3	5	5	6	21	24	245
21:15	0	0	1	7	2	3	1	1	3	3	7	14	190
21:30	6	4	3	1	5	8	1	3	5	8	20	24	164
21:45	4	3	0	5	2	2	1	0	2	2	9	12	131
22:00	1	2	1	2	1	4	1	2	1	5	5	15	106
22:15	1	2	1	2	2	0	2	0	2	8	8	12	105
22:30	0	1	0	2	1	1	0	1	1	2	2	7	70
22:45	0	0	1	1	1	3	0	0	3	1	5	5	59
23:00	0	0	0	0	1	0					1	0	40
23:15	0	1	0	2	3	0					3	3	26
23:30	3	1	1	0	2	4					6	5	28
23:45	0	0	0	0	1	2					1	2	21
Total	611	345	1111	1052	952	1142	389	371	1161	1153	4224	4063	8287
CTH B-Plover Road	170	109	302	266	286	356	139	125	377	356	1274	1212	2486
Pk Gen											436	427	863
Pk Land Use											436	427	863

*per contract, driveway counts at this site were trunkated to reduce contract hours/cost. Volumes during the non-counted time periods are not expected to be significant.



Marshfield Walmart MXD Site Trip Generation

Trip Generation Table (ITE Trip Generation, 9th Edition)

Land Use	ITE Code	Size	Weekday Daily	PM Peak Adjacent			Saturday Daily	SAT Peak Generator		
				In	Out	Total		In	Out	Total
Hotel (Baymont)	310	59 Rooms	482 (8.17)	18 (51%)	17 (49%)	35 (0.60)	483 (8.19)	24 (56%)	18 (44%)	42 (0.72)
Free-Standing Discount Superstore (WalMart Supercenter)	813	191,950 SF	9,741 (50.75)	409 (49%)	426 (51%)	835 (4.35)	12,298 (64.07)	542 (50%)	541 (50%)	1,083 (5.64)
Medical Office (Ministry Home Care Plus)	720	8,000 SF	289 (36.13)	8 (28%)	21 (72%)	29 (3.57)	72 (8.96)	17 (57%)	12 (43%)	29 (3.63)
Shopping Center (Strip Retail)	820	34,160 SF	1,459 (42.70)	61 (48%)	66 (52%)	127 (3.71)	1,707 (49.97)	86 (52%)	79 (48%)	165 (4.82)
Sporting Goods Superstore (Dunham's)	861	24,000 SF	1,025 (42.70)	21 (48%)	23 (52%)	44 (1.84)	1,199 (49.97)	47 (51%)	45 (49%)	92 (3.84)
Automobile Parts Sales (O'Reilly Auto Parts)	843	6,500 SF	402 (61.91)	19 (49%)	20 (51%)	39 (5.98)	402 (61.91)	37 (51%)	35 (49%)	72 (11.10)
Shopping Center (Wickersham Jewelers)	820	3,300 SF	141 (42.70)	6 (48%)	6 (52%)	12 (3.71)	165 (49.97)	8 (52%)	8 (48%)	16 (4.82)
Gas Station/Convenience Store/Car Wash (Weiler)	946	10 Fueling Positions	1,528 (152.84)	71 (51%)	68 (49%)	139 (13.86)	1,528 (152.84)	98 (50%)	97 (50%)	195 (19.46)
Total Trips			15,067	613	647	1,260	17,854	859	835	1,694

Notes

Weekday and Saturday daily trip rates from LU#820 (Shopping Center) were used for LU#861 (Sporting Goods Superstore)

Saturday daily trip rates for LU# 843 and LU#946 are the PM daily trip rates.

Trip Generation Table (Local Data - 2016 Traffic Counts)

Land Use		Size	Weekday Daily	PM Peak Adjacent*			Saturday Daily	SAT Peak Generator*		
				In	Out	Total		In	Out	Total
Hotel (Baymont)		59 Rooms		8 (53%)	7 (47%)	15 (0.25)		9 (64%)	5 (36%)	14 (0.24)
Free-Standing Discount Superstore (WalMart Supercenter)		191,950 SF		360 (50%)	366 (50%)	726 (3.78)		362 (50%)	365 (50%)	727 (3.79)
Medical Office (Ministry Home Care Plus)		8,000 SF		4 (57%)	3 (43%)	7 (0.88)				
Shopping Center (Strip Retail)		34,160 SF		125 (51%)	119 (49%)	244 (7.14)		114 (47%)	131 (53%)	245 (7.17)
Sporting Goods Superstore (Dunham's)		24,000 SF		24 (50%)	24 (50%)	48 (2.00)		30 (51%)	29 (49%)	59 (2.46)
Automobile Parts Sales (O'Reilly Auto Parts)		6,500 SF		18 (46%)	21 (54%)	39 (6.00)		39 (50%)	39 (50%)	78 (12.00)
Shopping Center (Wickersham Jewelers)		3,300 SF		8 (57%)	6 (43%)	14 (4.24)		5 (50%)	5 (50%)	10 (3.03)
Gas Station/Convenience Store/Car Wash (Weiler)		10 Fueling Positions		85 (52%)	78 (48%)	163 (16.30)		84 (48%)	90 (52%)	174 (17.40)
Total Trips			12,643	632	624	1,256	11,785	643	664	1,307

Notes

*PM peak adjacent: land use peak hour volumes from 3-6 p.m.; SAT peak generator: land use peak hour volumes from 11 a.m.-2 p.m.

Marshfield Wal-Mart MXD

NC Region

8/4/16 Thursday	Hotel		Wal-Mart		Home Care		Strip Retail		Dunhams		Auto Parts		Jeweler		Gas Station		Total Land Use Trips		Hourly Sums	Land Use Peak Hour		
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs				
3:00PM	3	3	66	79	0	0	27	32	3	3	4	3	1	0	18	19	122	139	1107 345-445			
3:15PM	0	2	64	89	1	2	39	33	4	1	2	4	1	1	18	19	129	151				
3:30PM	1	2	74	77	2	1	33	28	2	4	8	10	0	1	18	13	138	136				
3:45PM	4	0	83	102	0	0	26	26	2	2	1	1	1	0	18	26	135	157				
4:00PM	0	0	90	86	1	0	23	25	4	7	4	6	3	1	17	11	142	136				
4:15PM	1	0	99	83	0	0	25	24	4	0	2	6	3	3	18	14	152	130				
4:30PM	0	1	88	95	0	0	24	19	7	5	4	1	1	1	16	25	140	147				
4:45PM	2	1	82	80	0	1	25	25	4	4	9	6	1	1	17	16	140	134				
5:00PM	1	1	63	74	0	0	24	21	9	9	0	5	2	1	17	14	116	125				
5:15PM	2	0	80	81	0	1	30	30	4	5	7	7	1	4	30	25	154	153				
5:30PM	3	2	63	75	0	1	29	26	4	5	2	3	1	1	19	23	121	136				
5:45PM	0	2	62	85	0	0	19	28	7	5	3	4	0	1	19	16	110	141				
LU Pk Hr Trips	8	7	360	366	4	3	125	119	24	24	18	21	8	6	85	78	569	570	1139	LU Pk Hr Trips		
ITE Code	310		813		720		820		861		843		820		946		548	560	1108	Dwy Pk Hr Trips		
Size	59 Rooms		191,950 SF		8,000 SF		34,160		24,000 SF		6,500 SF		3,300 SF		10 Fuel Pos.		31	#Linked	3% Pk Hr Linked%			
																			12643		Daily Trips	

8/6/16 Saturday	Hotel		Wal-Mart		Home Care		Strip Retail		Dunhams		Auto Parts		Jeweler		Gas Station		Total Land Use Trips		Hrly Sums	Land Use Peak Hour	
	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs	Ins	Outs			
11:00AM	1	0	90	90	0	0	34	24	5	5	3	1	0	0	18	23	151	143	1225 1115-1215		
11:15AM	2	1	84	91	0	0	34	26	4	4	2	3	1	0	15	14	142	139			
11:30AM	2	1	88	88	0	0	21	34	9	6	6	1	0	1	27	25	153	156			
11:45AM	3	1	101	91	0	0	35	29	11	9	6	3	0	0	24	28	180	161			
12:00 Noon	1	2	89	95	0	0	29	35	6	7	0	7	1	0	18	18	144	164			
12:15PM	0	0	82	85	0	0	23	25	4	7	6	2	2	1	12	19	129	139			
12:30PM	1	1	87	88	0	0	24	29	5	6	10	8	2	4	25	22	154	158			
12:45PM	0	0	84	59	0	0	28	24	5	4	8	9	0	0	16	14	141	110			
1:00PM	2	0	64	85	0	0	32	27	2	8	12	6	0	0	17	17	129	143			
1:15PM	4	3	71	78	0	0	31	40	11	3	8	6	0	0	19	17	144	147			
1:30PM	0	0	93	102	0	0	26	31	3	6	13	13	1	0	18	22	154	174			
1:45PM	3	2	79	72	0	0	25	33	5	7	6	14	0	1	14	15	132	144			
LU Pk Hr Trips	9	5	362	365	0	0	114	131	30	29	39	39	5	5	84	90	619	620	1239	LU Pk Hr Trips	
ITE Code	310		813		720		820		861		843		820		946		541	511	1052	Dwy Pk Hr Trips	
Size	59 Rooms		191,950 SF		8,000 SF		34,160		24,000 SF		6,500 SF		3,300 SF		10 Fuel Pos.		187	#Linked	15%	Pk Hr Linked%	
																				11785 Daily Trips	

Marshfield MXD - Entry Road Counts

8/4/2016 Thursday	McMillon-E		McMillon-W		STH 97 Central-N		STH 97 Central-S		Sum		
	In	Out	In	Out	In	Out	In	Out	In	Out	Hrly
00:00	3	7	0	0	5	6	0	0	8	13	
00:15	4	5	2	1	5	6	0	1	11	13	
00:30	2	6	1	0	5	5	0	1	8	12	
00:45	1	3	2	0	1	5	0	0	4	8	77
01:00	1	1	0	0	0	4	0	0	1	5	62
01:15	2	1	0	0	1	0	0	0	3	1	42
01:30	0	0	0	0	3	2	0	0	3	2	27
01:45	1	0	0	1	2	2	2	0	5	3	23
02:00	2	0	1	4	2	4	0	0	5	8	30
02:15	0	2	2	1	0	1	0	1	2	5	33
02:30	3	0	1	1	0	1	0	0	4	2	34
02:45	2	1	0	0	0	2	0	0	2	3	31
03:00	1	0	1	0	2	1	0	0	4	1	23
03:15	0	3	0	1	4	0	0	0	4	4	24
03:30	1	3	3	0	0	2	0	0	4	5	27
03:45	1	0	1	0	3	2	0	1	5	3	30
04:00	1	1	0	0	3	2	0	0	4	3	32
04:15	3	0	2	0	6	2	0	2	11	4	39
04:30	3	5	6	0	5	6	0	5	14	16	60
04:45	3	4	3	0	2	1	0	2	8	7	67
05:00	3	0	0	0	3	2	0	1	6	3	69
05:15	2	0	2	0	4	7	0	1	8	8	70
05:30	2	3	5	1	5	4	0	3	12	11	63
05:45	8	3	5	2	6	3	0	4	19	12	79
06:00	4	3	4	0	9	12	0	2	17	17	104
06:15	4	3	3	1	11	6	0	2	18	12	118
06:30	12	6	5	0	16	15	1	4	34	25	154
06:45	12	8	12	2	35	13	0	3	59	26	208
07:00	11	16	9	3	14	17	0	2	34	38	246
07:15	12	13	11	3	24	23	0	6	47	45	308
07:30	14	10	8	1	22	29	0	5	44	45	338
07:45	19	8	10	6	21	22	0	3	50	39	342
08:00	17	14	5	2	23	15	1	3	46	34	350
08:15	18	9	17	15	31	26	2	5	68	55	381
08:30	22	10	15	7	33	28	5	8	75	53	420
08:45	26	18	21	7	28	24	5	2	80	51	462
09:00	27	16	17	5	30	28	3	3	77	52	511
09:15	31	30	14	11	43	34	5	3	93	78	559
09:30	30	22	13	10	44	43	3	3	90	78	599
09:45	38	27	22	11	55	56	5	6	120	100	688
10:00	38	26	18	7	40	43	5	6	101	82	742
10:15	37	30	22	13	60	52	9	4	128	99	798
10:30	39	37	24	14	47	64	7	6	117	121	868
10:45	29	21	38	19	48	49	6	7	121	96	865
11:00	42	34	19	10	49	62	7	6	117	112	911
11:15	30	24	13	14	50	54	7	4	100	96	880
11:30	21	23	23	11	26	42	6	9	76	85	803
11:45	22	31	13	14	33	61	6	4	74	110	770
12:00	27	26	17	14	47	61	6	2	97	103	741
12:15	39	22	24	12	40	39	9	4	112	77	734
12:30	30	33	41	24	49	46	6	4	126	107	806
12:45	32	25	27	15	45	47	8	6	112	93	827
13:00	44	31	25	17	48	58	6	9	123	115	865
13:15	47	46	31	19	46	58	10	15	134	138	948
13:30	52	28	24	16	44	49	2	10	122	103	940
13:45	35	36	26	12	40	68	8	7	109	123	967
14:00	45	28	26	13	60	56	9	6	140	103	972
14:15	52	41	27	20	58	63	10	4	147	128	975
14:30	39	42	33	25	53	57	5	8	130	132	1012
14:45	37	38	26	23	58	76	9	10	130	147	1057
15:00	48	26	33	23	61	68	7	11	149	128	1091
15:15	44	51	25	19	49	66	7	12	125	148	1089
15:30	47	37	33	20	52	65	11	11	143	133	1103
15:45	45	39	25	20	47	84	8	8	125	151	1102
16:00	67	41	27	23	52	69	7	6	153	139	1117
16:15	52	40	24	24	57	60	8	7	141	131	1116
16:30	46	49	32	12	42	72	9	6	129	139	1108
16:45	45	40	30	23	64	80	10	9	149	152	1133
17:00	69	39	21	21	48	78	5	12	153	150	1144
17:15	50	49	27	17	56	80	11	11	144	157	1173
17:30	45	44	27	20	53	68	4	8	129	140	1174
17:45	40	41	27	15	52	67	5	6	124	129	1126
18:00	26	45	25	22	35	81	4	7	90	155	1068
18:15	47	21	18	22	41	66	5	5	111	114	992
18:30	34	30	15	14	50	47	4	5	103	96	922
18:45	34	36	15	10	40	48	5	4	94	98	861
19:00	26	43	14	7	43	52	3	6	86	108	810
19:15	28	29	19	14	24	50	6	4	77	97	759
19:30	22	18	13	18	27	35	5	5	67	76	703
19:45	33	25	12	12	17	29	2	1	64	67	642
20:00	25	20	21	8	33	45	3	3	82	76	606
20:15	26	33	10	15	22	36	1	5	59	89	580
20:30	18	28	9	9	25	34	2	4	54	75	566
20:45	19	26	16	7	20	34	1	5	56	72	563
21:00	11	20	7	11	28	30	2	6	48	67	520
21:15	21	18	7	11	27	30	1	3	56	62	490
21:30	20	17	8	3	20	28	0	5	48	53	462
21:45	16	14	3	3	11	22	0	0	30	39	403
22:00	13	11	2	2	9	19	1	3	25	35	348
22:15	9	7	5	5	7	8	0	2	21	22	273
22:30	4	5	5	0	11	16	0	1	20	22	214
22:45	4	7	3	1	4	13	1	1	12	22	179
23:00	12	3	1	4	9	16	0	1	22	24	165
23:15	8	7	2	3	8	10	0	0	18	20	160
23:30	10	6	1	3	2	9	0	0	13	18	149
23:45	6	11	0	1	2	5	1	0	9	17	141
Total	2153	1859	1292	850	2595	3186	312	396	6352	6291	12643
	McMillon-E		McMillon-W		STH 97 Central-N		STH 97 Central-S		Sum		
3-6pm Total	598	496	341	237	633	857	92	107	1664	1697	3361
Pk Gen									575	599	1174
Pk Land Use									548	560	1108

445-545

345-445

Marshfield MXD - Entry Road Counts

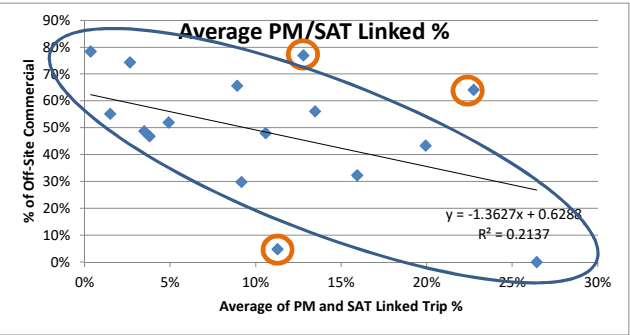
8/6/2016 Saturday	McMillon-E		McMillon-W		STH 97 Central-N		STH 97 Central-S		Sum		
	In	Out	In	Out	In	Out	In	Out	In	Out	Hrly
00:00	5	3	2	5	1	5	1	0	9	13	
00:15	8	4	0	3	5	4	1	0	14	11	
00:30	0	3	2	4	4	5	1	0	7	12	
00:45	3	5	0	0	4	7	0	1	7	13	86
01:00	4	4	0	1	4	5	1	0	9	10	83
01:15	4	3	2	3	3	3	0	0	9	9	76
01:30	3	2	2	1	0	2	0	0	5	5	67
01:45	1	3	0	1	1	5	0	0	2	9	58
02:00	2	1	0	1	1	4	0	0	3	6	48
02:15	0	1	0	0	1	1	0	0	1	2	33
02:30	1	0	0	0	1	1	1	0	3	1	27
02:45	1	0	0	0	1	1	0	0	2	1	19
03:00	1	1	1	0	0	3	0	0	2	4	16
03:15	2	1	1	0	1	1	0	1	4	3	20
03:30	1	1	0	0	2	1	0	0	3	2	21
03:45	0	1	3	0	3	2	0	2	6	5	29
04:00	4	0	0	0	2	2	0	0	6	2	31
04:15	0	1	0	0	2	1	0	0	2	2	28
04:30	1	2	0	0	0	0	0	0	1	2	26
04:45	5	1	3	0	2	3	0	1	10	5	30
05:00	0	2	1	1	2	1	0	1	3	5	30
05:15	4	0	1	0	4	2	0	0	9	2	37
05:30	4	4	1	0	1	2	0	1	6	7	47
05:45	2	3	3	0	2	8	1	0	8	11	51
06:00	9	5	3	0	13	7	0	1	25	13	81
06:15	5	2	2	0	5	5	0	2	12	9	91
06:30	11	4	2	0	17	12	0	0	30	16	124
06:45	12	5	7	2	19	15	0	1	38	23	166
07:00	9	9	4	2	9	15	0	1	22	27	177
07:15	11	7	6	4	21	16	0	2	38	29	223
07:30	13	11	6	1	21	15	0	2	40	29	246
07:45	14	14	7	1	15	26	0	2	36	43	264
08:00	22	15	5	2	29	17	3	2	59	36	310
08:15	29	14	9	4	31	25	1	4	70	47	360
08:30	23	19	19	5	30	30	2	5	74	59	424
08:45	35	16	14	3	37	49	4	3	90	71	506
09:00	26	20	15	5	22	37	1	9	64	71	546
09:15	33	19	19	9	53	36	6	3	111	67	607
09:30	28	26	28	12	53	55	6	5	115	98	687
09:45	37	32	26	9	50	50	3	8	116	99	741
10:00	36	23	32	10	58	52	7	3	133	88	827
10:15	45	36	30	20	47	62	7	7	129	125	903
10:30	38	41	30	12	41	57	12	8	121	118	929
10:45	54	30	30	20	61	65	10	8	155	123	992
11:00	43	49	33	15	65	69	8	8	149	141	1061
11:15	49	30	30	15	56	55	2	9	137	109	1053
11:30	40	36	33	21	54	79	11	6	138	142	1094
11:45	41	38	31	22	57	70	9	9	138	139	1093
12:00	46	36	21	20	54	62	7	3	128	121	1052
12:15	49	45	20	16	46	69	6	6	121	136	1063
12:30	45	37	29	24	56	82	8	10	138	153	1074
12:45	38	33	30	19	50	56	15	8	133	116	1046
13:00	27	22	27	18	63	61	8	6	125	107	1029
13:15	42	35	27	17	48	73	9	5	126	130	1028
13:30	33	43	24	21	65	69	9	10	131	143	1011
13:45	42	30	24	22	45	71	8	7	109	130	1001
14:00	32	31	28	10	57	56	7	5	134	102	1005
14:15	30	35	24	21	41	66	3	8	98	130	977
14:30	30	33	22	14	33	67	6	5	91	119	913
14:45	30	37	28	11	38	47	13	6	109	101	884
15:00	35	35	16	17	41	51	6	5	98	108	854
15:15	38	31	23	11	38	58	2	6	101	106	833
15:30	38	30	18	15	48	55	4	8	108	108	839
15:45	28	33	34	20	47	52	13	3	122	108	859
16:00	31	40	22	23	51	67	6	10	110	140	903
16:15	35	29	22	23	56	48	7	4	120	104	920
16:30	32	29	19	13	45	58	6	4	102	104	910
16:45	29	40	20	17	30	49	4	6	83	112	875
17:00	30	35	21	16	27	58	6	7	84	116	825
17:15	29	36	14	11	20	34	7	1	70	82	753
17:30	31	30	20	16	35	50	6	8	92	104	743
17:45	23	26	10	10	37	33	4	6	74	75	697
18:00	24	24	16	14	28	39	4	4	72	81	650
18:15	26	24	8	12	33	38	2	4	69	78	645
18:30	21	26	11	12	41	31	3	4	76	73	598
18:45	26	20	12	10	38	46	6	4	82	80	611
19:00	22	22	8	13	25	37	8	4	63	76	597
19:15	22	25	14	6	40	42	1	4	77	77	604
19:30	27	16	12	12	27	37	3	6	69	71	595
19:45	20	17	6	10	27	41	3	3	56	71	560
20:00	24	28	11	8	28	34	3	2	66	72	559
20:15	22	24	10	13	27	28	3	3	62	68	535
20:30	21	23	12	11	26	31	4	5	63	70	528
20:45	18	29	5	7	24	29	1	1	48	66	515
21:00	14	20	2	4	18	25	1	1	35	50	462
21:15	17	17	7	2	9	18	1	2	34	39	405
21:30	20	16	8	7	18	10	0	2	46	35	353
21:45	21	11	4	6	11	17	0	0	36	34	309
22:00	13	13	8	4	16	26	0	1	37	44	305
22:15	8	11	5	1	7	14	0	1	20	27	279
22:30	13	15	5	1	10	8	0	2	28	26	252
22:45	5	11	1	4	10	17	0	2	16	34	232
23:00	8	13	4	0	11	17	1	1	24	31	206
23:15	2	3	4	2	8	22	0	1	14	28	201
23:30	5	3	2	1	10	9	0	0	17	13	177
23:45	2	7	2	1	8	14	0	0	12	22	161
Total	1943	1776	1163	780	2482	3010	312	319	5900	5885	11785
11-2 Total	485	434	329	230	659	816	100	87	1573	1567	3140
Pk Gen									562	531	1100-1200
Pk Land Use									541	511	1115-1215

APPENDIX B

LINKED TRIP RECOMMENDATIONS
STATISTICAL ANALYSIS

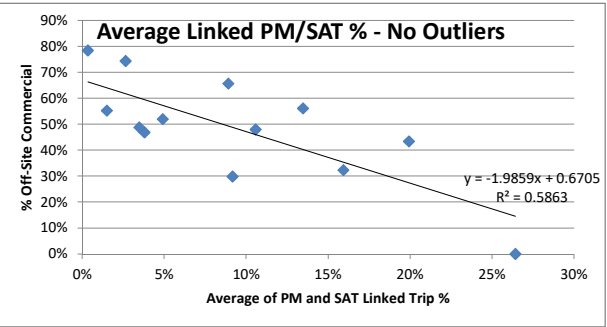
Linked Trip Percentages - All Data

MXD Site	PM Peak	SAT Peak		% of Off-Site Commercial
	Linked	Linked	Avg	
Chippewa Falls	28%	25%	26%	0%
Delavan	3%	20%	11%	5%
Wisconsin Rapids	11%	8%	9%	30%
Tomah	16%	16%	16%	32%
Kohler	21%	19%	20%	43%
Fond du Lac	6%	1%	4%	47%
Rice Lake	7%	14%	11%	48%
Oak Creek	1%	6%	3%	49%
New Berlin	3%	7%	5%	52%
Stevens Point/Plover	1%	2%	1%	55%
Muskego	12%	15%	13%	56%
Madison/Fitchburg	22%	24%	23%	64%
Marshfield	3%	15%	9%	66%
Grafton	1%	4%	3%	74%
Bellevue	15%	11%	13%	77%
Eau Claire	0%	0%	0%	78%
PM R ²				0.13
SAT R ²				0.26
AVG R ²				0.21



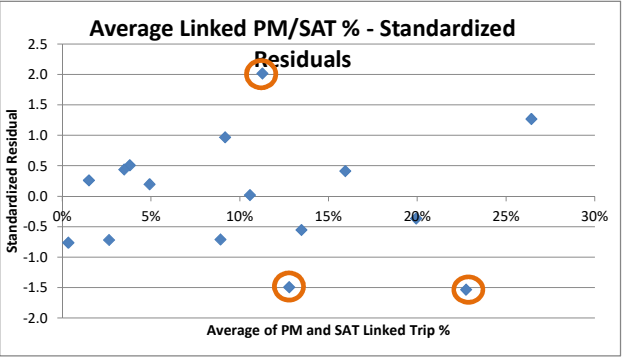
Linked Trip Percentages - No Outliers

MXD Site	PM Peak	SAT Peak		% of Off-Site Commercial
	Linked	Linked	Avg	
Chippewa Falls	28%	25%	26%	0%
Delavan				
Wisconsin Rapids	11%	8%	9%	30%
Tomah	16%	16%	16%	32%
Kohler	21%	19%	20%	43%
Fond du Lac	6%	1%	4%	47%
Rice Lake	7%	14%	11%	48%
Oak Creek	1%	6%	3%	49%
New Berlin	3%	7%	5%	52%
Stevens Point/Plover	1%	2%	1%	55%
Muskego	12%	15%	13%	56%
Madison/Fitchburg				
Marshfield	3%	15%	9%	66%
Grafton	1%	4%	3%	74%
Bellevue				
Eau Claire	0%	0%	0%	78%
PM R ²				0.67
SAT R ²				0.41
AVG R ²				0.59



Standardized Residual Test for Outliers

Outliers +/- 1.5							
i	x	y	Y	e _i =Y _i -Y _i	e _i ²	e _i /S _{y,x}	
1	26%	0%	0.27	0.27	0.07	1.3	
2	11%	5%	0.48	0.43	0.18	2.0	Delavan
3	9%	30%	0.50	0.21	0.04	1.0	
4	16%	32%	0.41	0.09	0.01	0.4	
5	20%	43%	0.36	-0.08	0.01	-0.4	
6	4%	47%	0.58	0.11	0.01	0.5	
7	11%	48%	0.48	0.00	0.00	0.0	
8	3%	49%	0.58	0.09	0.01	0.4	
9	5%	52%	0.56	0.04	0.00	0.2	
10	1%	55%	0.61	0.06	0.00	0.3	
11	13%	56%	0.45	-0.12	0.01	-0.6	
12	23%	64%	0.32	-0.32	0.10	-1.5	Madison/Fitchburg
13	9%	66%	0.51	-0.15	0.02	-0.7	
14	3%	74%	0.59	-0.15	0.02	-0.7	
15	13%	77%	0.45	-0.32	0.10	-1.5	Bellevue
16	0%	78%	0.62	-0.16	0.03	-0.8	
							0.21



APPENDIX C

**INDIVIDUAL LAND USE TRIP GENERATION
TABLES**

Residential Condominium/Townhouse (LU#230) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Oak Creek (Kendal Woods)	310 dwelling units	78 (59%)	54 (41%)	132 (0.43)	63 (43%)	85 (57%)	148 (0.48)
Totals	310 units	78	54	132	63	85	148
Weighted Average (Local) ³		(59%)	(41%)	(0.43)	(43%)	(57%)	(0.48)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(67%)	(33%)	(0.52)	(54%)	(46%)	(0.47)
#Studies/Average Size/Weighted Standard Deviation (ITE)		62	205	(0.20)	27	228	(0.18)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		18%			-2%		
Recommended Trip Rate		(67%)	(33%)	(0.52)	(54%)	(46%)	(0.47)
Source Data		ITE			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Residential Condominium/Townhouse (LU#230) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	38%	38%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Data cluster for study sites near FCE/20 data pts?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Is $R^2 \geq 0.75$?	Yes	Yes
Use ITE Rate?	Yes	Yes

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	6,609	2,893
Σ Ind. Var. (ITE)	12,710	6,156
Σ Trip Ends (Local)	132	148
Σ Ind. Var. (Local)	310	310
Combined Rate:	0.52	0.47
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
310	132	148

Hotel (LU#310) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
New Berlin (La Quinta)	88 Rooms	7 (33%)	14 (67%)	21 (0.24)	17 (43%)	23 (58%)	40 (0.45)
Marshfield (Baymont)	59 Rooms	8 (53%)	7 (47%)	15 (0.25)	9 (64%)	5 (36%)	14 (0.24)
Totals	147 Rooms	15	21	36	26	28	54
Weighted Average (Local) ³		(42%)	(58%)	(0.24)	(48%)	(52%)	(0.37)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(51%)	(49%)	(0.60)	(56%)	(44%)	(0.72)
#Studies/Average Size/Weighted Standard Deviation (ITE)		33	200	(0.25)	9	194	(0.21)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		59%			49%		
Recommended Trip Rate		(51%)	(49%)	(0.60)	n/a	n/a	n/a
Source Data		ITE			Collect Additional Data ⁴		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Recommended to count additional sites to calculate trip rate for Saturday midday time period and not Saturday peak hour of generator.

Hotel (LU#310) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	No
<i>Pct. Of sites in data plot</i>	50%	0%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	42%	29%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	50%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

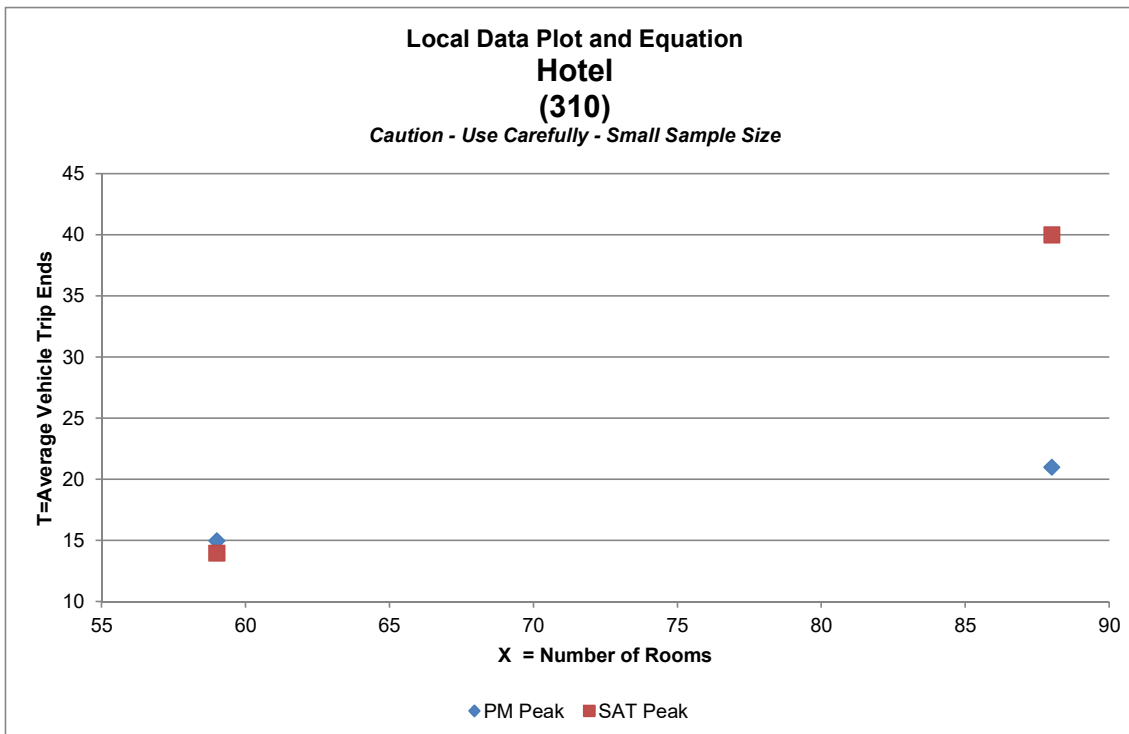
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	3,960	1,257
Σ Ind. Var. (ITE)	6,600	1,746
Σ Trip Ends (Local)	36	54
Σ Ind. Var. (Local)	147	147
Combined Rate:	0.59	0.69
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
88	21	40
59	15	14



Movie Theater with Matinee (LU#444) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Movie Theater (Eau Claire)	4 Screens	33 (49%)	34 (51%)	67 (16.75)	68 (71%)	28 (29%)	96 (24.00)
Movie Theater (Chippewa Falls)	8 Screens	11 (69%)	5 (31%)	16 (2.00)	35 (90%)	4 (10%)	39 (4.88)
Totals	12 Screens	44	39	83	103	32	135
Weighted Average (Local) ³		(53%)	(47%)	(6.92)	(76%)	(24%)	(11.25)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE) ⁴		(40%)	(60%)	(20.22)	(60%)	(40%)	(120.48)
#Studies/Average Size/Weighted Standard Deviation (ITE)		3	6	(3.42)	4	7	(51.02)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		66%			91%		
Recommended Trip Rate		(40%)	(60%)	(14.90)	n/a	n/a	n/a
Source Data		Combined ITE/Local			Collect Additional Data ⁵		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Saturday ITE trip rates are for peak hour of generator, which likely occurs later in the evening.

⁵ Recommended to count additional sites to calculate trip rate for Saturday midday time period and not Saturday peak hour of generator.

Movie Theater with Matinee (LU#444) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	No	Yes
<i>Pct. Of sites in data plot</i>	0%	50%
Data Plot has >5 (preferred) data points?	No	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	17%	42%
Data cluster for study sites near wtd. Avg. line?	n/a	No
<i>Pct. Of sites near wtd. avg. line</i>	n/a	0%
Data cluster for study sites near FCE/20 data pts?	n/a	No
<i>Pct. Of sites near wtd. avg. line</i>	n/a	0%
Is $R^2 \geq 0.75$?	n/a	Yes
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

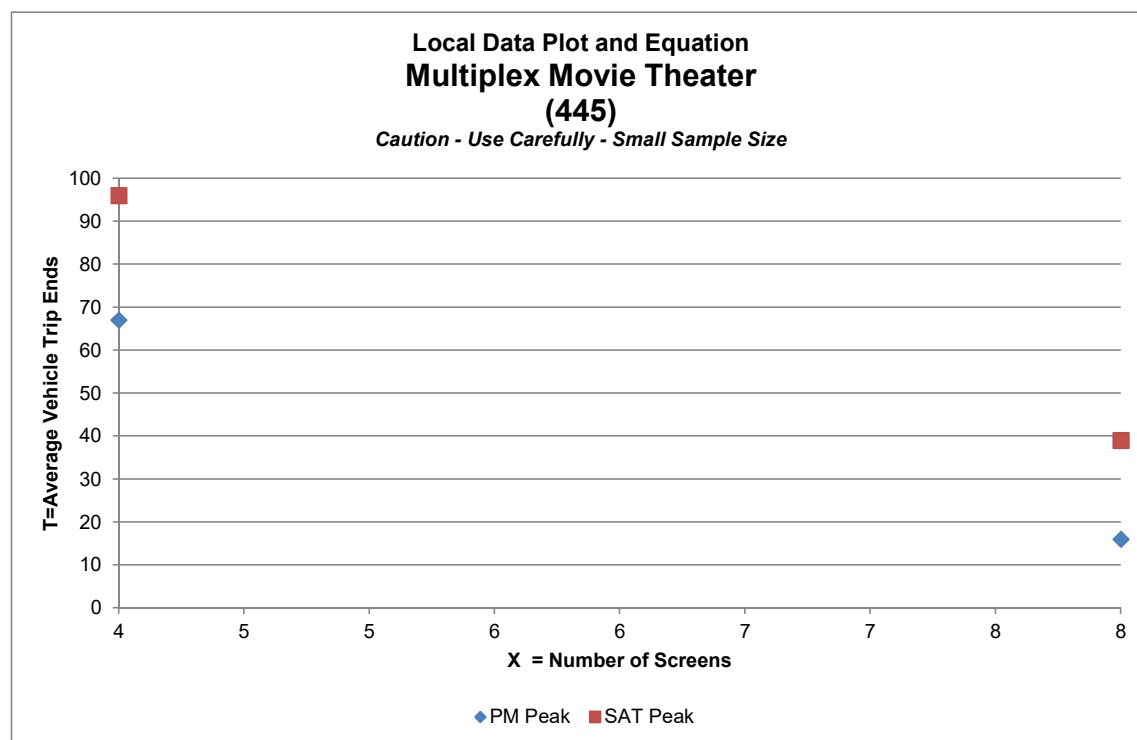
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	364	3,373
Σ Ind. Var. (ITE)	18	28
Σ Trip Ends (Local)	83	135
Σ Ind. Var. (Local)	12	12
Combined Rate:	14.90	87.71
Use Combined Local/ITE Rate?	Yes	No

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	No	No
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
4	67	96
8	16	39



Multiplex Movie Theater (LU#445) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday Peak ²		
		In	Out	Total	In	Out	Total
Multiplex Movie Theater (New Berlin)	19 Screens	150 (52%)	140 (48%)	290 (15.26)	129 (68%)	60 (32%)	189 (9.95)
Totals	19 Screens	150	140	290	129	60	189
Weighted Average (Local) ³		(52%)	(48%)	(15.26)	(68%)	(32%)	(9.95)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(45%)	(55%)	(13.64)	(72%)	(28%)	(19.97)
#Studies/Average Size/Weighted Standard Deviation (ITE)		4	17	(28.02)	7	18	(5.14)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-12%			50%		
Recommended Trip Rate		(45%)	(55%)	(13.99)	(72%)	(28%)	(18.66)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Multiplex Movie Theater (LU#445) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	No	No
<i>Pct. Of sites in data plot</i>	0%	0%
Data Plot has >5 (preferred) data points?	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	No	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	205%	26%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Is $R^2 \geq 0.75$?	n/a	Yes
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	928	2,516
Σ Ind. Var. (ITE)	68	126
Σ Trip Ends (Local)	290	189
Σ Ind. Var. (Local)	19	19
Combined Rate:	13.99	18.66
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
19	290	189

Health/Fitness Club (LU#492) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Fond du Lac (Planet Fitness)	13,147 SF	56 (51%)	54 (49%)	110 (8.37)	28 (52%)	26 (48%)	54 (4.11)
Stevens Point/Plover (Planet Fitness)	4,800 SF	10 (43%)	13 (57%)	23 (4.79)	8 (57%)	6 (43%)	14 (2.92)
Totals	17,947 SF	66	67	133	36	32	68
Weighted Average (Local) ³		(50%)	(50%)	(7.41)	(53%)	(47%)	(3.79)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(57%)	(43%)	(3.53)	(45%)	(55%)	(2.78)
#Studies/Average Size/Weighted Standard Deviation (ITE)		6	42,000	(0.82)	2	23,000	n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-110%			-36%		
Recommended Trip Rate		(57%)	(43%)	(3.79)	(45%)	(55%)	(3.06)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Health/Fitness Club (LU#492) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	No	No
<i>Pct. Of sites in data plot</i>	0%	0%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	23%	n/a
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

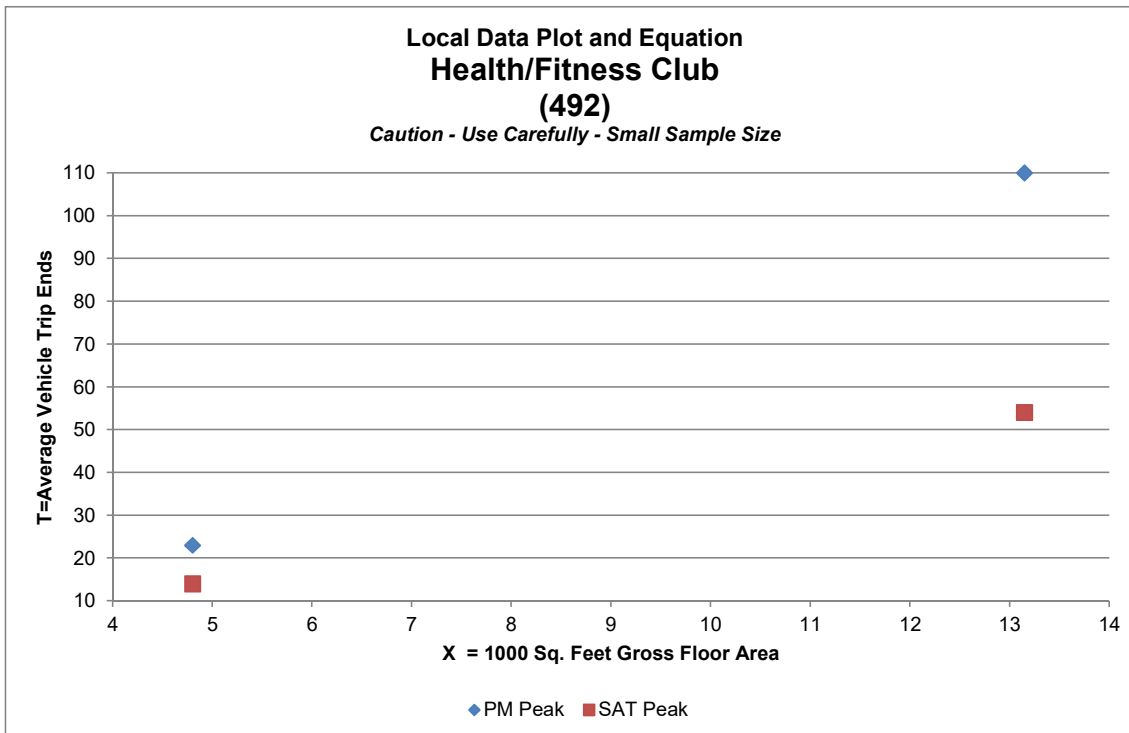
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	890	128
Σ Ind. Var. (ITE)	252	46
Σ Trip Ends (Local)	133	68
Σ Ind. Var. (Local)	18	18
Combined Rate:	3.79	3.06
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
13	110	54
5	23	14



Daycare Center (LU#565) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Muskego ⁴	5,000 SF	15 (38%)	24 (62%)	39 (7.80)	0	0	0
Totals	5,000 SF	15	24	39	0	0	0
Weighted Average (Local) ³		(38%)	(62%)	(7.80)	n/a	n/a	n/a
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(47%)	(53%)	(12.34)	(63%)	(37%)	(1.70)
#Studies/Average Size/Weighted Standard Deviation (ITE)		68	4,000	(6.28)	5	5,000	(1.46)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		37%			n/a		
Recommended Trip Rate		(47%)	(53%)	(12.34)	n/a	n/a	n/a
Source Data		ITE			Collect Additional Data ⁵		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ The Muskego day care center was closed during the Saturday count.

⁵ Recommended to count additional sites to calculate trip rate for Saturday peak period.

Daycare Center (LU#565) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	No
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	51%	86%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

*Daycare closed during local count

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
ΣTrip Ends (ITE)	3,356	43
ΣInd. Var. (ITE)	272	25
ΣTrip Ends (Local)	39	n/a
ΣInd. Var. (Local)	5	n/a
Combined Rate:	12.26	n/a
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥2 Studies)?	No	No
Add St. Dev. In Table (≥3 Studies)?	No	No
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
5	39	0

Office (LU#710) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Rice Lake	5,000 SF	7 (47%)	8 (53%)	15 (3.00)	1 (50%)	1 (50%)	2 (0.40)
Totals	5,000 SF	7	8	15	1	1	2
Weighted Average (Local) ³		(47%)	(53%)	(3.00)	(50%)	(50%)	(0.40)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(17%)	(83%)	(1.49)	(54%)	(46%)	(0.43)
#Studies/Average Size/Weighted Standard Deviation (ITE)		236	215,000	(0.64)	11	90,000	(0.32)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-101%			7%		
Recommended Trip Rate		(17%)	(83%)	(1.49)	(54%)	(46%)	(0.43)
Source Data		ITE			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Office (LU#710) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	No
<i>Pct. Of sites in data plot</i>	100%	0%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	No
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	43%	74%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	0%
Data cluster for study sites near FCE/20 data pts?	Yes	n/a
<i>Pct. Of sites near wtd. avg. line</i>	100%	n/a
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	75,603	426
Σ Ind. Var. (ITE)	50,740	990
Σ Trip Ends (Local)	15	2
Σ Ind. Var. (Local)	5	5
Combined Rate:	1.49	0.43
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
5	15	2

Medical-Dental Office Building (LU#720) Trip Generation Table

Land Use ^{1,4}	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Muskego (Dentist)	3,400 SF	4 (33%)	8 (67%)	12 (3.53)	0	0	0
Marshfield (Ministry Home Care Plus)	8,000 SF	4 (57%)	3 (43%)	7 (0.88)	0	0	0
Totals	11,400 SF	8	11	19	0	0	0
Weighted Average (Local) ³		(42%)	(58%)	(1.67)	n/a	n/a	n/a
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(28%)	(72%)	(3.57)	(57%)	(43%)	(3.63)
#Studies/Average Size/Weighted Standard Deviation (ITE)		43	31,000	(1.64)	3	28,000	(0.51)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		53%					
Recommended Trip Rate		(28%)	(72%)	(3.57)	n/a	n/a	n/a
Source Data		ITE			Collect Additional Data ⁵		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ All uses in this study were closed during the Saturday counts.

⁵ Recommended to count additional sites to calculate trip rate for Saturday peak period.

Medical-Dental Office Building (LU#720) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	No
<i>Pct. Of sites in data plot</i>	100%	0%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	46%	14%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	0%
Data cluster for study sites near FCE/20 data pts?	Yes	n/a
<i>Pct. Of sites near wtd. avg. line</i>	100%	n/a
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

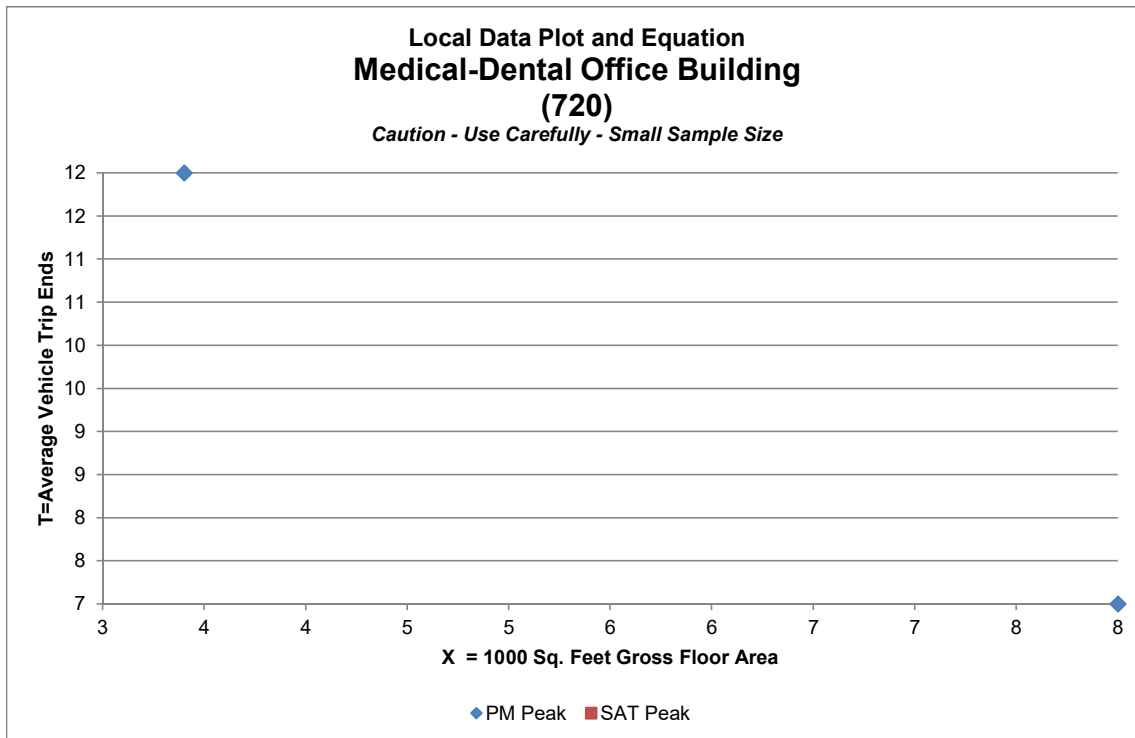
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	4,759	305
Σ Ind. Var. (ITE)	1,333	84
Σ Trip Ends (Local)	19	0
Σ Ind. Var. (Local)	11	11
Combined Rate:	3.55	3.20
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	No	No
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
3	12	0
8	7	0



Hardware/Paint Store (LU#816) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Oak Creek (Sherwin Williams)	4,000 SF	7 (50%)	7 (50%)	14 (3.50)	5 (56%)	4 (44%)	9 (2.25)
Totals	4,000 SF	7	7	14	5	4	9
Weighted Average (Local) ³		(50%)	(50%)	(3.50)	(56%)	(44%)	(2.25)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE) ⁴		(47%)	(53%)	(4.84)	(47%)	(53%)	(11.18)
#Studies/Average Size/Weighted Standard Deviation (ITE)		8	18,000	(2.13)	3	28,000	(1.80)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		28%			80%		
Recommended Trip Rate		(47%)	(53%)	(4.80)	(47%)	(53%)	(10.77)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ In/out split for Saturday is not provided by ITE. PM in/out splits were used in this table.

Hardware/Paint Store (LU#816) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	No	No
<i>Pct. Of sites in data plot</i>	0%	0%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	44%	16%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	0%	n/a
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	697	939
Σ Ind. Var. (ITE)	144	84
Σ Trip Ends (Local)	14	9
Σ Ind. Var. (Local)	4	4
Combined Rate:	4.80	10.77
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
4	14	9

Automobile Parts Sales (LU#843) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Marshfield (O'Reilly Auto Parts)	6,500 SF	18 (46%)	21 (54%)	39 (6.00)	39 (50%)	39 (50%)	78 (12.00)
Totals	6,500 SF	18	21	39	39	39	78
Weighted Average (Local) ³		(46%)	(54%)	(6.00)	(50%)	(50%)	(12.00)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(49%)	(51%)	(5.98)	n/a	n/a	n/a
#Studies/Average Size/Weighted Standard Deviation (ITE)		5	8,000	(1.21)	n/a		
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-0.3%					
Recommended Trip Rate		(49%)	(51%)	(5.98)	n/a	n/a	n/a
Source Data		Combined ITE/Local			Collect Additional Data ⁴		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Recommended to count additional sites to calculate trip rate for Saturday peak period.

Automobile Parts Sales (LU#843) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	n/a
<i>Pct. Of sites in data plot</i>	100%	n/a
Data Plot has >5 (preferred) data points?	No	n/a
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	20%	n/a
Data cluster for study sites near wtd. Avg. line?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	0%	n/a
Data cluster for study sites near FCE/20 data pts?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	100%	n/a
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	n/a
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	239	n/a
Σ Ind. Var. (ITE)	40	n/a
Σ Trip Ends (Local)	39	78
Σ Ind. Var. (Local)	7	7
Combined Rate:	5.98	n/a
Use Combined Local/ITE Rate?	Yes	No

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
7	39	78

Tire Store (LU#848) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Delavan (F&F Tire World)	6 Service Bays	9 (50%)	9 (50%)	18 (3.00)	11 (50%)	11 (50%)	22 (3.67)
Totals	6 Service Bays	9	9	18	11	11	22
Weighted Average (Local) ³		(50%)	(50%)	(3.00)	(50%)	(50%)	(3.67)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(42%)	(58%)	(3.54)	(43%)	(57%)	(2.47)
#Studies/Average Size/Weighted Standard Deviation (ITE)		9	8	(0.81)	3	10	(0.95)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		15%			-48%		
Recommended Trip Rate		(42%)	(58%)	(3.54)	(43%)	(57%)	(2.67)
Source Data		ITE			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Tire Store (LU#848) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	No
<i>Pct. Of sites in data plot</i>	100%	0%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	23%	38%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	255	74
Σ Ind. Var. (ITE)	72	30
Σ Trip Ends (Local)	18	22
Σ Ind. Var. (Local)	6	6
Combined Rate:	3.50	2.67
Use Combined Local/ITE Rate?	No	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥2 Studies)?	No	No
Add St. Dev. In Table (≥3 Studies)?	No	No
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
6	18	22

Discount Supermarket (LU#854) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Delavan (Aldi)	14,600 SF	57 (41%)	82 (59%)	139 (9.52)	101 (53%)	90 (47%)	191 (13.08)
Totals	14,600 SF	57	82	139	101	90	191
Weighted Average (Local) ³		(41%)	(59%)	(9.52)	(53%)	(47%)	(13.08)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(50%)	(50%)	(8.34)	(50%)	(50%)	(9.65)
#Studies/Average Size/Weighted Standard Deviation (ITE)		19	77,000	(1.73)	16	81,000	(1.84)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-14%			-36%		
Recommended Trip Rate		(50%)	(50%)	(8.34)	(50%)	(50%)	(9.69)
Source Data		ITE			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Discount Supermarket (LU#854) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	No
<i>Pct. Of sites in data plot</i>	100%	0%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	21%	19%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	0%
Data cluster for study sites near FCE/20 data pts?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	100%	n/a
Is $R^2 \geq 0.75$?	Yes	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	12,201	12,506
Σ Ind. Var. (ITE)	1,463	1,296
Σ Trip Ends (Local)	139	191
Σ Ind. Var. (Local)	15	15
Combined Rate:	8.35	9.69
Use Combined Local/ITE Rate?	No	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
15	139	191

Sporting Goods Superstore (LU#861) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Delavan (MC Sports)	13,835 SF	10 (56%)	8 (44%)	18 (1.30)	22 (50%)	22 (50%)	44 (3.18)
Marshfield (Dunhams)	24,000 SF	24 (50%)	24 (50%)	48 (2.00)	30 (51%)	29 (49%)	59 (2.46)
Totals	37,835 SF	34	32	66	52	51	103
Weighted Average (Local) ³		(52%)	(48%)	(1.74)	(50%)	(50%)	(2.72)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(48%)	(52%)	(1.84)	(51%)	(49%)	(3.84)
#Studies/Average Size/Weighted Standard Deviation (ITE)		5	93,000	(1.37)	5	93,000	(2.98)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		5%			29%		
Recommended Trip Rate		(48%)	(52%)	(1.83)	(51%)	(49%)	(3.76)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Sporting Goods Superstore (LU#861) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	No	Yes
<i>Pct. Of sites in data plot</i>	0%	50%
Data Plot has >5 (preferred) data points?	No	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	74%	78%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Is $R^2 \geq 0.75$?	No	No
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

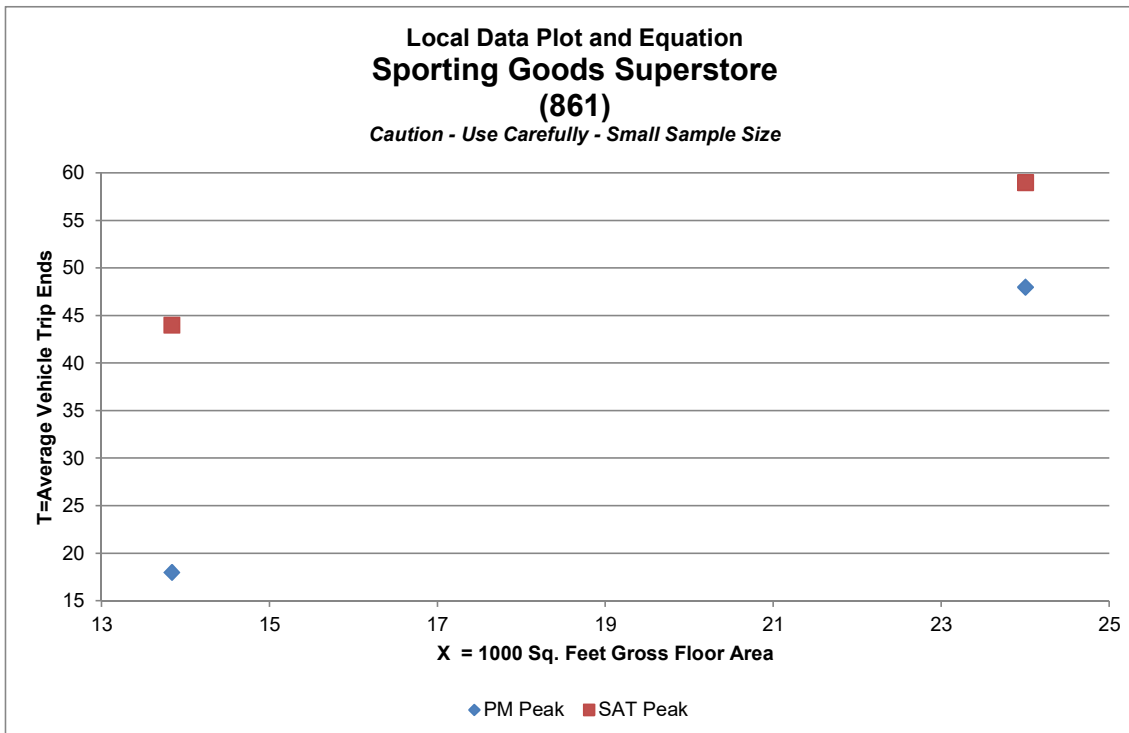
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	856	1,786
Σ Ind. Var. (ITE)	465	465
Σ Trip Ends (Local)	66	103
Σ Ind. Var. (Local)	38	38
Combined Rate:	1.83	3.76
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable	PM Peak	SAT Peak	
14	18	44	
24	48	59	



Pet Supply Superstore (LU#866) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Kohler (Pet Smart)	19,230 SF	44 (47%)	50 (53%)	94 (4.89)	74 (47%)	84 (53%)	158 (8.22)
Delavan (Pet Smart)	20,156 SF	35 (53%)	31 (47%)	66 (3.27)	61 (49%)	63 (51%)	124 (6.15)
Totals	39,386 SF	79	81	160	135	147	282
Weighted Average (Local) ³		(49%)	(51%)	(4.06)	(48%)	(52%)	(7.16)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(50%)	(50%)	(2.19)	(50%)	(50%)	(6.98)
#Studies/Average Size/Weighted Standard Deviation (ITE)		1	27,000	n/a	2	24,000	n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-85%			-3%		
Recommended Trip Rate		(50%)	(50%)	(3.30)	(50%)	(50%)	(7.06)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Pet Supply Superstore (LU#866) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	Yes
<i>Pct. Of sites in data plot</i>	50%	50%
Data Plot has >5 (preferred) data points?	No	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	n/a	n/a
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

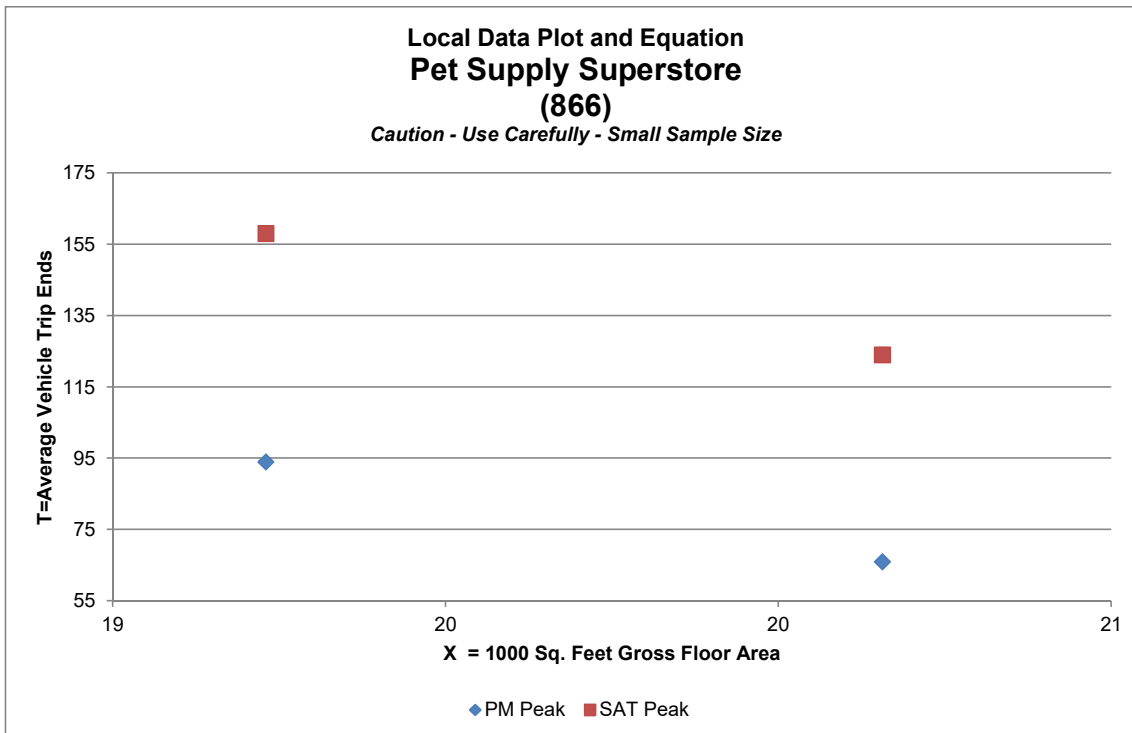
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	59	335
Σ Ind. Var. (ITE)	27	48
Σ Trip Ends (Local)	160	282
Σ Ind. Var. (Local)	39	39
Combined Rate:	3.30	7.06
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable	PM Peak	SAT Peak	
19	94	158	
20	66	124	



Apparel Store (LU#876) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Delavan (Maurices)	4,393 SF	8 (42%)	11 (58%)	19 (4.33)	11 (48%)	12 (52%)	23 (5.24)
Tomah (Maurices)	5,000 SF	19 (59%)	13 (41%)	32 (6.40)	14 (52%)	13 (48%)	27 (5.40)
Totals	9,393 SF	27	24	51	25	25	50
Weighted Average (Local) ³		(53%)	(47%)	(5.43)	(50%)	(50%)	(5.32)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(50%)	(50%)	(3.83)	n/a	n/a	n/a
#Studies/Average Size/Weighted Standard Deviation (ITE)		7	5,000	(2.30)	n/a		n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-42%			n/a		
Recommended Trip Rate		(50%)	(50%)	(4.17)	n/a	n/a	n/a
Source Data		Combined ITE/Local			Collect Additional Data ⁴		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Recommended to count additional sites to calculate trip rate for Saturday peak period.

Apparel Store (LU#876) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	n/a
<i>Pct. Of sites in data plot</i>	100%	n/a
Data Plot has >5 (preferred) data points?	Yes	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	60%	n/a
Data cluster for study sites near wtd. Avg. line?	Yes	n/a
<i>Pct. Of sites near wtd. avg. line</i>	50%	n/a
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

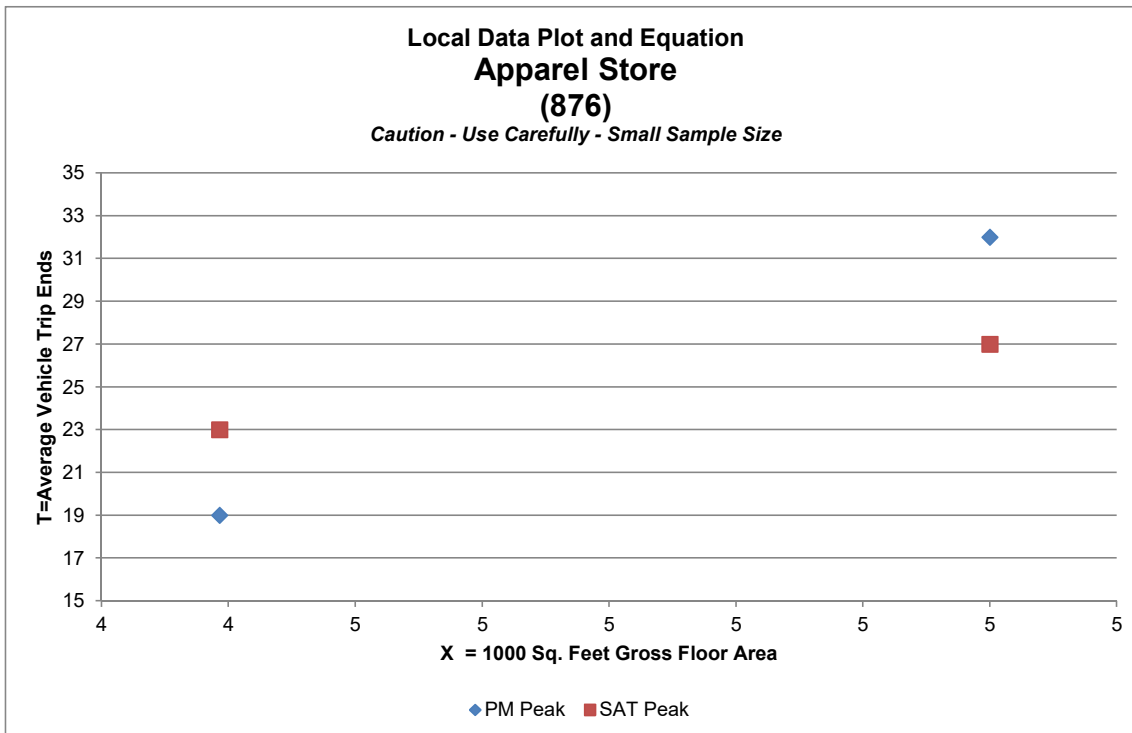
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	134	n/a
Σ Ind. Var. (ITE)	35	n/a
Σ Trip Ends (Local)	51	50
Σ Ind. Var. (Local)	9	9
Combined Rate:	4.17	n/a
Use Combined Local/ITE Rate?	Yes	No

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
4	19	23
5	32	27



Furniture Store (LU#890) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Eau Claire (HOM)	93,620 SF	4 (27%)	11 (73%)	15 (0.16)	15 (44%)	19 (56%)	34 (0.36)
Totals	93,620 SF	4	11	15	15	19	34
Weighted Average (Local) ³		(27%)	(73%)	(0.16)	(44%)	(56%)	(0.36)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(48%)	(52%)	(0.45)	(54%)	(46%)	(0.95)
#Studies/Average Size/Weighted Standard Deviation (ITE)		19	69,000	(0.34)	16	77,000	(0.60)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		64%			62%		
Recommended Trip Rate		(48%)	(52%)	(0.43)	(54%)	(46%)	(0.91)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Furniture Store (LU#890) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	76%	63%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	590	1,170
Σ Ind. Var. (ITE)	1,311	1,232
Σ Trip Ends (Local)	15	34
Σ Ind. Var. (Local)	94	94
Combined Rate:	0.43	0.91
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
94	15	34

Coffee/Donut Shop with Drive-Through Window (LU#937) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Delavan (Starbucks)	1,830 SF	78 (52%)	72 (48%)	150 (81.97)	105 (50%)	103 (50%)	208 (113.66)
Totals	1,830 SF	78	72	150	105	103	208
Weighted Average (Local) ³		(52%)	(48%)	(81.97)	(50%)	(50%)	(113.66)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(50%)	(50%)	(42.80)	(50%)	(50%)	(84.52)
#Studies/Average Size/Weighted Standard Deviation (ITE)		24	2,000	(17.70)	9	2,000	(33.77)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-92%			-34%		
Recommended Trip Rate		(50%)	(50%)	(42.80)	(50%)	(50%)	(84.52)
Source Data		ITE			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Coffee/Donut Shop with Drive-Through Window (LU#937) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	41%	40%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Data cluster for study sites near FCE/20 data pts?	n/a	No*
<i>Pct. Of sites near wtd. avg. line</i>	n/a	100%
Is $R^2 \geq 0.75$?	n/a	No
Use ITE Rate?	Yes	Yes

If "No," Check for Local or Combined Rate

*SAT Wtd. Avg. rate $\leq$ 55%, so No values ok in this case.

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	2,054	1,521
Σ Ind. Var. (ITE)	48	18
Σ Trip Ends (Local)	150	208
Σ Ind. Var. (Local)	2	2
Combined Rate:	44.24	87.21
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	1	
Include Data Plot (≥ 2 Studies)?	No	No
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
2	150	208

Quick Lubrication Vehicle Shop (LU#941) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Bellevue (Mobil 1 Lube Express)	3 Serv. Positions	6 (67%)	3 (33%)	9 (3.00)	4 (50%)	4 (50%)	8 (2.67)
Oak Creek (Penzoil Oil Change)	3 Serv. Positions	8 (53%)	7 (47%)	15 (5.00)	6 (43%)	8 (57%)	14 (4.67)
Totals	6 Serv. Positions	14	10	24	10	12	22
Weighted Average (Local) ³		(58%)	(42%)	(4.00)	(45%)	(55%)	(3.67)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(55%)	(45%)	(5.19)	(50%)	(50%)	(7.00)
#Studies/Average Size/Weighted Standard Deviation (ITE)		8	3	(2.41)	1	2	n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		23%			48%		
Recommended Trip Rate		(55%)	(45%)	(5.19)	n/a	n/a	n/a
Source Data		ITE			Collect Additional Data ⁴		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Recommended to count additional sites to calculate trip rate for Saturday peak period.

Quick Lubrication Vehicle Shop (LU#941) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	n/a
<i>Pct. Of sites in data plot</i>	100%	n/a
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	46%	n/a
Data cluster for study sites near wtd. Avg. line?	Yes	n/a
<i>Pct. Of sites near wtd. avg. line</i>	100%	n/a
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

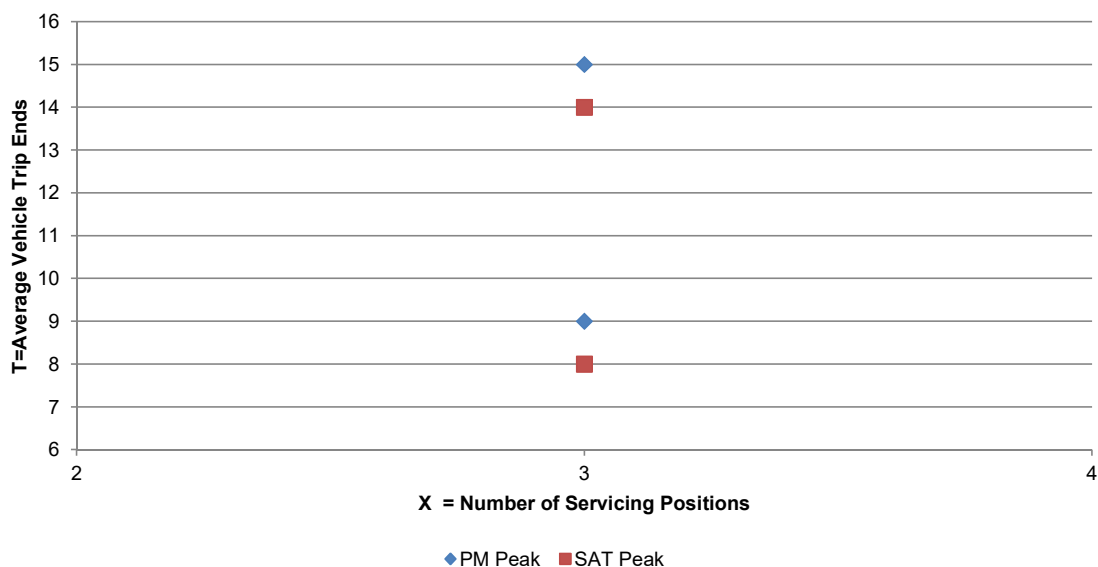
Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	125	14
Σ Ind. Var. (ITE)	24	2
Σ Trip Ends (Local)	24	22
Σ Ind. Var. (Local)	6	6
Combined Rate:	4.95	4.50
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
3	9	8
3	15	14

Local Data Plot and Equation Quick Lubrication Vehicle Shop (941)

Caution - Use Carefully - Small Sample Size



Gasoline/Service Station w/Convenience Market & Car Wash (LU#946) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Fond du Lac (Kwik Trip)	20 fueling positions	121 (51%)	118 (49%)	239 (11.95)	157 (51%)	150 (49%)	307 (15.35)
Marshfield (Weiler Gas)	10 fueling positions	85 (52%)	78 (48%)	163 (16.30)	84 (48%)	90 (52%)	174 (17.40)
Totals	30 fueling positions	206	196	402	241	240	481
Weighted Average (Local) ³		(51%)	(49%)	(13.40)	(50%)	(50%)	(16.03)
Standard Deviation ≥ 3 Sites (Local)				n/a			n/a
Weighted Average (ITE)		(51%)	(49%)	(13.86)	(50%)	(50%)	(19.46)
#Studies/Average Size/Weighted Standard Deviation (ITE)		30	11	(5.30)	5	11	(9.26)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		3%			18%		
Recommended Trip Rate		(51%)	(49%)	(13.86)	(50%)	(50%)	(18.25)
Source Data		ITE			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM pk adj. pk volumes from 3-6 p.m.; SAT midday (Local) peak volumes from 11 a.m.-2 p.m.; SAT (ITE): pk generator

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Gasoline/Service Station w/Convenience Market & Car Wash (LU#946) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study size w/in range of data in plot	Yes	Yes
<i>Pct. Of sites in data plot</i>	50%	50%
Data Plot has >5 (preferred) data points?	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	38%	48%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	50%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	Yes
<i>Pct. Of sites near wtd. avg. line</i>	n/a	50%
Is $R^2 \geq 0.75$?	n/a	No
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

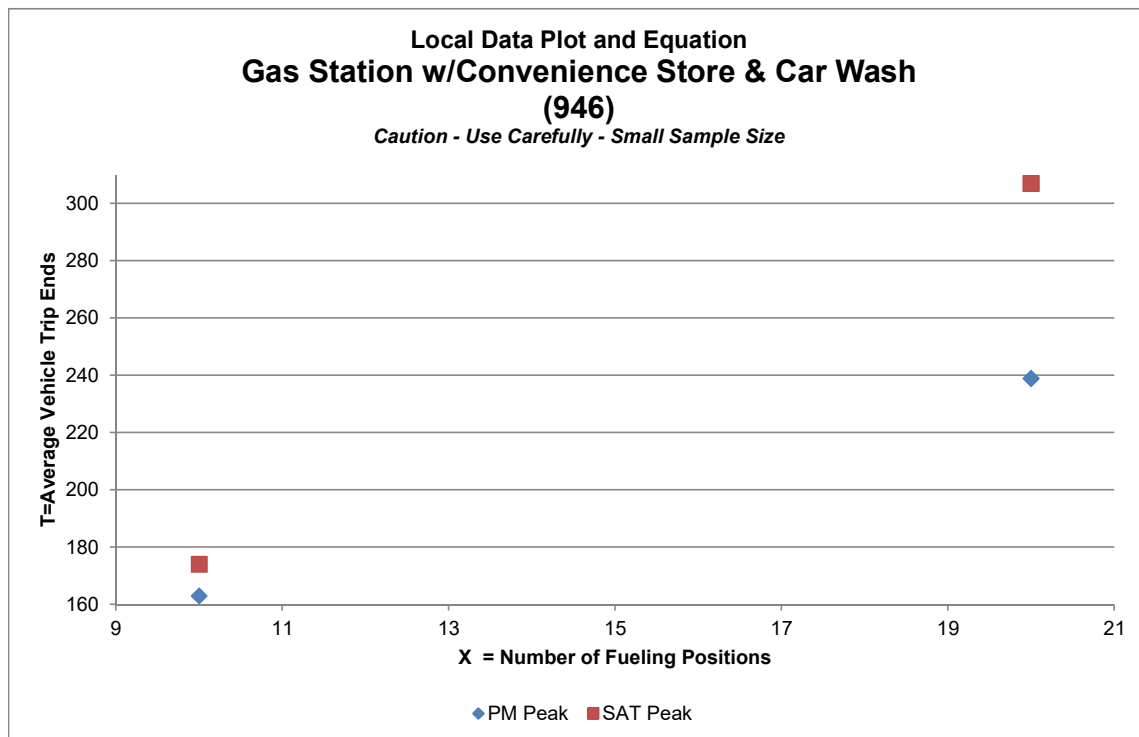
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	No	No
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	n/a	n/a
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	4,574	1,070
Σ Ind. Var. (ITE)	330	55
Σ Trip Ends (Local)	402	481
Σ Ind. Var. (Local)	30	30
Combined Rate:	13.82	18.25
Use Combined Local/ITE Rate?	No	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	2	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	No	No
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
20	239	307
10	163	174



Free-Standing Discount Superstore (LU#813) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Madison/Fitchburg (Super Target)	176,325 SF	311 (51%)	304 (49%)	615 (3.49)	392 (50%)	392 (50%)	784 (4.45)
Delavan (Super Walmart-24hrs)	182,000 SF	256 (49%)	265 (51%)	521 (2.86)	306 (46%)	360 (54%)	666 (3.66)
Tomah (Super Walmart-24hrs)	154,280 SF	342 (48%)	374 (52%)	716 (4.64)	397 (48%)	428 (52%)	825 (5.35)
Wisconsin Rapids (Super Walmart-24hrs)	197,760 SF	403 (47%)	454 (53%)	857 (4.33)	440 (47%)	488 (53%)	928 (4.69)
Marshfield (Super Walmart-24hrs)	191,950 SF	360 (50%)	366 (50%)	726 (3.78)	362 (50%)	365 (50%)	727 (3.79)
Totals	902,315 SF	1,672	1,763	3,435	1,897	2,033	3,930
Weighted Average (Local) ³		(49%)	(51%)	(3.81)	(48%)	(52%)	(4.36)
Standard Deviation ≥ 3 Sites (Local)				(0.63)			(0.62)
Weighted Average (ITE)		(49%)	(51%)	(4.35)	(50%)	(50%)	(5.64)
#Studies/Average Size/Weighted Standard Deviation (ITE)		86	200,000	(1.11)	52	198,000	(1.10)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		12%			23%		
Recommended Trip Rate		(49%)	(51%)	(4.35)	(50%)	(50%)	(5.64)
Source Data		ITE			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Free-Standing Discount Superstore (LU#813) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	26%	20%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	85%	85%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	Yes

If "No," Check for Local or Combined Rate

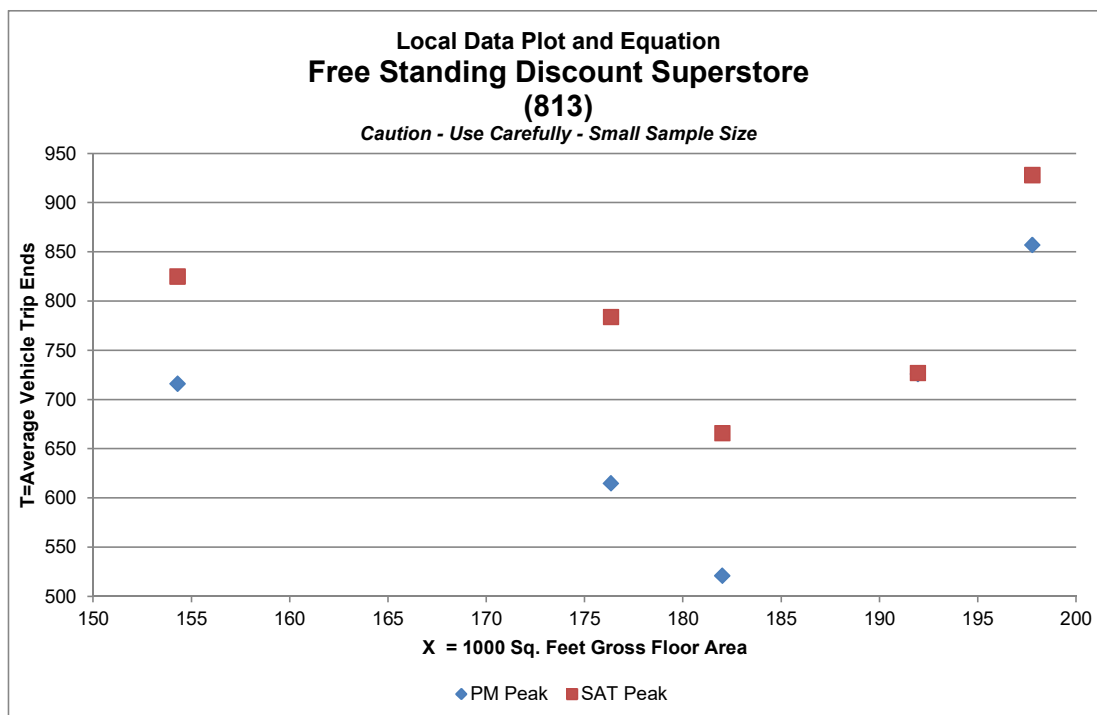
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	16%	14%
If ITE Rate not Recommended, Use Local Rate?	No	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	74,820	58,069
Σ Ind. Var. (ITE)	17,200	10,296
Σ Trip Ends (Local)	3,435	3,930
Σ Ind. Var. (Local)	902	902
Combined Rate:	4.32	5.54
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	5	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable		PM Peak	SAT Peak
	176	615	784
	182	521	666
	154	716	825
	198	857	928
	192	726	727



Free-Standing Discount Store (LU#815) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Grafton (Target)	103,600 SF	167 (49%)	171 (51%)	338 (3.26)	287 (47%)	326 (53%)	613 (5.92)
Kohler (Target)	107,800 SF	125 (46%)	148 (54%)	273 (2.53)	241 (48%)	266 (52%)	507 (4.70)
Oak Creek (Target)	123,680 SF	193 (49%)	204 (51%)	397 (3.21)	260 (48%)	279 (52%)	539 (4.36)
Stevens Point/Plover (Shopko)	89,970 SF	70 (47%)	79 (53%)	149 (1.66)	88 (45%)	107 (55%)	195 (2.17)
Totals	425,050 SF	555	602	1,157	876	978	1,854
Weighted Average (Local) ³		(48%)	(52%)	(2.72)	(47%)	(53%)	(4.36)
Standard Deviation ≥ 3 Sites (Local)				(0.65)			(1.35)
Weighted Average (ITE)		(50%)	(50%)	(4.98)	(51%)	(49%)	(7.39)
#Studies/Average Size/Weighted Standard Deviation (ITE)		53	116,000	(1.34)	29	114,000	(1.53)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		45%			41%		
Recommended Trip Rate		(48%)	(52%)	(2.72)	(47%)	(53%)	(4.36)
Source Data		Local			Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Free-Standing Discount Store (LU#815) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	27%	21%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	25%	25%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

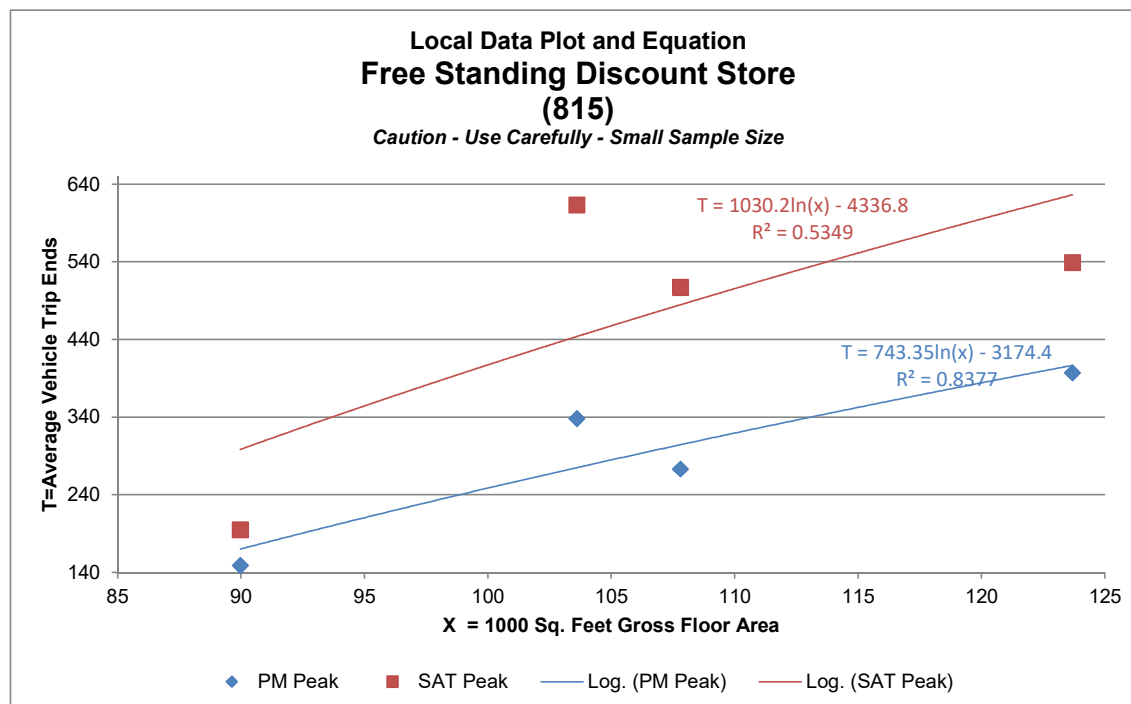
Data Plot Use:	PM	SAT
Number of Local Studies	4	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	Yes	Yes
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
104	338	613
108	273	507
124	397	539
90	149	195

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (Local)</i>	24%	31%
	Yes	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
ΣTrip Ends (ITE)	30,617	24,431
ΣInd. Var. (ITE)	6,148	3,306
ΣTrip Ends (Local)	1,157	1,854
ΣInd. Var. (Local)	425	425
Combined Rate:	4.83	7.05
Use Combined Local/ITE Rate?	No	No



Shopping Center w/out Specialized Land Uses⁴ (LU#820) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Grafton	8,154 SF	36 (53%)	32 (47%)	68 (8.34)	60 (52%)	56 (48%)	116 (14.23)
Muskego	35,742 SF	63 (52%)	59 (48%)	122 (3.41)	59 (51%)	57 (49%)	116 (3.25)
Kohler	93,821 SF	184 (51%)	180 (49%)	364 (3.88)	296 (51%)	285 (49%)	581 (6.19)
Bellevue	3,926 SF	18 (60%)	12 (40%)	30 (7.64)	21 (50%)	21 (50%)	42 (10.70)
Madison/Fitchburg	25,979 SF	109 (53%)	96 (47%)	205 (7.89)	153 (54%)	130 (46%)	283 (10.89)
Oak Creek	14,448 SF	71 (50%)	72 (50%)	143 (9.90)	73 (52%)	68 (48%)	141 (9.76)
Fond du Lac	21,715 SF	72 (47%)	81 (53%)	153 (7.05)	62 (50%)	61 (50%)	123 (5.66)
Chippewa Falls	39,263 SF	114 (53%)	103 (47%)	217 (5.53)	54 (73%)	20 (27%)	74 (1.88)
Delavan	31,365 SF	104 (48%)	113 (52%)	217 (6.92)	124 (49%)	130 (51%)	254 (8.10)
Tomah	37,264 SF	92 (54%)	78 (46%)	170 (4.56)	97 (55%)	80 (45%)	177 (4.75)
Eau Claire (Includes Thrift Store)	70,920 SF	159 (43%)	210 (57%)	369 (5.20)	163 (53%)	146 (47%)	309 (4.36)
Wisconsin Rapids	46,168 SF	62 (53%)	56 (47%)	118 (2.56)	54 (50%)	53 (50%)	107 (2.32)
Stevens Point/Plover	17,800 SF	33 (43%)	43 (57%)	76 (4.27)	35 (53%)	31 (47%)	66 (3.71)
Marshfield	37,460 SF	133 (52%)	125 (48%)	258 (6.89)	119 (47%)	136 (53%)	255 (6.81)
Totals	484,025 SF	1,250	1,260	2,510	1,370	1,274	2,644
Weighted Average (Local)		(50%)	(50%)	(5.19)	(52%)	(48%)	(5.46)
Standard Deviation ≥ 3 Sites (Local)				(2.05)			(3.54)
Weighted Average (ITE)		(48%)	(52%)	(3.71)	(52%)	(48%)	(4.82)
#Studies/Average Size/Weighted Standard Deviation (ITE)		426	376,000	(1.95)	128	458,000	(2.20)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-40%			-13%		
Recommended Trip Rate		(48%)	(52%)	(3.71)	(52%)	(48%)	(4.82)
Source Data		ITE			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Does not include specialized uses included separately in this study (department store, pet store, etc.)

Shopping Center w/out Specialized Land Uses4 (LU#820) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	53%	46%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Data cluster for study sites near FCE/20 data pts?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Is $R^2 \geq 0.75$?	Yes	Yes
Use ITE Rate?	Yes	Yes

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	No
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	No
<i>Wtd. SD / Wt. Avg. Rate (Local)</i>	39%	65%
If ITE Rate not Recommended, Use Local Rate?	Yes	No

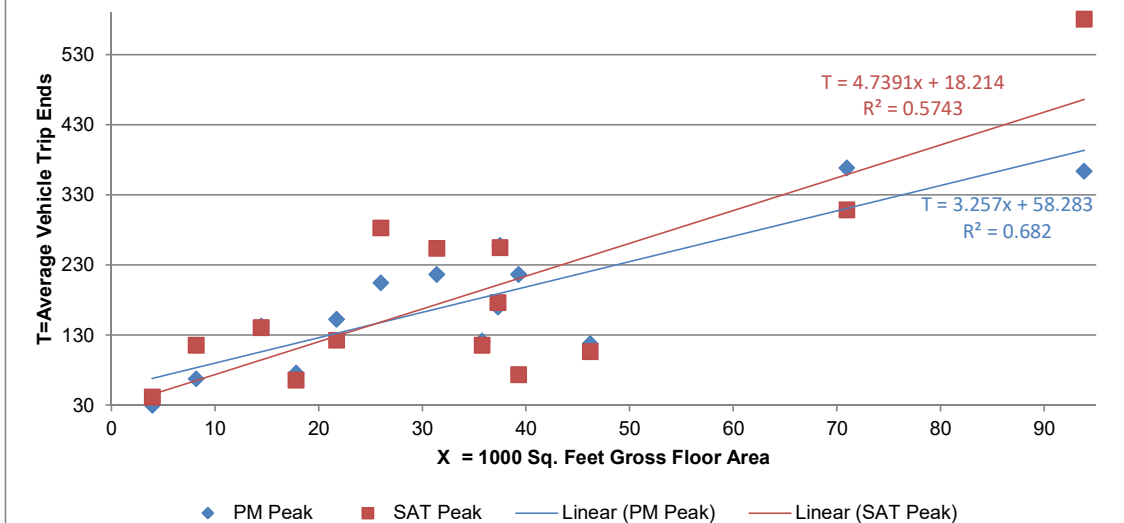
If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	594,253	282,568
Σ Ind. Var. (ITE)	160,176	58,624
Σ Trip Ends (Local)	2,510	2,644
Σ Ind. Var. (Local)	484	484
Combined Rate:	3.71	4.83
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	14	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	Yes	Yes
Add Caution (≤ 6 Studies)?	No	No

Data Points on Plot:			
Indep. Variable	PM Peak	SAT Peak	
8	68	116	
36	122	116	
94	364	581	
4	30	42	
26	205	283	
14	143	141	
22	153	123	
39	217	74	
31	217	254	
37	170	177	
71	369	309	
46	118	107	
18	76	66	
37	258	255	

Local Data Plot and Equation Shopping Center (820)



Supermarket (LU#850) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Muskego (Piggly Wiggly)	46,500 SF	106 (47%)	121 (53%)	227 (4.88)	120 (46%)	140 (54%)	260 (5.59)
Bellevue (Festival Foods)	33,200 SF	294 (44%)	370 (56%)	664 (20.00)	298 (50%)	294 (50%)	592 (17.83)
Fond du Lac (Festival Foods)	78,141 SF	309 (49%)	323 (51%)	632 (8.09)	265 (45%)	323 (55%)	588 (7.52)
Eau Claire (Festival Foods)	79,977 SF	325 (48%)	357 (52%)	682 (8.53)	282 (47%)	314 (53%)	596 (7.45)
Stevens Point/Plover (Copp's Market)	51,650 SF	192 (48%)	204 (52%)	396 (7.67)	179 (47%)	201 (53%)	380 (7.36)
Totals	289,468 SF	1,226	1,375	2,601	1,144	1,272	2,416
Weighted Average (Local) ³		(47%)	(53%)	(8.99)	(47%)	(53%)	(8.35)
Standard Deviation ≥ 3 Sites (Local)				(5.24)			(4.40)
Weighted Average (ITE)		(51%)	(49%)	(9.48)	(51%)	(49%)	(10.65)
#Studies/Average Size/Weighted Standard Deviation (ITE)		62	56,000	(3.75)	34	67,000	(3.70)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		5%			22%		
Recommended Trip Rate		(51%)	(49%)	(9.48)	(51%)	(49%)	(10.65)
Source Data		ITE			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Supermarket (LU#850) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	40%	35%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	60%	60%
Data cluster for study sites near FCE/20 data pts?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	60%	60%
Is $R^2 \geq 0.75$?	No	No
Use ITE Rate?	Yes	Yes

If "No," Check for Local or Combined Rate

PM, SAT Wtd. Avg. rate ≤ 55%, so No values ok in this case.

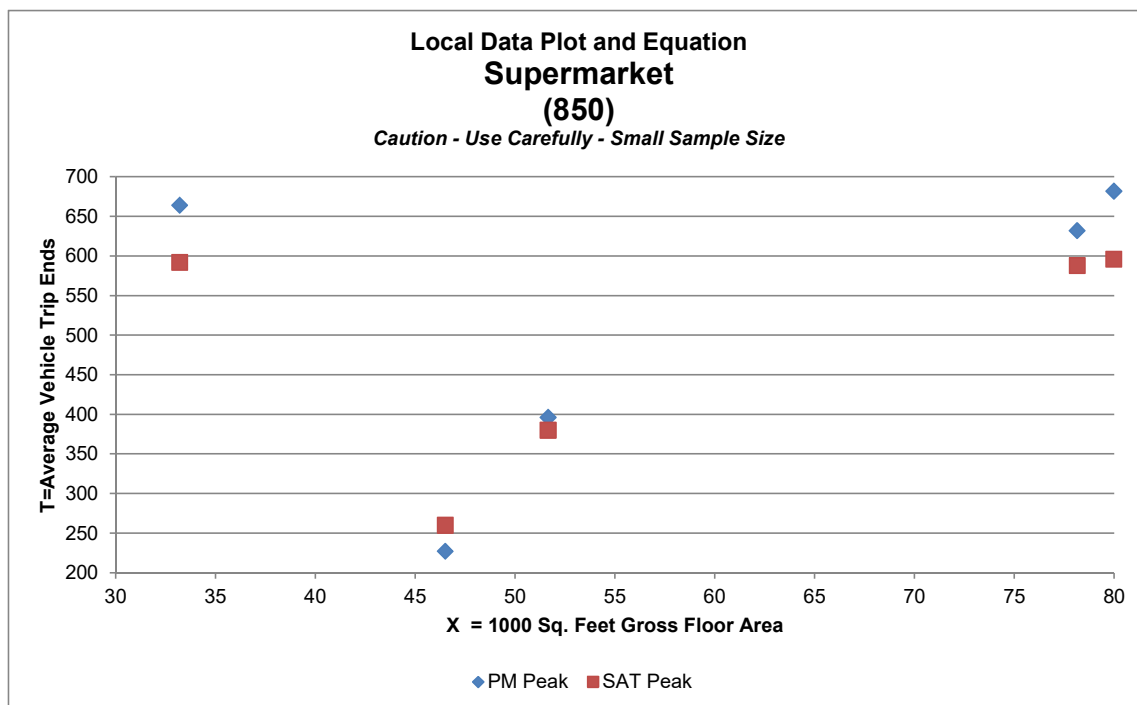
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	Yes
<i>Wtd. SD / Wt. Avg. Rate (Local)</i>	58%	53%
If ITE Rate not Recommended, Use Local Rate?	No	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
ΣTrip Ends (ITE)	32,915	24,261
ΣInd. Var. (ITE)	3,472	2,278
ΣTrip Ends (Local)	2,601	2,416
ΣInd. Var. (Local)	289	289
Combined Rate:	9.44	10.39
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	5	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable		PM Peak	SAT Peak
	47	227	260
	33	664	592
	78	632	588
	80	682	596
	52	396	380



Home Improvement Superstore (LU#862) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Grafton (Home Depot)	111,847 SF	99 (46%)	116 (54%)	215 (1.92)	193 (50%)	190 (50%)	383 (3.42)
Kohler (Home Depot)	116,430 SF	97 (45%)	117 (55%)	214 (1.84)	227 (50%)	227 (50%)	454 (3.90)
Bellevue (Menards)	102,712 SF	185 (49%)	196 (51%)	381 (3.71)	262 (47%)	291 (53%)	553 (5.38)
Delavan (Lowes)	156,850 SF	108 (48%)	119 (52%)	227 (1.45)	232 (51%)	223 (49%)	455 (2.90)
Rice Lake (Menards)	199,300 SF	256 (51%)	248 (49%)	504 (2.53)	255 (43%)	343 (57%)	598 (3.00)
Totals	687,139 SF	745	796	1,541	1,169	1,274	2,443
Weighted Average (Local) ³		(48%)	(52%)	(2.24)	(48%)	(52%)	(3.56)
Standard Deviation ≥ 3 Sites (Local)				(0.79)			(0.90)
Weighted Average (ITE)		(49%)	(51%)	(2.33)	(51%)	(49%)	(4.51)
#Studies/Average Size/Weighted Standard Deviation (ITE)		51	135,000	(0.74)	31	129,000	(1.23)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		4%			21%		
Recommended Trip Rate		(49%)	(51%)	(2.33)	(48%)	(52%)	(3.56)
Source Data		ITE			Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Home Improvement Superstore (LU#862) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	80%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	32%	27%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	20%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	Yes	No

If "No," Check for Local or Combined Rate

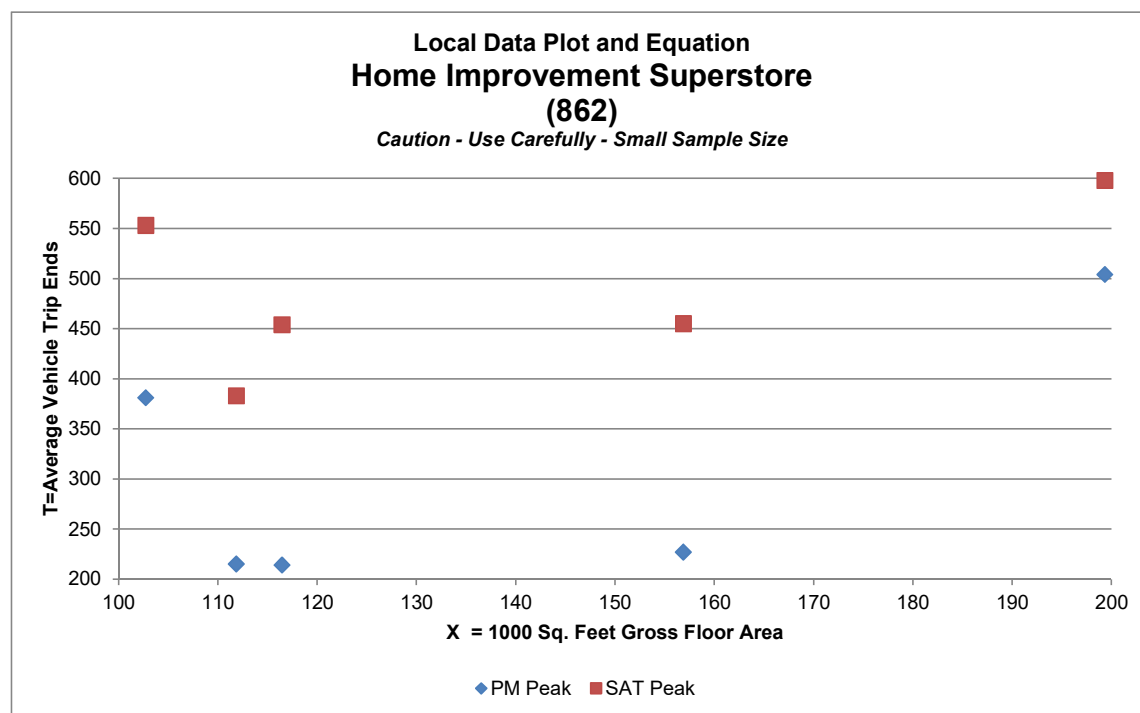
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	35%	25%
If ITE Rate not Recommended, Use Local Rate?	No	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	16,042	18,035
Σ Ind. Var. (ITE)	6,885	3,999
Σ Trip Ends (Local)	1,541	2,443
Σ Ind. Var. (Local)	687	687
Combined Rate:	2.32	4.37
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	5	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
112	215	383
116	214	454
103	381	553
157	227	455
199	504	598



Office Supply Superstore (LU#867) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Grafton (Office Max)	19,916 SF	25 (49%)	26 (51%)	51 (2.56)	31 (49%)	32 (51%)	63 (3.16)
Oak Creek (Office Max)	20,860 SF	24 (50%)	24 (50%)	48 (2.30)	25 (47%)	28 (53%)	53 (2.54)
Delavan (Staples)	15,046 SF	21 (44%)	27 (56%)	48 (3.19)	26 (51%)	25 (49%)	51 (3.39)
Totals	55,822 SF	70	77	147	82	85	167
Weighted Average (Local) ³		(48%)	(52%)	(2.63)	(49%)	(51%)	(2.99)
Standard Deviation ≥ 3 Sites (Local)				(0.37)			(0.36)
Weighted Average (ITE) ⁴		(53%)	(47%)	(3.40)	n/a	n/a	n/a
#Studies/Average Size/Weighted Standard Deviation (ITE)		2	26,000	n/a	n/a	n/a	n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		23%			n/a		
Recommended Trip Rate		(48%)	(52%)	(2.63)	(49%)	(51%)	(2.99)
Source Data		Local			Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Saturday ITE trip rates are not available for LU#867.

Office Supply Superstore (LU#867) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	No	n/a
<i>Pct. Of sites in data plot</i>	0%	n/a
Data Plot has >5 (preferred) data points?	No	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	n/a	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	n/a	n/a
Data cluster for study sites near wtd. Avg. line?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	0%	n/a
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

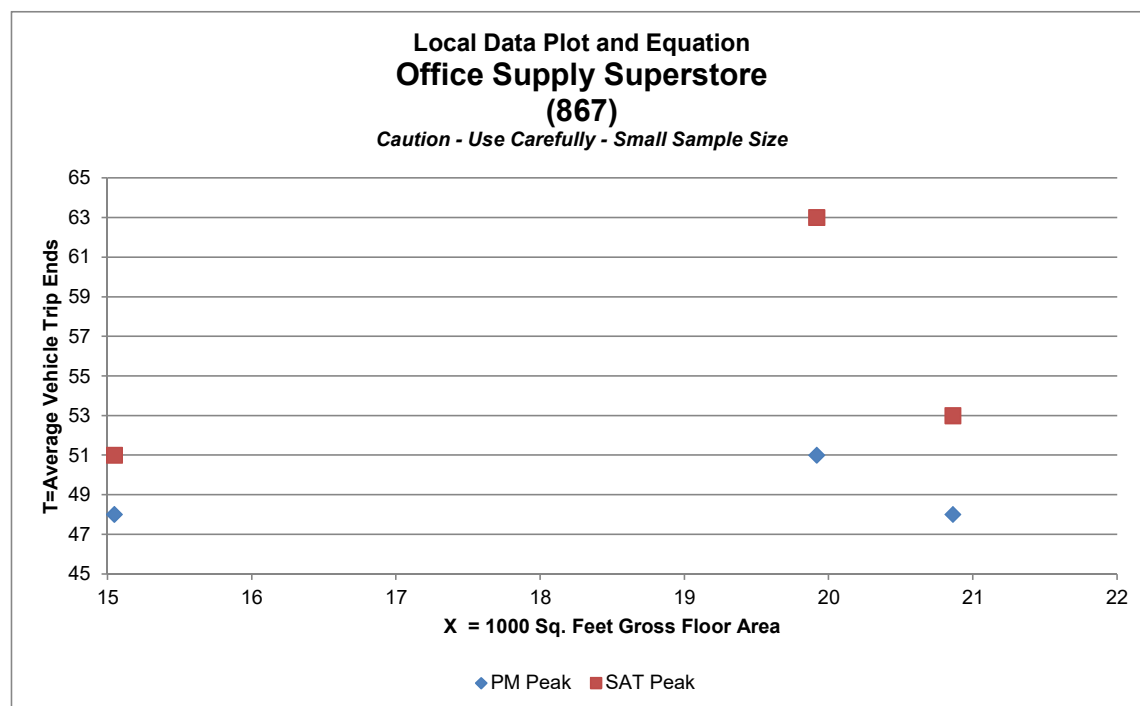
Data Plot Use:	PM	SAT
Number of Local Studies	3	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
20	51	63
21	48	53
15	48	51

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	n/a
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	14%	12%
If ITE Rate not Recommended, Use Local Rate?	Yes	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
ΣTrip Ends (ITE)	177	n/a
ΣInd. Var. (ITE)	52	n/a
ΣTrip Ends (Local)	147	n/a
ΣInd. Var. (Local)	56	n/a
Combined Rate:	3.00	n/a
Use Combined Local/ITE Rate?	No	No



Department Store (LU#875) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Kohler (Boston Store)	54,900 SF	38 (46%)	44 (54%)	82 (1.49)	55 (52%)	51 (48%)	106 (1.93)
Oak Creek (Kohls)	87,615 SF	147 (49%)	155 (51%)	302 (3.45)	259 (51%)	249 (49%)	508 (5.80)
Delavan (Kohls)	85,200 SF	83 (54%)	71 (46%)	154 (1.81)	144 (51%)	136 (49%)	280 (3.29)
Rice Lake (Kohls)	63,000 SF	55 (56%)	44 (44%)	99 (1.57)	64 (48%)	69 (52%)	133 (2.11)
Stevens Point/Plover (Younkers)	54,100 SF	51 (52%)	47 (48%)	98 (1.81)	95 (55%)	78 (45%)	173 (3.20)
Kohler (TJ Maxx)	30,510 SF	42 (45%)	51 (55%)	93 (3.05)	102 (54%)	88 (46%)	190 (6.23)
Totals	375,325 SF	416	412	828	719	671	1,390
Weighted Average (Local) ³		(50%)	(50%)	(2.21)	(52%)	(48%)	(3.70)
Standard Deviation ≥ 3 Sites (Local)				(0.76)			(1.68)
Weighted Average (ITE)		(51%)	(49%)	(1.87)	(53%)	(47%)	(3.32)
#Studies/Average Size/Weighted Standard Deviation (ITE)		10	100,000	(1.24)	8	96,000	(1.49)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-18%			-12%		
Recommended Trip Rate		(50%)	(50%)	(2.21)	(53%)	(47%)	(3.45)
Source Data		Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Department Store (LU#875) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	No	No
<i>Pct. Of sites in data plot</i>	0%	0%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	66%	45%
Data cluster for study sites near wtd. Avg. line?	No	No
<i>Pct. Of sites near wtd. avg. line</i>	0%	0%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

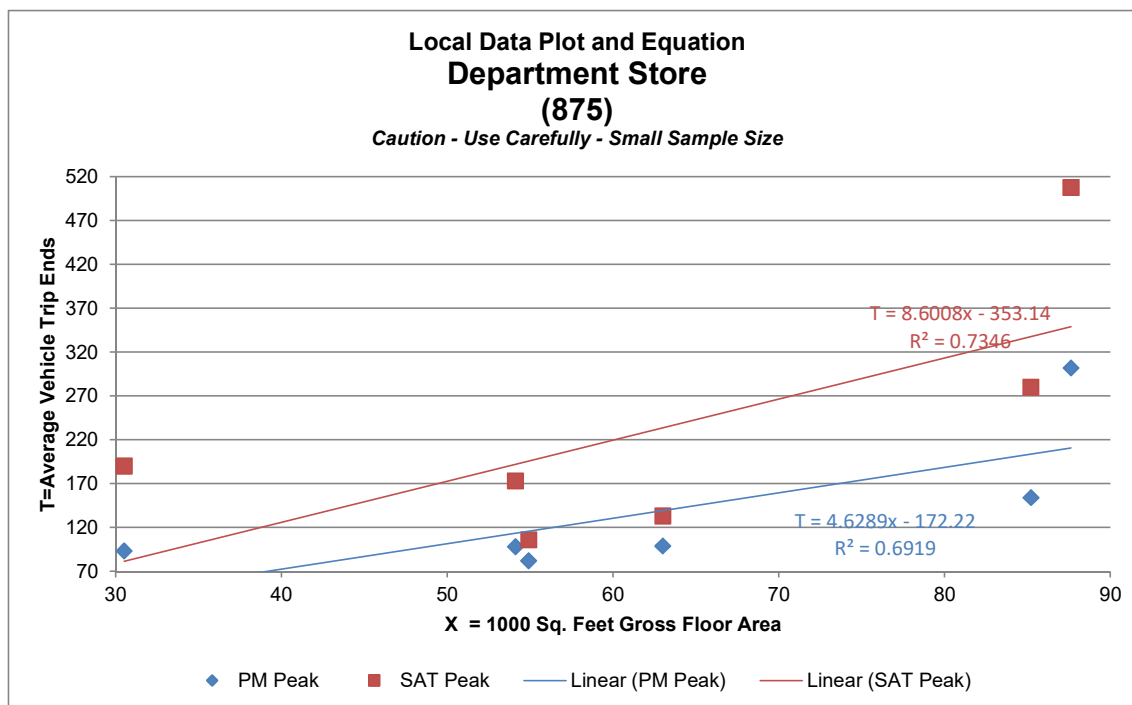
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	No
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	34%	45%
If ITE Rate not Recommended, Use Local Rate?	Yes	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	1,870	2,550
Σ Ind. Var. (ITE)	1,000	768
Σ Trip Ends (Local)	828	1,390
Σ Ind. Var. (Local)	375	375
Combined Rate:	1.96	3.45
Use Combined Local/ITE Rate?	No	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	6	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	Yes	Yes
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable	PM Peak	SAT Peak	
55	82	106	
88	302	508	
85	154	280	
63	99	133	
54	98	173	
31	93	190	



Drive-in Bank (LU#912) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Bellevue (Harbor Credit Union)	3 lanes	18 (44%)	23 (56%)	41 (13.67)	14 (50%)	14 (50%)	28 (9.33)
Madison/Fitchburg (UW Credit Union)	4 lanes	64 (50%)	64 (50%)	128 (32.00)	111 (49%)	116 (51%)	227 (56.75)
Oak Creek (TCF Bank)	3 lanes	22 (52%)	20 (48%)	42 (14.00)	13 (41%)	19 (59%)	32 (10.67)
Stevens Point/Plover (Wood Trust)	3 lanes	14 (54%)	12 (46%)	26 (8.67)	17 (50%)	17 (50%)	34 (11.33)
Stevens Point/Plover (Members Advantage Credit Union)	4 lanes	13 (48%)	14 (52%)	27 (6.75)	24 (50%)	24 (50%)	48 (12.00)
Totals	17 lanes	131	133	264	179	190	369
Weighted Average (Local) ³		(50%)	(50%)	(15.53)	(49%)	(51%)	(21.71)
Standard Deviation ≥ 3 Sites (Local)				(8.94)			(18.39)
Weighted Average (ITE)		(49%)	(51%)	(33.24)	(49%)	(51%)	(28.78)
#Studies/Average Size/Weighted Standard Deviation (ITE)		85	3	(24.18)	26	4	(16.40)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		53%			25%		
Recommended Trip Rate		(49%)	(51%)	(32.13)	(49%)	(51%)	(27.79)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

Drive-in Bank (LU#912) Trip Generation Table
Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wt. Avg. Rate (ITE)</i>	73%	57%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	100%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

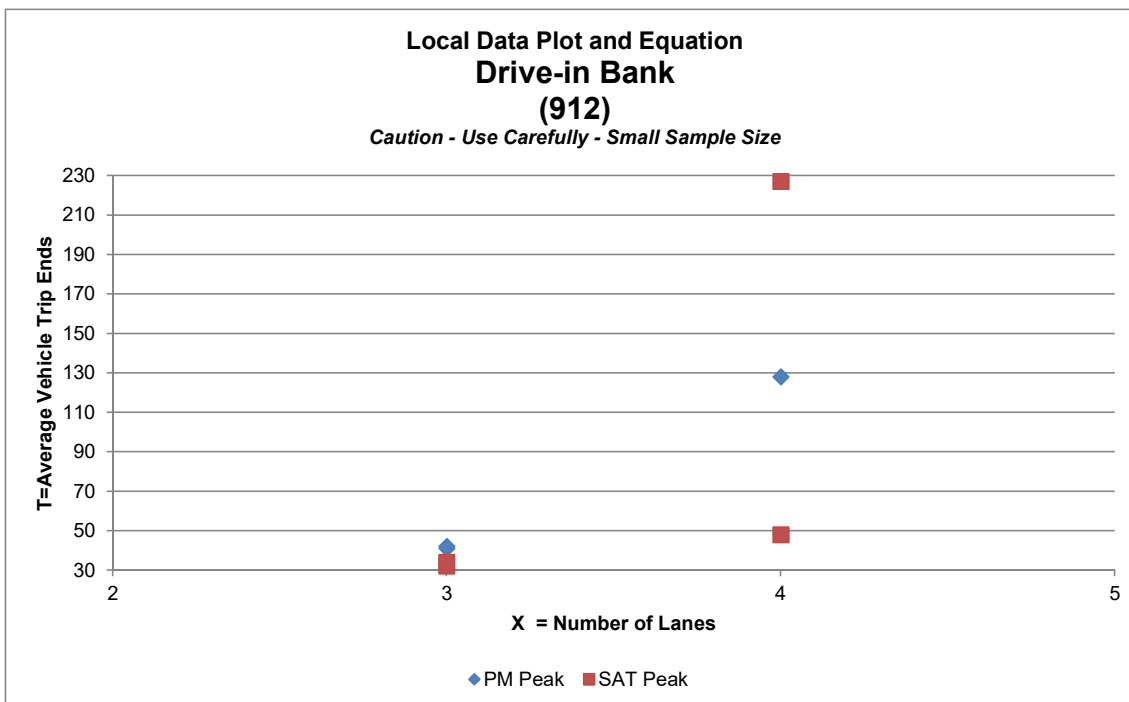
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wt. Avg. Rate (Local)</i>	58%	85%
If ITE Rate not Recommended, Use Local Rate?	No	No

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
ΣTrip Ends (ITE)	8,476	2,993
ΣInd. Var. (ITE)	255	104
ΣTrip Ends (Local)	264	369
ΣInd. Var. (Local)	17	17
Combined Rate:	32.13	27.79
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	5	
Include Data Plot (≥2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤6 Studies)?	Yes	Yes

Data Points on Plot:			
Indep. Variable		PM Peak	SAT Peak
3		41	28
4		128	227
3		42	32
3		26	34
4		27	48



High Turnover Sit-Down Restaurant (LU#932) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Grafton (Charcoal Grill)	7,510 SF	35 (63%)	21 (38%)	56 (7.46)	22 (40%)	33 (60%)	55 (7.32)
Kohler (Buffalo Wild Wings)	6,446 SF	48 (65%)	26 (35%)	74 (11.48)	28 (42%)	38 (58%)	66 (10.24)
Kohler (Chili's)	3,980 SF	47 (64%)	27 (36%)	74 (18.59)	29 (39%)	45 (61%)	74 (18.59)
Oak Creek (Lotus)	9,800 SF	7 (70%)	3 (30%)	10 (1.02)	9 (56%)	7 (44%)	16 (1.63)
Chippewa Falls (Sakura Japanese Restaurant)	2,700 SF	9 (53%)	8 (47%)	17 (6.30)	5 (50%)	5 (50%)	10 (3.70)
Chippewa Falls (Rumor Mill)	5,952 SF	19 (79%)	5 (21%)	24 (4.03)	22 (61%)	14 (39%)	36 (6.05)
Delavan (Chili's)	5,300 SF	45 (66%)	23 (34%)	68 (12.83)	39 (59%)	27 (41%)	66 (12.45)
New Berlin (Applebee's)	5,225 SF	28 (65%)	15 (35%)	43 (8.23)	15 (56%)	12 (44%)	27 (5.17)
New Berlin (Texas Roadhouse)	6,862 SF	68 (69%)	30 (31%)	98 (14.28)	20 (61%)	13 (39%)	33 (4.81)
Wisconsin Rapids (Applebee's)	5,400 SF	26 (55%)	21 (45%)	47 (8.70)	15 (48%)	16 (52%)	31 (5.74)
Rice Lake (Applebee's)	3,800 SF	19 (40%)	28 (60%)	47 (12.37)	27 (50%)	27 (50%)	54 (14.21)
Stevens Point/Plover (Tempura House)	4,400 SF	5 (45%)	6 (55%)	11 (2.50)	13 (46%)	15 (54%)	28 (6.36)
Totals	67,375 SF	356	213	569	244	252	496
Weighted Average (Local) ³		(63%)	(37%)	(8.45)	(49%)	(51%)	(7.36)
Standard Deviation ≥ 3 Sites (Local)				(4.94)			(4.70)
Weighted Average (ITE)		(60%)	(40%)	(9.85)	(53%)	(47%)	(14.07)
#Studies/Average Size/Weighted Standard Deviation (ITE)		60	6,000	(8.13)	8	4,000	(12.36)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		14%			48%		
Recommended Trip Rate		(60%)	(40%)	(9.63)	(53%)	(47%)	(9.52)
Source Data		Combined ITE/Local			Combined ITE/Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Saturday ITE trip rates are for peak hour of generator, which may occur at midday during the lunch hour.

High Turnover Sit-Down Restaurant (LU#932) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	No
<i>Pct. Of sites in data plot</i>	100%	25%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	83%	88%
Data cluster for study sites near wtd. Avg. line?	Yes	No
<i>Pct. Of sites near wtd. avg. line</i>	100%	9%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	No	Yes
Wtd. SD for avg. rate ≤ 55% of wtd. avg. rate?	No	No
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	59%	64%
If ITE Rate not Recommended, Use Local Rate?	No	No

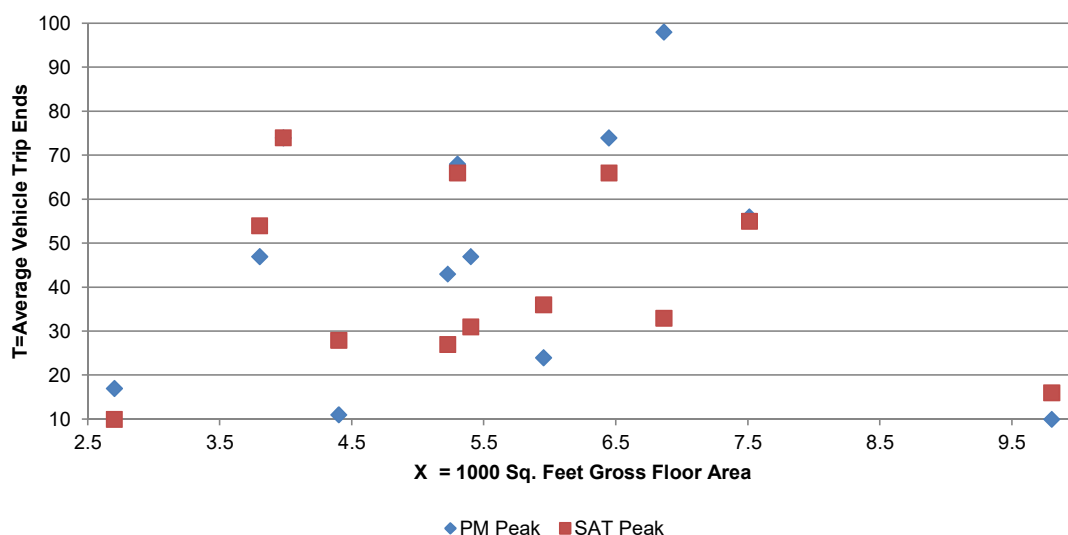
If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	3,546	450
Σ Ind. Var. (ITE)	360	32
Σ Trip Ends (Local)	569	496
Σ Ind. Var. (Local)	67	67
Combined Rate:	9.63	9.52
Use Combined Local/ITE Rate?	Yes	Yes

Data Plot Use:	PM	SAT
Number of Local Studies	12	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	No	No

Data Points on Plot:			
Indep. Variable	PM Peak	SAT Peak	
7.5	56	55	
6.4	74	66	
4.0	74	74	
9.8	10	16	
2.7	17	10	
6.0	24	36	
5.3	68	66	
5.2	43	27	
6.9	98	33	
5.4	47	31	
3.8	47	54	
4.4	11	28	

Local Data Plot and Equation High Turnover Sit-Down Restaurant (932)



Fast Food Restaurant w/Drive Through (LU#934) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Muskego (McDonald's)	4,700 SF	68 (52%)	63 (48%)	131 (27.87)	91 (47%)	103 (53%)	194 (41.28)
Kohler (Arby's)	3,250 SF	40 (46%)	47 (54%)	87 (26.77)	61 (52%)	56 (48%)	117 (36.00)
Delavan (Culver's)	6,000 SF	65 (52%)	59 (48%)	124 (20.67)	70 (54%)	60 (46%)	130 (21.67)
Delavan (Panera Bread)	4,650 SF	37 (54%)	31 (46%)	68 (14.62)	79 (53%)	71 (47%)	150 (32.26)
Tomah (KFC)	3,350 SF	45 (56%)	35 (44%)	80 (23.88)	41 (49%)	42 (51%)	83 (24.78)
Rice Lake (Arby's)	3,200 SF	52 (52%)	48 (48%)	100 (31.25)	86 (49%)	89 (51%)	175 (54.69)
Rice Lake (Taco Johns)	2,900 SF	51 (51%)	49 (49%)	100 (34.48)	68 (47%)	78 (53%)	146 (50.34)
Stevens Point/Plover (KFC)	4,000 SF	39 (53%)	34 (47%)	73 (18.25)	25 (56%)	20 (44%)	45 (11.25)
Totals	32,050 SF	397	366	763	521	519	1,040
Weighted Average (Local)		(52%)	(48%)	(23.81)	(50%)	(50%)	(32.45)
Standard Deviation ≥ 3 Sites (Local)				(6.26)			(13.74)
Weighted Average (ITE)		(52%)	(48%)	(32.65)	(51%)	(49%)	(59.00)
#Studies/Average Size/Weighted Standard Deviation (ITE)		132	3,000	(19.21)	41	4,000	(22.15)
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		27%			45%		
Recommended Trip Rate		(52%)	(48%)	(23.81)	(51%)	(49%)	(59.00)
Source Data		Local			ITE		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

Fast Food Restaurant w/Drive Through (LU#934) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	Yes
<i>Pct. Of sites in data plot</i>	100%	100%
Data Plot has >5 (preferred) data points?	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	No	Yes
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	59%	38%
Data cluster for study sites near wtd. Avg. line?	Yes	Yes
<i>Pct. Of sites near wtd. avg. line</i>	100%	75%
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	Yes

If "No," Check for Local or Combined Rate

Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	Yes	Yes
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	26%	42%
If ITE Rate not Recommended, Use Local Rate?	Yes	Yes

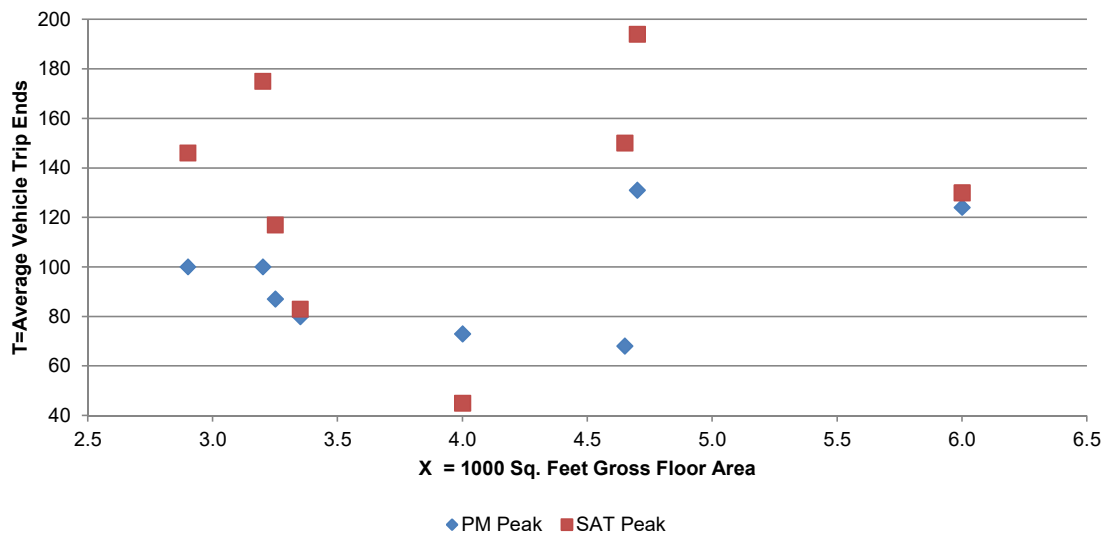
If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	12,929	9,676
Σ Ind. Var. (ITE)	396	164
Σ Trip Ends (Local)	763	1,040
Σ Ind. Var. (Local)	32	32
Combined Rate:	31.99	54.66
Use Combined Local/ITE Rate?	No	No

Data Plot Use:	PM	SAT
Number of Local Studies	8	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	No	No

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
4.7	131	194
3.3	87	117
6.0	124	130
4.7	68	150
3.4	80	83
3.2	100	175
2.9	100	146
4.0	73	45

Local Data Plot and Equation Fast Food Restaurant w/Drive Through Lane (934)



Gasoline/Service Station w/Convenience Market (LU#945) Trip Generation Table

Land Use ¹	Size	PM Peak Adjacent ²			SAT Midday/Pk Generator ²		
		In	Out	Total	In	Out	Total
Muskego (Kwik Trip)	16 fueling positions	133 (49%)	139 (51%)	272 (17.00)	122 (48%)	133 (52%)	255 (15.94)
Bellevue (Mobil w/Subway)	10 fueling positions	71 (48%)	76 (52%)	147 (14.70)	75 (48%)	80 (52%)	155 (15.50)
Tomah (Kwik Trip)	16 fueling positions	108 (50%)	108 (50%)	216 (13.50)	156 (50%)	155 (50%)	311 (19.44)
Totals	42 fueling positions	312	323	635	353	368	721
Weighted Average (Local) ³		(49%)	(51%)	(15.12)	(49%)	(51%)	(17.17)
Standard Deviation ≥ 3 Sites (Local)				(1.45)			(1.76)
Weighted Average (ITE) ⁴		(50%)	(50%)	(13.51)	n/a	n/a	n/a
#Studies/Average Size/Weighted Standard Deviation (ITE)		39	10	(7.19)	n/a	n/a	n/a
ITE Trip Rates % Higher (+)/Lower (-) than Local Trip Rates		-12%			n/a		
Recommended Trip Rate		(50%)	(50%)	(13.67)	(49%)	(51%)	(17.17)
Source Data		Combined ITE/Local			Local		

Notes

¹ Land use types, sizes, and traffic volumes based on data collected in 2016.

² PM peak adjacent: peak volumes from 3-6 p.m.; SAT peak adjacent: peak volumes from 11 a.m.-2 p.m.

³ Caution - Use Carefully - Small Sample Size (sample size less than seven)

⁴ Saturday ITE trip rates are not available for LU#945

Gasoline/Service Station w/Convenience Market (LU#945) Trip Generation Table

Trip Generation Rate Validation, Calculations, Local Data Plot

Process for Selecting ITE Rate	PM	SAT
Study sizes w/in range of data in plot?	Yes	n/a
<i>Pct. Of sites in data plot</i>	100%	n/a
Data Plot has >5 (preferred) data points?	Yes	n/a
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	n/a
<i>Wtd. SD / Wtd. Avg. Rate (ITE)</i>	53%	n/a
Data cluster for study sites near wtd. Avg. line?	No	n/a
<i>Pct. Of sites near wtd. avg. line</i>	33%	n/a
Data cluster for study sites near FCE/20 data pts?	n/a	n/a
<i>Pct. Of sites near wtd. avg. line</i>	n/a	n/a
Is $R^2 \geq 0.75$?	n/a	n/a
Use ITE Rate?	No	No

If "No," Check for Local or Combined Rate

Data Plot Use:	PM	SAT
Number of Local Studies	3	
Include Data Plot (≥ 2 Studies)?	Yes	Yes
Add St. Dev. In Table (≥ 3 Studies)?	Yes	Yes
Add Eqn. on Plot (≥ 4 Studies, $R^2 > 0.5$)?	No	No
Add Caution (≤ 6 Studies)?	Yes	Yes

Data Points on Plot:		
Indep. Variable	PM Peak	SAT Peak
16	272	255
10	147	155
16	216	311

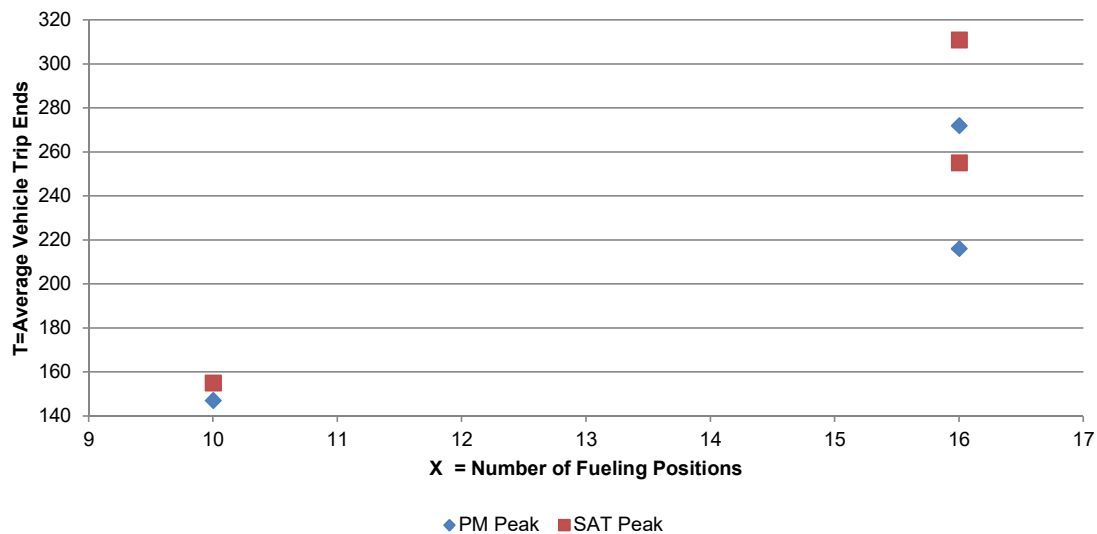
Establish a Local Rate:	PM	SAT
At least 3 Local sites counted?	Yes	Yes
Local rate at least 15% +/- ITE rate	No	n/a
Wtd. SD for avg. rate $\leq$ 55% of wtd. avg. rate?	Yes	Yes
<i>Wtd. SD / Wtd. Avg. Rate (Local)</i>	10%	10%
If ITE Rate not Recommended, Use Local Rate?	No	Yes

If "No," use Combined Local/ITE Rate

Use of Combined Local/ITE Rates:	PM	SAT
Σ Trip Ends (ITE)	5,269	n/a
Σ Ind. Var. (ITE)	390	n/a
Σ Trip Ends (Local)	635	n/a
Σ Ind. Var. (Local)	42	n/a
Combined Rate:	13.67	n/a
Use Combined Local/ITE Rate?	Yes	No

Local Data Plot and Equation Gas Station w/Convenience Store (945)

Caution - Use Carefully - Small Sample Size



APPENDIX D

TRIP RATE RECOMMENDATION TABLES
(EXPANDED TABLES)

Trip Generation Study - Recommendations Summary
PM Peak Hour of Adjacent Street Traffic (3PM - 6PM)

Land Use Description	ITE #	Independent Variable	ITE Trip Rates				Local Trip Rates				Recommended Trip Rates			
			In	Out	Total	#Studies	In	Out	Total	#Studies	In	Out	Total	Source
Land uses with 1 or 2 local studies														
Residential Condo/Townhouse	230	Units	(67%)	(33%)	(0.52)	62	(59%)	(41%)	(0.43)	1	(67%)	(33%)	(0.52)	ITE
Hotel	310	Rooms	(51%)	(49%)	(0.60)	33	(42%)	(58%)	(0.24)	2	(51%)	(49%)	(0.60)	ITE
Movie Theater w/Matinee	444	Screens	(40%)	(60%)	(20.22)	3	(53%)	(47%)	(6.92)	2	(40%)	(60%)	(14.90)	Combined
Multiplex Movie Theater	445	Screens	(45%)	(55%)	(13.64)	4	(52%)	(48%)	(15.26)	1	(45%)	(55%)	(13.99)	Combined
Health/Fitness Club	492	1,000 square feet	(57%)	(43%)	(3.53)	6	(50%)	(50%)	(7.41)	2	(57%)	(43%)	(3.79)	Combined
Daycare Center	565	1,000 square feet	(47%)	(53%)	(12.34)	68	(38%)	(62%)	(7.80)	1	(47%)	(53%)	(12.34)	ITE
Office	710	1,000 square feet	(17%)	(83%)	(1.49)	236	(47%)	(53%)	(3.00)	1	(17%)	(83%)	(1.49)	ITE
Medical/Dental Office Building	720	1,000 square feet	(28%)	(72%)	(3.57)	43	(42%)	(58%)	(1.67)	2	(28%)	(72%)	(3.57)	ITE
Hardware/Paint Store	816	1,000 square feet	(47%)	(53%)	(4.84)	8	(50%)	(50%)	(3.50)	1	(47%)	(53%)	(4.80)	Combined
Automobile Parts Sales	843	1,000 square feet	(49%)	(51%)	(5.98)	5	(46%)	(54%)	(6.00)	1	(49%)	(51%)	(5.98)	Combined
Tire Store	848	Service Bays	(42%)	(58%)	(3.54)	9	(50%)	(50%)	(3.00)	1	(42%)	(58%)	(3.54)	ITE
Discount Supermarket (Aldi)	854	1,000 square feet	(50%)	(50%)	(8.34)	19	(41%)	(59%)	(9.52)	1	(50%)	(50%)	(8.34)	ITE
Sporting Goods Superstore	861	1,000 square feet	(48%)	(52%)	(1.84)	5	(52%)	(48%)	(1.74)	2	(48%)	(52%)	(1.83)	Combined
Pet Supply Superstore	866	1,000 square feet	(50%)	(50%)	(2.19)	1	(49%)	(51%)	(4.06)	2	(50%)	(50%)	(3.30)	Combined
Apparel Store	876	1,000 square feet	(50%)	(50%)	(3.83)	7	(53%)	(47%)	(5.43)	2	(50%)	(50%)	(4.17)	Combined
Furniture Store	890	1,000 square feet	(48%)	(52%)	(0.45)	19	(27%)	(73%)	(0.16)	1	(48%)	(52%)	(0.43)	Combined
Coffee/Donut Shop w/Drive-Through Window	937	1,000 square feet	(50%)	(50%)	(42.80)	24	(52%)	(48%)	(81.97)	1	(50%)	(50%)	(42.80)	ITE
Quick Lubrication Vehicle Shop	941	Service Positions	(55%)	(45%)	(5.19)	8	(58%)	(42%)	(4.00)	2	(55%)	(45%)	(5.19)	ITE
Gas Station w/Convenience Store and Car Wash	946	Fueling Positions	(51%)	(49%)	(13.86)	30	(51%)	(49%)	(13.40)	2	(51%)	(49%)	(13.86)	ITE
Land uses with 3 or more local studies														
Free-Standing Discount Superstore	813	1,000 square feet	(49%)	(51%)	(4.35)	86	(49%)	(51%)	(3.81)	5	(49%)	(51%)	(4.35)	ITE
Free-Standing Discount Store	815	1,000 square feet	(50%)	(50%)	(4.98)	53	(48%)	(52%)	(2.72)	4	(48%)	(52%)	(2.72)	Local
Shopping Center	820	1,000 square feet	(48%)	(52%)	(3.71)	426	(50%)	(50%)	(5.19)	14	(48%)	(52%)	(3.71)	ITE
Supermarket	850	1,000 square feet	(51%)	(49%)	(9.48)	62	(47%)	(53%)	(8.99)	5	(51%)	(49%)	(9.48)	ITE
Home Improvement Superstore	862	1,000 square feet	(49%)	(51%)	(2.33)	51	(48%)	(52%)	(2.24)	5	(49%)	(51%)	(2.33)	ITE
Office Supply Superstore	867	1,000 square feet	(53%)	(47%)	(3.40)	2	(48%)	(52%)	(2.63)	3	(48%)	(52%)	(2.63)	Local
Department Store	875	1,000 square feet	(51%)	(49%)	(1.87)	10	(50%)	(50%)	(2.21)	6	(50%)	(50%)	(2.21)	Local
Drive-in Bank	912	Lanes	(49%)	(51%)	(33.24)	85	(50%)	(50%)	(15.53)	5	(49%)	(51%)	(32.13)	Combined
High Turnover Sit-Down Restaurant	932	1,000 square feet	(60%)	(40%)	(9.85)	60	(63%)	(37%)	(8.45)	12	(60%)	(40%)	(9.63)	Combined
Fast-Food Restaurant w/Drive-Through Window	934	1,000 square feet	(52%)	(48%)	(32.65)	132	(52%)	(48%)	(23.81)	8	(52%)	(48%)	(23.81)	Local
Gas Station w/Convenience Store	945	Fueling Positions	(50%)	(50%)	(13.51)	39	(49%)	(51%)	(15.12)	3	(50%)	(50%)	(13.67)	Combined

Trip Generation Study - Recommendations Summary
SAT Peak Hour of Generator - ITE/SAT Midday Peak Hour - Local (11AM - 2PM)

Land Use Description	ITE #	Independent Variable	ITE Trip Rates				Local Trip Rates				Recommended Trip Rates			
			In	Out	Total	#Studies	In	Out	Total	#Studies	In	Out	Total	Source
Land uses with 1 or 2 local studies														
Residential Condo/Townhouse	230	Units	(54%)	(46%)	(0.47)	27	(43%)	(57%)	(0.48)	1	(54%)	(46%)	(0.47)	ITE
Hotel	310	Rooms	(56%)	(44%)	(0.72)	9	(48%)	(52%)	(0.37)	2	n/a	n/a	n/a	More Data ¹
Movie Theater w/Matinee	444	Screens	(60%)	(40%)	(120.48)	4	(76%)	(24%)	(11.25)	2	n/a	n/a	n/a	More Data ¹
Multiplex Movie Theater	445	Screens	(72%)	(28%)	(19.97)	7	(68%)	(32%)	(9.95)	1	(72%)	(28%)	(18.66)	Combined
Health/Fitness Club	492	1,000 square feet	(45%)	(55%)	(2.78)	2	(53%)	(47%)	(3.79)	2	(45%)	(55%)	(3.06)	Combined
Daycare Center	565	1,000 square feet	(63%)	(37%)	(1.70)	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	More Data ²
Office	710	1,000 square feet	(54%)	(46%)	(0.43)	11	(50%)	(50%)	(0.40)	1	(54%)	(46%)	(0.43)	Combined
Medical/Dental Office Building	720	1,000 square feet	(57%)	(43%)	(3.63)	3	n/a	n/a	n/a	n/a	n/a	n/a	n/a	More Data ²
Hardware/Paint Store	816	1,000 square feet	(47%)	(53%)	(11.18)	3	(56%)	(44%)	(2.25)	1	(47%)	(53%)	(10.77)	Combined
Automobile Parts Sales	843	1,000 square feet	n/a	n/a	n/a	n/a	(50%)	(50%)	(12.00)	1	n/a	n/a	n/a	More Data ²
Tire Store	848	Service Bays	(43%)	(57%)	(2.47)	3	(50%)	(50%)	(3.67)	1	(43%)	(57%)	(2.67)	Combined
Discount Supermarket (Aldi)	854	1,000 square feet	(50%)	(50%)	(9.65)	16	(53%)	(47%)	(13.08)	1	(50%)	(50%)	(9.69)	Combined
Sporting Goods Superstore	861	1,000 square feet	(51%)	(49%)	(3.84)	5	(50%)	(50%)	(2.72)	2	(51%)	(49%)	(3.76)	Combined
Pet Supply Superstore	866	1,000 square feet	(50%)	(50%)	(6.98)	2	(48%)	(52%)	(7.16)	2	(50%)	(50%)	(7.06)	Combined
Apparel Store	876	1,000 square feet	n/a	n/a	n/a	n/a	(50%)	(50%)	(5.32)	2	n/a	n/a	n/a	More Data ²
Furniture Store	890	1,000 square feet	(54%)	(46%)	(0.95)	16	(44%)	(56%)	(0.36)	1	(54%)	(46%)	(0.91)	Combined
Coffee/Donut Shop w/Drive-Through Window	937	1,000 square feet	(50%)	(50%)	(84.52)	9	(50%)	(50%)	(113.66)	1	(50%)	(50%)	(84.52)	ITE
Quick Lubrication Vehicle Shop	941	Service Positions	(50%)	(50%)	(7.00)	1	(45%)	(55%)	(3.67)	2	n/a	n/a	n/a	More Data ²
Gas Station w/Convenience Store and Car Wash	946	Fueling Positions	(50%)	(50%)	(19.46)	5	(50%)	(50%)	(16.03)	2	(50%)	(50%)	(18.25)	Combined
Land uses with 3 or more local studies														
Free-Standing Discount Superstore	813	1,000 square feet	(50%)	(50%)	(5.64)	52	(48%)	(52%)	(4.36)	5	(50%)	(50%)	(5.64)	ITE
Free-Standing Discount Store	815	1,000 square feet	(51%)	(49%)	(7.39)	29	(47%)	(53%)	(4.36)	4	(47%)	(53%)	(4.36)	Local
Shopping Center	820	1,000 square feet	(52%)	(48%)	(4.82)	128	(52%)	(48%)	(5.46)	14	(52%)	(48%)	(4.82)	ITE
Supermarket	850	1,000 square feet	(51%)	(49%)	(10.65)	34	(47%)	(53%)	(8.35)	5	(51%)	(49%)	(10.65)	ITE
Home Improvement Superstore	862	1,000 square feet	(51%)	(49%)	(4.51)	31	(48%)	(52%)	(3.56)	5	(48%)	(52%)	(3.56)	Local
Office Supply Superstore	867	1,000 square feet	n/a	n/a	n/a	n/a	(49%)	(51%)	(2.99)	3	(49%)	(51%)	(2.99)	Local
Department Store	875	1,000 square feet	(53%)	(47%)	(3.32)	8	(52%)	(48%)	(3.70)	6	(53%)	(47%)	(3.45)	Combined
Drive-in Bank	912	Lanes	(49%)	(51%)	(28.78)	26	(49%)	(51%)	(21.71)	5	(49%)	(51%)	(27.79)	Combined
High Turnover Sit-Down Restaurant	932	1,000 square feet	(53%)	(47%)	(14.07)	8	(49%)	(51%)	(7.36)	12	(53%)	(47%)	(9.52)	Combined
Fast-Food Restaurant w/Drive-Through Window	934	1,000 square feet	(51%)	(49%)	(59.00)	41	(50%)	(50%)	(32.45)	8	(51%)	(49%)	(59.00)	ITE
Gas Station w/Convenience Store	945	Fueling Positions	n/a	n/a	n/a	n/a	(49%)	(51%)	(17.17)	3	(49%)	(51%)	(17.17)	Local

Notes:

¹ Recommended to count additional sites to calculate trip rate for Saturday midday time period and not Saturday peak hour of generator.

² Recommended to count additional sites to calculate trip rate for Saturday peak period.