

January 20, 2021

Mr. Mark Hanson
Starr Holdings LLC
2269 Chestnut Street #450
San Francisco, CA 94123

Focused Traffic Analysis for the Bricoleur Vineyards Project

Dear Mr. Hanson;

As requested, W-Trans has prepared a focused traffic analysis for the proposed modification to the existing Conditional Use Permit (CUP) for Bricoleur Vineyards to allow up to 25 promotional events per year. The purpose of this letter is to present the results of our evaluation of potential traffic impacts relative to any increase in vehicle miles traveled (VMT) associated with the proposed CUP modification.

Project Description

Bricoleur Vineyards, located at 7390/7394 Starr Road in the County of Sonoma, has requested a CUP modification that would allow up to 25 annual promotional events; the existing Use Permit allows up to 16 event days during the year. The CUP modification includes a proposal for five public agricultural events with up to 150 visitors, four private agricultural events with up to 250 visitors, four private agricultural events with up to 150 visitors, five direct sales events with up to 150 visitors, and seven industry-wide events with up to 100 visitors. It is noted that the requested CUP modification does not propose any changes to production, nor the number of employees or the physical structures on site. In total, the requested CUP modification would allow for nine additional events of varying capacities and frequencies to occur on-site on a yearly basis.

- File Number: CUP 17-0053
- Address: 7390/7394 Starr Road
- APN: 066-220-019
- Project Name: Bricoleur Winery
- Applicant Name: Mark Hanson
- Property Owner Name: Mark Hanson

Vehicle Miles Traveled

Senate Bill (SB) 743 established a change in the metric to be applied for determining traffic impacts associated with development projects. Rather than the delay-based criteria associated with a Level of Service analysis, the increase in Vehicle Miles Traveled (VMT) as a result of a project is now the basis for determining impacts. Many of the VMT significance criteria that the County is likely to adopt are consistent with guidance provided by the California Governor's Office of Planning and Research (OPR) in the publication *Transportation Impacts (SB 743) CEQA Guidelines Update and Technical Advisory*, 2018, including the types of projects that can typically be screened from requiring quantitative Vehicle Miles Traveled (VMT) analysis. Where VMT is quantified, however, the basis is typically on the annualized average of trips that occur on weekdays.

Trip Generation

To determine the potential VMT impact of the proposed change to the CUP, a comparison of annual trips was conducted. The existing CUP allows for 16 events per year. For purposes of comparing the currently permitted level of activity with that proposed, the same methodology was applied to estimate trips for various sizes of promotional events. The County's standard occupancy rate of 2.5 persons per vehicle was applied to determine the number of guest-vehicles, and thus the number of expected trips. It was assumed all guests would arrive at

the project site in the same hour for events during the weekday p.m. peak period. For the events on weekends, half of the total visitor trips would be expected to occur in the same weekend midday peak hour, with 50 percent of those trips inbound and 50 percent outbound. Event employees would travel outside of the arrival and departure hours of the guests, as they would be expected to be on-site for set-up and clean-up and are therefore not included in the peak hour analysis but are part of the daily trips for each event.

Based on the attendance caps and assumptions indicated above, events with 200 persons would be expected to generate a total of 180 daily trips, 150-person events would generate 120 trips daily and 100-person events would have a trip generation of 100 daily trips. These results are shown in Table 1.

Table 1 – Trip Generation Summary for 16 Permitted Events									
Event Size Trip Generator	Units	Daily		PM Peak Hour			MD Peak Hour		
		Rate	Trips	Trips	In	Out	Trips	In	Out
150-Guest Private Agricultural Promotional Events (4 per year)									
Event Visitors	150	0.8	120	60	60	0	60	30	30
Employees	10	2.0	20	0	0	0	0	0	0
Event Total			140	60	60	0	60	30	30
200-Person Private Agricultural Promotional Events (4 per year)									
Event Visitors	200	0.8	160	80	80	0	80	40	40
Employees	10	2.0	20	0	0	0	0	0	0
Event Total			180	80	80	0	80	40	40
100-Person Industry Wide Events (8 per year)									
Event Visitors	100	0.8	80	40	40	0	40	20	20
Employees	10	2.0	20	0	0	0	0	0	0
Event Total			100	40	40	0	40	20	20

The frequencies of the 16 promotional events which are currently allowed were applied to the daily trips for each size of event, resulting in an estimated maximum of 2,080 annual event trips. These trips were conservatively divided by the 260 weekdays to which the metric of VMT applies occurring during a calendar year even though some of the events could occur on a weekend and therefore not be relevant to the VMT analysis. The resulting average of 8 daily trips is indicated in Table 2.

Table 2 – Summary of Annual Daily Trips for 16 Permitted Events			
Number of Guests	No. of Events	Daily Trips	Annual Trips
Private Agricultural Promotional Events			
150	4	140	560
200	4	180	720
Industry-Wide Events			
100	8	100	800
Annual Total	16		2,080
Average Daily Trips			8

Note: Daily trips equal to Annual Trips divided by 260

The project as currently proposed would include nine additional promotional events per year for a total of 25, each with varying guest capacities and frequencies. The only event size included in the current proposal that is not already permitted is a 250-person event. As shown in Table 3, such events would be expected to generate 220 trips daily.

Table 3 - Trip Generation Summary for Proposed 250-Person Events									
Event Size Trip Generator	Units	Daily		PM Peak Hour			MD Peak Hour		
		Rate	Trips	Trips	In	Out	Trips	In	Out
Private Agricultural Promotional Events (4 per year)									
Event Guests	250	0.8	200	100	100	0	100	50	50
Employees	10	2.0	20	0	0	0	0	0	0
Event Total			220	100	100	0	100	50	50

As was done for the currently permitted promotional events, the number of each size and type of event was multiplied by its frequency to achieve an annual total by type and for all. This value was then divided by the number of weekdays to determine the average of 14 daily trips on an annual basis, as shown in Table 4.

Table 4 – Summary of Annual Daily Trips for 25 Proposed Events			
Number of Guests	No. of Events	Daily Trips	Annual Trips
Public Agricultural Promotional Events			
150	5	140	700
Private Agricultural Promotional Events			
250	4	220	880
150	4	140	560
Direct Sales Events			
150	5	140	700
Industry-Wide Events			
100	7	100	700
Annual Total	16		3,540
Average Daily Trips			14

Note: Daily trips equal to Annual Trips divided by 260

It is expected that the proposed increase in promotional events from 16 per year to 25 would result in generation of an average of 14 daily trips per year, compared to 8 with the currently permitted schedule.

Conclusions

In the publication *Transportation Impacts (SB 743) CEQA Guidelines Update and Technical Advisory*, 2018, the California Governor's Office of Planning and Research (OPR) identifies several criteria that may be used by jurisdictions to identify certain types of projects that are unlikely to have a Vehicle Miles Traveled (VMT) impact and can be "screened" from further VMT analysis. One of these screening criteria pertains to small projects, which OPR identifies as generating fewer than 110 new vehicle trips per day. The proposed project is anticipated to generate approximately 14 total daily vehicle trips, but only 6 additional daily trips, both of which fall well below the OPR threshold. As a result, it is reasonable to conclude that the project can be presumed to have a less-than-significant impact on VMT.

Further, OPR guidance for commercial uses and the Sonoma County Transportation Authority (SCTA) model use a metric of VMT per capita for employees. A project exceeding a level of 15 percent below the existing regional VMT per capita may indicate a significant transportation impact. OPR encourages the use of screening maps to establish geographic areas that achieve the 15-percent-below regional average thresholds, allowing jurisdictions to "screen" projects in those areas from quantitative VMT analysis since impacts can be presumed to be less than

significant. The SCTA prepared a draft screening map and the project site is within a screened area. It is therefore reasonable to conclude that the project would also have a less-than-significant VMT impact associated with employee travel.

We hope the above information adequately addresses the project's potential impact related to VMT.

Sincerely,

Jade Kim
Assistant Planner

Andre Huff
Associate Planner

Dalene J. Whitlock, PE, PTOE
Senior Principal

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