



**KITTELSON & ASSOCIATES, INC.**

TRANSPORTATION PLANNING/TRAFFIC ENGINEERING

610 SW ALDER, SUITE 700 • PORTLAND, OR 97205 • (503) 228-5230 • FAX (503) 273-8169

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**MEMORANDUM**

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**Date:** October 19, 2005

**Project #:** 7118.0

**To:** Wendy Worthey, HDR

**Cc:** Les Johnson, City of La Quinta Planning Manager  
Kathy Jenson, City of La Quinta

**From:** Del Huntington and John Ringert, P.E.

**Project:** La Quinta Costco/Komar Development

**Subject:** Costco Trip Type Characteristics

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In response to your request, we have prepared the following table showing the Costco Warehouse trip characteristics. The data is based on counts and surveys taken at Costco Warehouses for the weekday p.m. peak hour throughout the United States. Table 1 shows the survey result on percentages of primary, pass-by and diverted trips for total trips that access Costco warehouses with gas stations during this time period.

**Table 1**  
**Pass-by and Diverted Trip Percentages**  
**for Costco Warehouses with Gas Stations**  
**During the Weekday P.M. Peak Hour**

<b>Location</b>	<b>Primary</b>	<b>Pass-By</b>	<b>Diverted</b>
California #1	29%	53%	18%
California #2	35%	60%	5%
California #3	42%	10%	48%
Oregon # 1	58%	17%	25%
Oregon # 2	34%	20%	46%
Colorado	22%	45%	33%
Florida	32%	42%	26%
New York	25%	67%	8%
Virginia	9%	42%	49%
Washington	34%	29%	37%
<b>Average</b>	<b>32%</b>	<b>38.5%</b>	<b>29.5%</b>

Primary trips are trips that are new to the roadway system where the purpose of the trip is to visit the proposed development. Pass-by trips occur when a motorist is traveling along a roadway that is adjacent to the development for some other purpose, but stops at the development while on the way to their final destination. Diverted trips occur when a motorist is on the roadway system (does not include roads that are adjacent to the development) for some other purpose but diverts from the road they are traveling on to stop at the proposed development.

The variability in primary, pass-by and diverted trip percentages is dependant on the characteristics of the surrounding transportation network of the individual survey location. The sum of the average pass-by and diverted trip percentages should be divided between the two trip types based on the characteristics of the transportation network around the proposed site. If you have any questions, please call Del at 503-228-5230 or John at 208-338-2683.