



MEMORANDUM

To: Steve Powell, WoodCrest Real Estate Ventures
From: Stephen Cook, TE, Intersecting Metrics
Date: March 11, 2024
Regarding: Ramona Boutique Hotel – VMT Analysis

The purpose of this memo is to evaluate if the implementation of the proposed Ramona Boutique Hotel project (Proposed Project) would result in a Vehicle Miles Traveled (VMT) related impact. The analysis will evaluate if the Proposed Project can be screened out from conducting a detailed VMT analysis based on the County of San Diego's VMT Screening Criteria, as outlined in their *Transportation Study Guidelines, September 2022 (TSG)*.

Proposed Project

The Proposed Project will construct a two story 101-room hotel with an approximate building size of 40,193 square feet. The Proposed Project is located in the Ramona community planning area within the County of San Diego and consists of three parcels (APN: 282- 141-32, -33, -34), which front SR-67 between Julian Street and Letton Street. The Proposed Project will take access via two driveways along SR-67. **Figure 1** displays the Proposed Project's location, while **Figure 2** displays the Proposed Project's site plan.

VMT Screening Analysis

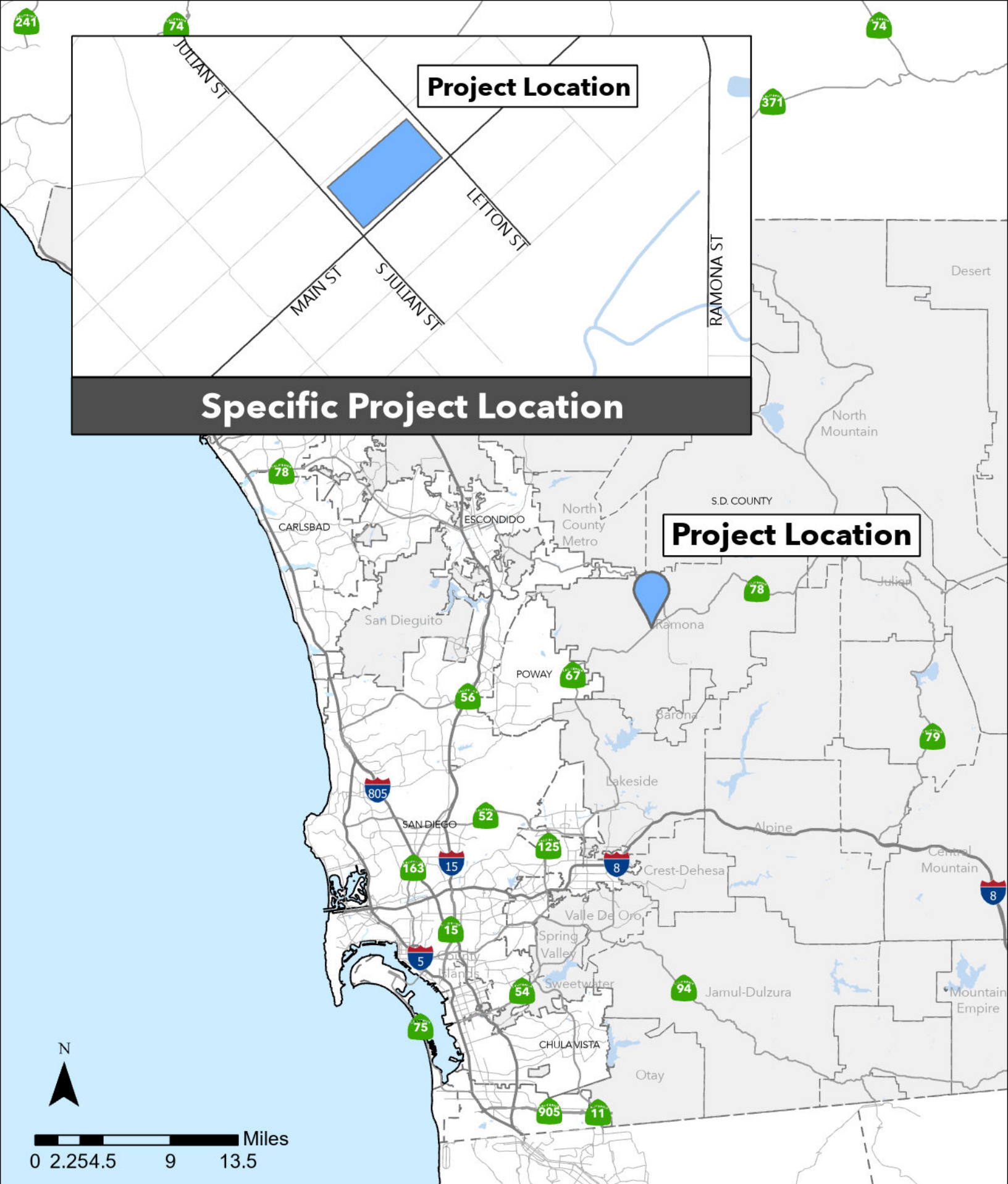
Small Project Screening Analysis

As outlined in Table 1 of the County's TSG a project that generates fewer than 110 daily trips is screened out from conducting a VMT analysis and can be assumed to have a less than significant VMT related impact. **Table 1** displays the Proposed Project's daily trip generation, trip generation rates were derived from the *Institute of Traffic Engineers (ITE) Trip Generation Manual, 11th Edition*, relevant excerpts from the manual are provided in **Attachment 1**.

Table 1: Proposed Project Daily Trip Generation

Land Use	Quantity	Trip Rate	Daily Trips
Hotel (ITE Code 310)	101 Rooms	7.99/Room	807

As shown, the Proposed Project is anticipated to generate 807 daily trips; thus, is not eligible for the small project screening criteria.





PRELIMINARY SITE PLAN



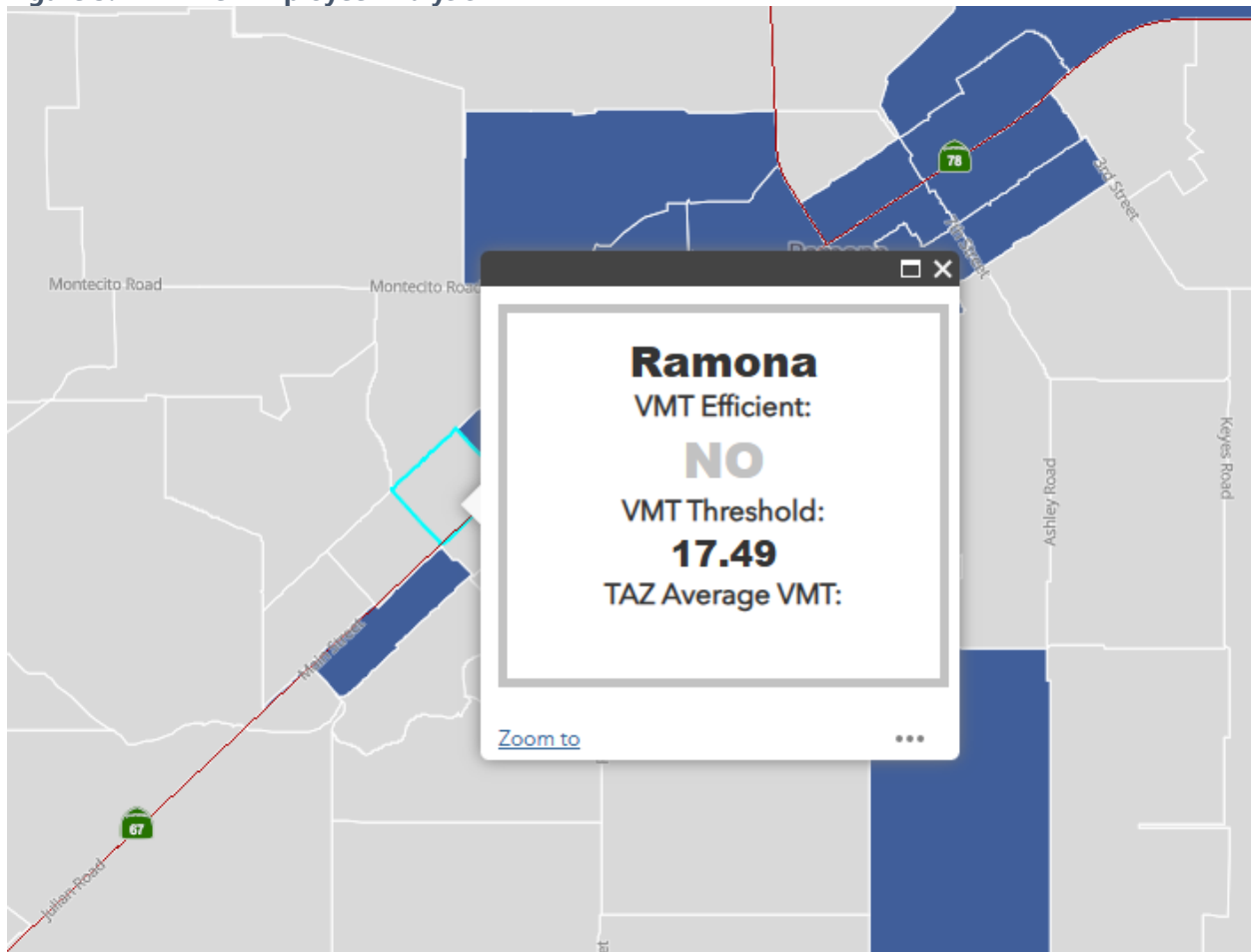
VMT Efficient Area

As noted on Page 19 of the TSG:

Employment projects located within a VMT efficient area may be presumed to have a less than significant impact absent substantial evidence to the contrary. A VMT efficient area for employment projects is any area with an average VMT per Employee 15 percent below the baseline average for the entire San Diego County region, including the incorporated cities.

As per the standard, to identify if the Proposed Project is in a TAZ with a VMT / Employee lower than the County's threshold (i.e., 15% below the regional average), the County's SB 743 Location-Based Screening Maps¹ was utilized. The Proposed Project is located in traffic analysis zone (TAZ) 1638 of the SANDAG Series 14 model. As shown in **Figure 3** below, there is currently no data for the Proposed Project TAZ due to a lack of enough employment to have a sufficient sample size. As such, it cannot be determined if the project is located in a VMT efficient zone.

Figure 3: VMT Per Employee Analysis



Source: County of San Diego SB 743 Location-Based Screening Map

¹<https://gis-portal.sandiegocounty.gov/arcgis/apps/webappviewer/index.html?id=c8baf13775b844cd8e3e1fd820d9a881>



Infill Area

As outlined in the County's TSG, projects located within Infill Areas (see Appendix D of the TSG) are screened out from conducting a detailed VMT analysis. However, the Proposed Project is not located in an Infill Area and does not qualify for this criteria.

Locally Serving Retail/Service Projects

As defined on Page 21 of the TSG:

Following guidance provided by OPR, locally serving retail/service projects less than 50,000 square feet may be presumed to have a less than significant impact absent substantial evidence to the contrary. Local serving retail/service generally improves the convenience of shopping close to home and has the effect of reducing vehicle travel.

The Proposed Project is considered locally serving and will ultimately help to reduce the overall VMT within the County, as there is a current lack of hotel rooms within the Ramona Community. This forces visitors to Ramona and its many wineries to stay in adjacent communities/cities, such as Poway and Rancho Bernardo. Therefore, the Proposed Project would alleviate some of the latent hotel demand within the Ramona community, allowing existing visitors to stay closer to their destination, which would cause them to make shorter and fewer trips, and would result in a reduction in the total VMT that they generate.

Methodology

To quantify the latent demand for hotel rooms within the Ramona community, a statistical analysis was conducted both at the regional level and local level (within the Unincorporated County) to understand what factors hotel demand, as well as if the Ramona community is actually underserved. A correlation analysis was conducted at the community level, comparing the number of hotel rooms within that community to its residential population, its total employment, its service based employment (i.e., retail, restaurant, recreation, informational), and its overall service population (total employees + total residents).

Data

The correlation analysis was based on three different data sets, as outlined below:

1. *Number of Hotel Rooms* – The number of hotel rooms within each community was derived based on assessor parcel records. The total number of units for parcels that are identified to be lodging based on the "NUCLEUS_US" field (code 260-267) were summed for the community they are located in. **Attachment 2** has a list of all the communities observed and the number of existing hotel rooms within them. As shown, some communities have no hotel rooms or very few (i.e., less than 10), so these communities were removed from the analysis as they lack an adequate sample size and have the potential to skew the data.
2. *Population* – The population within each community was derived based on 2020 Census data. The population for each community is provided in **Attachment 3**.
3. *Employees* – The total number of employees within a community was derived from 2021 American Community Survey (ACS) data. A sub-category of Service Jobs (i.e., Retail, Restaurant, Service Jobs, Arts & Recreation) was also evaluated as these are more specific to the visitor / tourist industry and may be a better indicator of hotel demand. The population for each community is provided in **Attachment 3**.



4. Service Population – The service population within a community was developed by adding the total residents and total number of employees within the community. The population for each community is provided in [Attachment 3](#).

Correlation Analysis

A statistical correlation analysis was conducted in excel comparing the data above to the number of hotel rooms within a community. **Table 2** displays the results of the correlation analysis.

Table 2: Hotel Room Correlation Analysis

Analysis Metric	San Diego Region	Unincorporated County
Population	0.181891556	0.619974088
Employees	0.475221314	0.745809555
Service Population	0.323211904	0.659022784
Service Jobs	0.602172908	0.715455955

As shown, there is a strong correlation (close to 1) between the number of Hotel rooms and the number of service jobs within a community, at both the regional and county levels, as well as a strong correlation between the number of hotel rooms and the number of total jobs at the County level. Based on this analysis it can be assumed that the ratio of service jobs to the total number of hotel rooms within a community is a good indicator of excess or latent hotel demand. This makes sense as the total number of service jobs can indicate areas that have a high visitor or tourist demand.

Demand Comparison

The ratio of service jobs to hotel rooms for each community is provided in [Attachment 4](#). As shown, Ramona has a ratio of 40.6 service jobs per hotel room. This is significantly higher than both the regional average (16.6 jobs per room) and median value (10.7 jobs per room), showing that there is a latent demand for hotels in Ramona. This may be due to the growing wine industry within Ramona, which attracts a large number of visitors to the area, and is only serviced by 45 existing hotel rooms to accommodate them. Based on the regional median hotel demand, the Ramona community currently has a demand of 174 hotel rooms (1,862 service jobs / 10.7 jobs per room). With the implementation of the Proposed Project, the Ramona community will have a total of 146 hotel rooms, which is still below the regional median demand.

Conclusion

As outlined in the previous sections, there is a latent demand for hotel rooms within the Ramona community based on the number of service jobs in the area. Visitors currently stay in Rancho Bernardo (875 rooms), which is 21 miles away, Escondido (1,061 rooms), which is 19 miles away, and Poway (198 rooms), which is 19 miles away. The implementation of the Proposed Project would help alleviate the latent hotel demand within the Ramona community, so visitors would not need to stay approximately 20 miles away. As such, the implementation of the Proposed Project is anticipated to result in a net decrease in VMT within the San Diego region, as visitors to the Ramona community will be able to stay closer to their destination and would no longer need to drive over 19 miles from their hotel to get there. Therefore, the implementation of the Proposed Project would have a less than significant VMT related impact.



DATA STATISTICS



Attachment 2

Hotel Rooms Per Community

Community / City	Hotel Rooms
Alpine	104
Barrio Logan	43
Bonsall	25
Carlsbad	4,179
Carmel Mountain Ranch	239
Carmel Valley	754
Chula Vista	2,050
Clairemont Mesa	336
College Area	182
Coronado	1,580
Del Mar	367
Del Mar Mesa	249
Desert	468
Downtown	14,099
El Cajon	1,231
Encinitas	792
Escondido	1,061
Fallbrook	159
Imperial Beach	196
Julian	44
Kearny Mesa	1,155
La Jolla	1,048
La Mesa	578
Lemon Grove	113
Mid-City : City Heights	27
Mid-City: Eastern Area	72
Mid-City: Kensington	47
Midway-Pacific Highway	1,408
Mira Mesa	1,338
Miramar Ranch North	232
Mission Bay Park	1,013
Mission Beach	414



Community / City	Hotel Rooms
Mission Valley	6,768
Mountain Empire	84
National City	743
Navajo	263
North County Metro	183
North Mountain	8
North Park	226
Ocean Beach	172
Oceanside	2,350
Old Town San Diego	793
Otay Mesa	174
Otay Mesa-Nestor	215
Pacific Beach	888
Peninsula	2,022
Poway	198
Ramona	45
Rancho Bernardo	875
Rancho Penasquitos	120
San Dieguito	158
San Marcos	496
San Ysidro	737
Santee	55
Scripps Miramar Ranch	202
Serra Mesa	90
Solana Beach	195
Southeastern San Diego	27
Torrey Hills	200
Torrey Pines	258
University	2,232
Uptown	915
Valle De Oro	44
Valley Center	31
Vista	717
Total	5,8087



Attachment 3

Residents / Jobs Per Community

Community	Population	Jobs	Service Population	Service Jobs
Alpine	17,762	5,510	23,272	2,559
Barrio Logan	4,191	6,480	10,671	847
Bonsall	11,127	2,714	13,841	572
Carlsbad	114,788	69,919	184,707	17,840
Carmel Mountain Ranch	11,192	12,749	23,941	3,128
Carmel Valley	35,451	18,607	54,058	2,839
Chula Vista	274,125	64,762	338,887	20,502
Clairemont Mesa	79,633	18,015	97,648	6,714
College Area	25,294	9,857	35,151	1,723
Coronado	22,452	7,385	29,837	3,395
Del Mar	3,954	2,871	6,825	1,281
Del Mar Mesa	2,041	3,016	5,057	2,954
Desert	4,014	855	4,869	413
Downtown	44,892	62,796	107,688	17,057
El Cajon	106,054	40,272	146,326	11,078
Encinitas	61,965	23,919	85,884	8,837
Escondido	149,839	50,035	199,874	13,159
Fallbrook	46,937	8,404	55,341	2,060
Imperial Beach	26,137	2,929	29,066	1,107
Julian	3,019	724	3,743	451
Kearny Mesa	9,536	112,418	121,954	14,598
La Jolla	29,884	12,801	42,685	5,110
La Mesa	61,063	24,437	85,500	7,788
Lemon Grove	27,564	6,817	34,381	2,256
Mid-City : City Heights	68,595	8,511	77,106	2,833
Mid-City: Eastern Area	40,414	7,480	47,894	3,938
Mid-City: Kensington	14,090	1,911	16,001	775
Midway-Pacific Highway	7,449	13,493	20,942	4,750
Mira Mesa	77,788	93,642	171,430	14,986
Miramar Ranch North	11,932	2,684	14,616	720
Mission Bay Park	2,418	2,914	5,332	2,570
Mission Beach	3,272	1,024	4,296	767
Mission Valley	23,741	48,859	72,600	12,168
Mountain Empire	7,884	1,004	8,888	295
National City	55,251	22,693	77,944	7,963
Navajo	53,494	13,466	66,960	3,217
North County Metro	46,134	9,827	55,961	2,033
North Mountain	3,040	525	3,565	135
North Park	46,651	7,723	54,374	3,870
Ocean Beach	12,887	2,615	15,502	1,654



Community	Population	Jobs	Service Population	Service Jobs
Oceanside	174,372	44,108	218,480	14,406
Old Town San Diego	977	4,720	5,697	1,491
Otay Mesa	19,445	13,963	33,408	2,741
Otay Mesa-Nestor	61,426	6,777	68,203	2,327
Pacific Beach	39,837	10,510	50,347	5,584
Peninsula	41,050	13,073	54,123	4,825
Poway	48,908	32,463	81,371	4,975
Ramona	36,297	5,455	41,752	1,826
Rancho Bernardo	42,819	20,423	63,242	3,112
Rancho Penasquitos	42,743	3,795	46,538	1,139
San Dieguito	36,738	12,778	49,516	2,450
San Marcos	94,753	37,707	132,460	8,840
San Ysidro	28,385	7,028	35,413	3,002
Santee	59,963	16,679	76,642	5,750
Scripps Miramar Ranch	20,900	10,984	31,884	1,437
Serra Mesa	22,736	18,352	41,088	942
Solana Beach	12,868	7,508	20,376	2,477
Southeastern San Diego	53,914	10,003	63,917	3,005
Torrey Hills	6,236	5,520	11,756	1,023
Torrey Pines	6,814	9,481	16,295	1,308
University	69,034	103,285	172,319	14,356
Uptown	39,199	36,311	75,510	5,504
Valle De Oro	43,115	7,528	50,643	2,660
Valley Center	22,203	4,393	26,596	1,207
Vista	98,267	34,371	132,638	7,999
Total	2,770,953	1,283,878	4,054,831	315,328



Attachment 4

Jobs per Hotel Room Ratio

Community	Population /Room	Jobs /Room	Service Population /Room	Service Jobs /Room
Alpine	170.8	53	223.8	24.6
Barrio Logan	97.5	150.7	248.2	19.7
Bonsall	445.1	108.6	553.6	22.9
Carlsbad	27.5	16.7	44.2	4.3
Carmel Mountain Ranch	46.8	53.3	100.2	13.1
Carmel Valley	47	24.7	71.7	3.8
Chula Vista	133.7	31.6	165.3	10
Clairemont Mesa	237	53.6	290.6	20
College Area	139	54.2	193.1	9.5
Coronado	14.2	4.7	18.9	2.1
Del Mar	10.8	7.8	18.6	3.5
Del Mar Mesa	8.2	12.1	20.3	11.9
Desert	8.6	1.8	10.4	0.9
Downtown	3.2	4.5	7.6	1.2
El Cajon	86.2	32.7	118.9	9
Encinitas	78.2	30.2	108.4	11.2
Escondido	141.2	47.2	188.4	12.4
Fallbrook	295.2	52.9	348.1	13
Imperial Beach	133.4	14.9	148.3	5.6
Julian	68.6	16.5	85.1	10.3
Kearny Mesa	8.3	97.3	105.6	12.6
La Jolla	28.5	12.2	40.7	4.9
La Mesa	105.6	42.3	147.9	13.5
Lemon Grove	243.9	60.3	304.3	20
Mid-City : City Heights	2540.6	315.2	2855.8	104.9
Mid-City: Eastern Area	561.3	103.9	665.2	54.7
Mid-City: Kensington	299.8	40.7	340.4	16.5
Midway-Pacific Highway	5.3	9.6	14.9	3.4
Mira Mesa	58.1	70	128.1	11.2
Miramar Ranch North	51.4	11.6	63	3.1
Mission Bay Park	2.4	2.9	5.3	2.5
Mission Beach	7.9	2.5	10.4	1.9
Mission Valley	3.5	7.2	10.7	1.8
Mountain Empire	93.9	12	105.8	3.5
National City	74.4	30.5	104.9	10.7
Navajo	203.4	51.2	254.6	12.2
North County Metro	252.1	53.7	305.8	11.1
North Mountain	380	65.6	445.6	16.9
North Park	206.4	34.2	240.6	17.1
Ocean Beach	74.9	15.2	90.1	9.6



Community	Population /Room	Jobs /Room	Service Population /Room	Service Jobs /Room
Oceanside	74.2	18.8	93	6.1
Old Town San Diego	1.2	6	7.2	1.9
Otay Mesa	111.8	80.2	192	15.8
Otay Mesa-Nestor	285.7	31.5	317.2	10.8
Pacific Beach	44.9	11.8	56.7	6.3
Peninsula	20.3	6.5	26.8	2.4
Poway	247	164	411	25.1
Ramona	806.6	121.2	927.8	40.6
Rancho Bernardo	48.9	23.3	72.3	3.6
Rancho Penasquitos	356.2	31.6	387.8	9.5
San Dieguito	232.5	80.9	313.4	15.5
San Marcos	191	76	267.1	17.8
San Ysidro	38.5	9.5	48.1	4.1
Santee	1090.2	303.3	1393.5	104.5
Scripps Miramar Ranch	103.5	54.4	157.8	7.1
Serra Mesa	252.6	203.9	456.5	10.5
Solana Beach	66	38.5	104.5	12.7
Southeastern San Diego	1996.8	370.5	2367.3	111.3
Torrey Hills	31.2	27.6	58.8	5.1
Torrey Pines	26.4	36.7	63.2	5.1
University	30.9	46.3	77.2	6.4
Uptown	42.8	39.7	82.5	6
Valle De Oro	979.9	171.1	1151	60.5
Valley Center	716.2	141.7	857.9	38.9
Vista	137.1	47.9	185	11.2