

Memorandum

Date: January 27, 2026
To: Chase Rapp, Jimmy Keane, 68 Willow LLC.
From: Valerie Tan, Franziska Church, Fehr & Peers
Subject: **Project Trip Generation Estimates for 68 Willow Road**

SJ24-2333

This memorandum documents the trip generation estimates for the proposed residential development ("Project") at 68 Willow Road, Menlo Park, California. The Project proposes to construct a three-story, 50-unit townhome development and demolish the existing 27,000 square-foot office building. In accordance with the City of Menlo Park's ("City") Transportation Analysis Guidelines (City Council Policy #CC-20-012), this Project can be exempt from conducting a level of service (LOS) analysis because it will generate negative net new (project trips minus trips from existing uses on the site) daily vehicle trips. The Project will require a vehicle miles traveled (VMT) analysis because it will generate more than 100 gross daily vehicle trips.

Project Description

The Project proposes the construction of a three-story, 50-unit townhouse development on land currently occupied as an office building. Located in the Linfield Oaks neighborhood of Menlo Park, the Project site is located in the southeast portion of Willow Road and Willow Place. The Project site is accessible via a single driveway on Willow Place and connects to US-101 via Willow Road. The Project site is approximately one-mile from Downtown Palo Alto and one-mile from the Menlo Park Caltrain Station.

There are SamTrans bus stops within a half mile of the Project site, providing access to Menlo Park, Palo Alto, San Francisco, and Redwood City via SamTrans routes 81, 83, 296, and 397. Bus stops at Willow Road & East Creek Drive and Willow Road & Waverley Street are served by school-oriented SamTrans routes 81 and 83, which operate on weekdays. The bus stop at Willow Road & Middlefield Road is served by SamTrans routes 296 and 397.

There are City of Menlo Park Shuttle bus stops at Linfield Drive & Waverley Street served by the M1 Crosstown Shuttle and M4 Willow Road Shuttle. M1 shuttle providing access to Menlo Park



Caltrain Station, Palo Alto Caltrain Station, and Stanford Shopping Center. M4 shuttle provides access to Menlo Park Caltrain Station and Veterans Affairs Medical Center. The bus stop at Willow Road & Middlefield Road is also served by the Dumbarton Express, offering regional connections to the East Bay via the Dumbarton Bridge.

Vehicle Trip Generation

The Project's trip generation represents the amount of new vehicular traffic a project would add to the surrounding roadway system. Project trip generation is prepared for a 24-hour weekday period as well as the one-hour weekday morning and evening commute peak periods.

Methodology

Trip generation involves estimating the amount of additional vehicle traffic a project will introduce to the surrounding road network. Estimates for project trip generation are calculated for a 24-hour weekday, as well as morning and evening peak hour when adjacent street traffic is typically at its highest. The Institute of Transportation Engineers (ITE) provides weekday daily, morning peak hour, and evening peak hour trip generation rates in the *Trip Generation Manual, 11th Edition*. ITE's *Trip Generation Manual* is a comprehensive national resource with data from trip generation surveys conducted for a numerous land use types and varying site contexts throughout the United States or from local trip generation surveys. ITE recognizes the limitations of using national rates that have been collected over several decades and recommends the use of validated local data when the data sources are not representative of local conditions.

From ITE's *Trip Generation Manual*, we applied standard residential trip generation equations from Single-Family Attached Housing (ITE Code 215) for the proposed Project and trip generation equations from General Office Building (ITE Code 710) for the existing office land uses. The fitted curve equation was used to estimate the residential and office trip generation for daily, AM peak hour, and PM peak hour.

Project Vehicle Trip Estimates

Since there is an existing occupied office building at the Project site, trip generation is estimated for both the proposed residential development and the existing office land use. The net new vehicle trips are estimated by subtracting the estimated trips for the existing office land use from the proposed residential development trip estimates. **Table 1** presents the results of the trip generation estimates for the Project.



Table 1: Project Trip Generation Estimates

ITE Land Use	Size/Units	Direction	Vehicle Trips		
			Daily	AM	PM
Proposed Residential Development					
ITE 215: Single-Family Attached Housing	50 Dwelling Units	In	166	6	15
		Out	166	14	11
		<i>Total [a]</i>	332	20	26
Existing Office Land Use					
ITE 710: General Office Building	27,000 KSF	In	186	48	10
		Out	185	6	46
		<i>Total [b]</i>	371	54	56
68 Willow Road Net New Project Trips = [a] – [b]			-39	-34	-30

Notes:

ITE 215 Single-Family Attached Housing Trip Generation Calculations:

Daily: $T = 7.62(X) - 50.48$

AM Peak Hour: $T = 0.52(X) - 5.70$; 31% inbound, 69% outbound

PM Peak Hour: $T = 0.60(X) - 3.93$; 57% inbound, 43% exiting

ITE 710: General Office Building Trip Generation Calculations:

Daily: $\ln(T) = 0.87\ln(X) + 3.05$

AM Peak Hour: $\ln(T) = 0.86 \ln(X) + 1.16$; 88% inbound, 12% outbound

PM Peak Hour: $\ln(T) = 0.83 \ln(X) + 1.29$; 17% inbound, 83% outbound

Source: ITE Trip Generation Manual, 11th Edition, 2021; Fehr & Peers, 2025.

As shown in **Table 1**, the proposed residential development is estimated to generate 332 daily trips, 20 morning peak hour trips and 26 evening peak hour trips without existing trip credit. The existing office land use is estimated to generate 371 daily trips, 54 morning peak hour trips, and 56 evening peak hour trips. After subtracting the existing trip estimates from the existing office land use, the Project is estimated to generate -39 net new daily trips, -34 net new AM peak hour trips, and -30 PM peak hour trips.

City’s Transportation Analysis Guidelines

The City’s Transportation Analysis Guidelines (City Council Policy #CC-20-012) defines guidelines for analysis of development related to transportation on local streets, pedestrian, bicycle and transit circulation. The guidelines include exemption criteria for both VMT and LOS analysis. In discussion with City staff, Projects with negative net new daily vehicle trips can be exempt from a quantitative LOS analysis and can prepare a qualitative LOS analysis instead. Projects with less than 100 gross daily vehicle trips are generally exempt from VMT analysis.



LOS and Qualitative Intersection Assessment

The Project is estimated to generate 39 net new daily vehicle trips less than the existing uses; thus meets the LOS analysis criteria to be exempt from a quantitative LOS analysis. While the Project is not required to provide a quantitative LOS analysis, it is expected to have a negligible effect on adjacent roadway and intersection operations, as it generates fewer vehicle trips during peak hours than the existing uses. Even without accounting for trip credits from the existing uses, the Project would generate a very low number of vehicle trips (15 or less by direction in the peak hour) and would not have a measurable effect on nearby intersection operations.

VMT Assessment

The Project generates 332 gross daily vehicle trips; thus, it does not meet the VMT analysis exemption criteria and is not exempt from a VMT analysis in accordance with the City's guidelines. A VMT analysis was conducted as part of the *Transportation Impact Analysis for the Proposed Project at 68 Willow Road in Menlo Park, CA* prepared by Hexagon Transportation Consultants, Inc. dated October 17, 2025. The analysis concludes the Project would have a less than significant VMT impact after implementation of the *68 Willow Road Transportation Demand Management (TDM) Plan* prepared by TDM Specialist, Inc. dated October 6, 2024. The TDM Plan reduces the Project VMT by at least 9%. Fehr & Peers concurs with the VMT analysis results.