Kimley»Horn

MEMORANDUM

To:	Lake County Attn: Katherine Schaefers
From:	Brad Stoneman Kimley-Horn and Associates, Inc.
Date:	July 14, 2021
Subject:	Traffic Memorandum

Summary

The following information is provided to respond to questions raised during and after the Planning Commission Hearing for the Sourz HVR project under Use Permit 21-10 from July 8, 2021. Specifically, Planning Commission had questions related to the potential for the proposed project to increase traffic collisions, complaints, and result in damage to roads. Subsequent communication requested an evaluation of the project based on Assembly Bill (AB 743) related to vehicle miles travelled (VMT).

The proposed project was previous evaluated for potential impacts to transportation according to the CEQA Initial Study Checklist found in Appendix G of the State CEQA Guidelines. This is the most recent version of the Guidelines and includes a discussion based on the requirements of CEQA Chapter 15064.3, subdivision (b)(1), which requires analysis for thresholds of significance for a land use project. It was noted that the proposed project would not conflict with the Office of Planning and Research (OPR) technical advisory on evaluating transportation impacts. OPR set forth the standard that if a project would not exceed 110 trips per day, it would not exceed the threshold or require a formal traffic study to evaluate vehicle miles travelled (VMT), and generally indicates impacts would be less than significant. Subsequent evaluation in the Initial Study/Mitigated Negative Declaration (IS/MND) found that impacts would in fact be less than significant.

The following information is being submitted to provide addition detail regarding the proposed projects potential to generate an increased number of vehicle trips compared recent past use. Thus, per your request and that of the Planning Commission, the following information is provided to respond to questions raised during and after the Planning Commission Hearing for the Sourz HVR project under Use Permit 21-10. Specifically, this evaluation answers questions related to the potential for the proposed project to increase traffic collisions, complaints, result in damage to roads, and provides, in accordance with State CEQA Guidelines, a qualitive evaluation of VMT.

Background

SB 743 is part of a long-standing policy effort by the California legislature to improve California's sustainability and reduce greenhouse gas emissions through denser infill development, a reduction in single occupancy vehicles, improved mass transit, and other actions. Recognizing that the current environmental analysis techniques are, at times, encouraging development that is inconsistent with this vision, the legislature has taken the extraordinary step to change the basis of environmental analysis for transportation impacts from Level of Service (LOS) to VMT. VMT is understood to be a good proxy for evaluating air quality and other transportation related impacts that the State is actively trying to address. While the use of VMT to determine significant transportation impacts has only been considered recently, it is by no means a new performance metric and has long been used as a basis for transportation system evaluations and as an important metric for evaluating the performance of Travel Demand Models.

While there are several ways to assess VMT, Travel Demand Models are often used as the basis for VMT evaluation. Travel Demand Models are used primarily because when compared to other VMT calculation tools, as they are sensitive to local and regional conditions and are effective at evaluating land uses that are sensitive to the proximity of other land uses. In addition, Travel Demand Models consider other spatial and contextual considerations that other tools do not. It is not to say, however, that Travel Demand Models are without their limitations, especially when you are evaluating a relatively small land use change in a regional context. An important, yet easy to overlook aspect of the Technical Advisory is that it recognizes that each land use type has a unique contribution to VMT for the region.

As Lake County has not yet adopted SB 743 guidance and accompanying thresholds at the time this memorandum was compiled, the OPR Technical Advisory was used as the basis for the analysis contained within this memorandum.

Project Site

Prior to Sourz HVR taking over ownership of the project it is was owned by PSI Seminars. PSI Seminars is a personal development company and is focused on enabling students to improve communication, enhance relationships, increase productivity, and improve creativity, direction, and focus. PSI Seminars provides services at company owned facilities, as well as using large conference centers, such as within the 13,000 square foot facility on the project site. In 2020, Sourz HVR began working with PSI Seminars to purchase the property at 11650 High Valley Road, and the final sale was made on February, 2021. Since that time, Sourz HVR has been working to permit the site for cannabis cultivation.

Evaluation

PSI Seminars provided logs of the attendance of their programs at the facilities on the project site. **Table 1 – PSI Seminar Attendance and Site Visitor Log**, provides this information in tabular format for years 2016 through 2020 and shows the number of classes, days per year, number of students, number of staff, number of employees, vendors, and total number of persons.

Table 1 – PSI Seminar Attendance and Site Visitor Log

Year	Classes[1]	Days per Year	Students	Staff	Employees[2]	Vendors	Total #
2016	17	140	1,324	280	70	692	2,366
2017	18	147	1,337	292	73	686	2,388
2018	16	130	1,284	255	80	674	2,293
2019	18	157	1,382	297	77	686	2,442
2020	13	110	449	145	37	295	926

[1] Classes range between 7-10 days
[2] The value of employees also includes those needed for an annual large seminar with 300-500 students. On average, the classes would require between 20-30 employees per class.

Students of the seminars would attend classes from both in state and out off state areas. Out of state attendees would typically fly into the Sacramento Airport or the San Francisco Airport and be bussed to the site. Students typically remain on the site for the duration of the 7 to 10-day class period. Some students, approximately 10%, were from local areas and would drive to and from the site each day.

The values in this table do not include the single large event that supported between 300-500 students once per year. These events also would result in a demand for staff, employees, and vendor trips. Due to its short duration, although it would increase the average yearly trips, the increase would not be substantial, and hence was omitted from this evaluation.

Staff (contracted or volunteers) for each class would come to the site from various areas including the local area, out of the area, out of state, and sometimes from out of the country. Depending on their locations, staff could drive to the site in personal vehicles. Thus staff would sometimes leave the site during class periods to get supplies, do community projects, attend staff lunches/dinners, etc.

Employees were used to support the classes and were drawn from the local area including Clear Lake Oaks, Kelseyville, Clear Lake, Lower Lake, etc.. The number of employees shown in the table above includes employees needed for an annual large seminar with 300-500 students. On average, the classes would require between 20-30 employees per class.

Vendors consisted of deliveries, such as UPS, sanitary and water services, other delivers such as food services, and others serving the seminar needs. During the large event, approximately 30 vendors were houses on-site or in local hotels and those in hotels would have made daily trips.

Based on the information provided in the table above and information obtained from PSI Seminars in the above paragraphs, **Table 2 – PSI Seminars Vehicle Trips**, provides an estimate of the vehicle trips. Trips were averaged for to a daily rate for ease of comparison to the proposed project. Student trips were not included.

Many students would utilize air travel and be bussed to the site and the majority of these trips are not accounted for as it would be speculative, and these trips would largely occur outside Lake County and some would occur outside California. Per communication with PSI Seminars, and as discussed above, approximately 10% of students are from local areas or close enough to drive to the site as opposed to being bussed from an airport.

Table 2 – PSI Seminars Vehicle Trips By User Group

Average Trips Per Day					
Year	**Students**	**Staff [1,2]**	**Employees[3]**	**Vendors**	**Total**
2016	6	6	19	31	**62**
2017	6	7	20	31	**64**
2018	6	6	18	30	**60**
2019	7	7	22	33	**69**
2020	2	3	15	14	**34**
Average Trips Per day	**5**	**6**	**19**	**28**	**58**

[1] Assumes 50% of staff makes one trip off-site per day and would include ride sharing for trips.
[2] Number of Staff was divided by the number of classes to determine staff per class.
[3] 25 employees per class was used for the calculations.
[4] The calculations in this table do not include the single large event that supported between 300-500 students once per year.

Based information provided from PSI Seminars, the daily average vehicle trips generated by Students would be 5 trips per day, Staff would be 6 trips per day, employees would be 19 trips per day, and vendors would account for 28 trips per day. Because the total trips are generated from approximately 1/3 of the year, this daily average of 58 trips per day was calculated and is used to provide a baseline of the daily trips and to enable comparison to those that would be generated by the proposed project.

As noted above, the calculations in this table do not include the single large event that supported between 300-500 students once per year. These events also would result in a demand for staff, employees, and vendor trips. Due to its short duration, although it would increase the average yearly trips, the increase would not be substantial, and hence was omitted from this evaluation.

Project Related Vehicle Trips

The proposed project would require employees to operate the cultivation activities on a day to day basis. Peak cultivation would occur during the planting, growing, and harvesting season between May 1st through October 31st. During this time, it is anticipated the proposed project would require between

20-30 employees. Conservatively estimated, this would generate approximately 60 average daily trips over the approximate 6-month period. During the non-peak season, the number of employees needed is conservatively estimated at 10-15 employees. This would generate an average of 30 daily trips during this six-month period. **Table 3 – Project Trip Generation**

Table 3 – Project Trip Generation

Trips Per Month											
Jan	**Feb**	**Mar**	**Apr**	**May**	**June**	**July**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**
30	30	30	30	60	60	60	60	60	60	30	30

Considering the projected need for project employees over the course of a full year to operate the project, the daily average vehicle trips would be approximately 45 trips per day. This value accounts for the 184 total days in the months of May through October (peak cultivation) and the 181 total days between the months of January and April, and November and December (non-peak months).

It should be noted that while the anticipated number of trips generated by the project would be less than what previous uses of the site under previous management, the project would implement transportation demand measures (TDM) that would further reduce daily vehicle trips. The project site has existing structures that could be used by employees to stay on-site overnight between work-days. The applicant estimates that approximately 50% of employees would utilize this option. Further efforts to reduce trips would come from ridesharing and a carpooling that the applicant would facilitate and/or employees would undertake on their own. In addition, most of the employees are anticipated to come from nearby population centers, including Clear Lake Oaks, Kelseyville, Clear Lake, Lower Lake, etc., similar to the previous use.

The proposed project also would require deliveries of materials and supplies to enable operation of the cultivation activities. This would include intermittent need for larger truck trips (similar to the intermittent use of buses to transport students), to transport equipment. Most deliveries, however, would be accounted for by smaller delivery vehicles and vans that would be comparably sized to large personal vehicles. In addition, the deliveries and shipping is anticipated to use similar vehicles as what was previously needed to accommodate vendor trips. Because the volume of vendor trips under the previous use was greater than what would be needed for the proposed projects, the trips and VMT generated by these vehicles would be less under the proposed project.

Thus, taken in sum, the proposed would not result in an increased volume of traffic using High Valley Road. The project also would not result in substantial change in the local areas from where vehicle trips originate. The project, however, would substantially reduce the overall distance travelled because long distance travelers from out of the area and out of state would not be used. As discussed above, although these distances are not calculated as part of this evaluation, the VMT of the proposed project would not be increases compared to previous volumes.

In regard to vehicle safety, and use of High Valley Road, there are no known capacity issues within the approximate three-mile segment of High Valley Road from the town of Clear Lake to the project area that

would be needed to access the project site. Correspondence with the California High Patrol (CHP) indicates that since June 1st, 2019 to date (a time span of 774 days – as of the writing of this memo – July 14, 2021), there have been no reported vehicle accidents along High Valley Road.

In addition, the County has been making roadway improvements and repaving portions of the roadway. The roadway is appropriately signed, indicating curves and turns. In addition, the proposed project would not affect the County's ability to continue to work with other agencies, ensure safe operation and maintenance of area roadways. As noted in the IS/MND, the proposed project would increase revenues to the county with which they could use to make repairs and improve local roadways including High Valley Road, as needed. Lastly, the proposed project would not make any improvements to any existing roadways, or result in changes to any configuration, add curves, driveways, that would create or exacerbate any dangerous conditions.

Conclusion

As discussed, and exhibited above, the proposed project would not result in an addition to the historic use of High Valley Road in terms of vehicle trips or safety hazards. As noted, the proposed project would reduce the total volume of vehicle and reduce the overall VMT. This would have a corresponding effect of reducing the potential for vehicle collisions or other related hazards.

There have been no recorded vehicle accidents along High Valley Road from Highway 20 to the project site since June 1, 2019. This is based on CHP records and is a total of 774 as of the writing of this memorandum. Because the proposed project would further reduce vehicle trips along this segment, the project would not result in any additional safety impacts along the roadway.

These conclusions and the information provided above, is consistent with the information requested by the Planning Commission hearing on July 8, 2021. It is important to note, that while the above provides additional information to that previously presented in the IS/MND, these findings are consistent with the former conclusion of less than significant.

Sincerely,

Brad Stoneman

Katherine Schaefers

From: Stoneman, Brad <Brad.Stoneman@kimley-horn.com>
Sent: Wednesday, July 14, 2021 4:16 PM
To: Katherine Schaefers
Subject: [EXTERNAL] FW: FW: PSI Traffic history

Katherine,

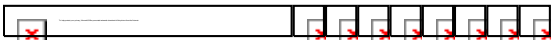
As noted previously, this is the follow-up to the data from Psi Seminars.

From: Debbie Fry Vogel <dfry@psiseminars.com>
Sent: Tuesday, July 13, 2021 1:19 PM
To: Stoneman, Brad <Brad.Stoneman@kimley-horn.com>
Subject: Re: FW: PSI Traffic history

Yes, that is correct. I listed FT employees in one of the first columns. The employees that are brought in to support the classes are listed in a separate column. The number shown in that column also includes the many employees we brought in for the large annual seminar that had students ranging from 300-500. That event usually took place in September.

Debbie Fry Vogel **PSI Seminars and PSI World**

t: (707) 202-9131 | **f:** (707) 998-2233 | **w:** psiseminars.com
11650 High Valley Rd, Clearlake Oaks, CA 95423



On Tue, Jul 13, 2021 at 1:19 PM Stoneman, Brad <Brad.Stoneman@kimley-horn.com> wrote:

> Hi Debbie,
>
> Thank you that is helpful.
>
> One more question, when we spoke on the phone, you mentioned 20-30 employees who mostly lived in the local area and drove in for the classes.
>
> Am I correct in thinking they are different from the Staff?
>
> Thank you again.

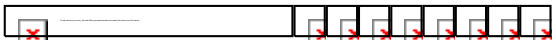
Brad

From: Debbie Fry Vogel <dfry@psiseminars.com>
Sent: Tuesday, July 13, 2021 1:02 PM
To: Stoneman, Brad <Brad.Stoneman@kimley-horn.com>; Elli Hagoel <ellihagoel@gmail.com>; Jesse Chrisp <jesse@chrisplaw.com>
Cc: Tom Armstrong <tom@sourzfarms.com>
Subject: Re: FW: PSI Traffic history

See below....

Debbie Fry Vogel **PSI Seminars and PSI World**

t: (707) 202-9131 | **f:** (707) 998-2233 | **w:** psiseminars.com
11650 High Valley Rd, Clearlake Oaks, CA 95423



e Mind at a Time

On Tue, Jul 13, 2021 at 1:00 PM Stoneman, Brad <Brad.Stoneman@kimley-horn.com> wrote:

> Hi Debbie,
>
> We spoke on the phone the other. I had been putting that memo together, but then saw that you provided the attached to Eli.
>
> The logs is extremely helpful, but I am hoping you can clarify on a couple small points. I am trying to determine the total number and average number of vehicle trips per class.

1. Difference between Staff and Employees? We have Core Staff (Contracted staff for each class) and Volunteer Staff (different set for each class)

    a. Did they all drive to the site on a daily basis or stay on-site? ***They all stayed on site, may have left ranch while during their stay for off ranch community projects, errands for supplies, staff lunches or dinners, etc.***
    b. Assuming they come from the local area? **No, staff always came in from out of the area / state / or country.**

2. What are the vendors?

    a. Did they drive to the site daily? **Some drove daily, ie: UPS, some weekly, ie: Action Sanitary, some monthly ie: Water testers, etc.**
    b. **Stay on-site? Stay in hotels? No, vendors did not stay on site or in local hotels except for the big event. We had approximately 30 vendors that we would house on site or in local hotels.**
    c. Basically we need to tease out the number of vehicle trips they generated.

3. Confirm the students came in via Bus? [I'm going to assume 2 busses per class (2016 would have an average 77 students per class).

Correct, most students came in via the Bus from the Sacramento or San Francisco Airport. For 90% of the classes we did have students that elected to drive because they lived close or they chose that as opposed to taking the bus.

1.

Thank you again for the information.

Please let me know if you have any questions.

Thank you!

Brad

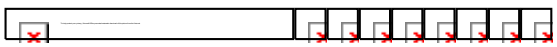
Brad Stoneman
Kimley-Horn | 555 Capitol Mall, Suite 300 | Sacramento, CA 95814
Direct: 916.571.1029 www.kimley-horn.com | Main: 916.858.5800

From: elli hagoel <ellihagoel@gmail.com>
Sent: Tuesday, July 13, 2021 12:20 PM
To: Tom Armstrong <tom@sourzfarms.com>; Stoneman, Brad <Brad.Stoneman@kimley-horn.com>
Subject: Fwd: PSI Traffic history

Elli Hagoel

+1 (707) 413-4070

Begin forwarded message:

> **From:** Debbie Fry Vogel <dfry@psiseminars.com>
> **Date:** July 13, 2021 at 12:12:02 PM PDT
> **To:** elli hagoel <ellihagoel@gmail.com>
> **Cc:** Chrisp Law <jesse@chrisplaw.com>
> **Subject: Re: PSI Traffic history**
>
> Here you go.
>
> Debbie Fry Vogel **PSI Seminars and PSI World**
>
> **t:** (707) 202-9131 | **f:** (707) 998-2233 | **w:** psiseminars.com
> 11650 High Valley Rd, Clearlake Oaks, CA 95423
>
> 
>
> On Mon, Jul 12, 2021 at 1:22 PM elli hagoel <ellihagoel@gmail.com> wrote:
>
> > Hello Debby and Jesse;
> >
> > As per our conversation; please send us the following 5-10 years back estimates if you possible:

1- Amount of students per year

2- Amount of staff driving / commuting every days (cooks; cleaners; instructors, supportive staff; Administrative..)

3- Amount of people in the yearly party in the amount of days it used to go through.

Really appreciate your support.

kind regards;

Elli Hagoel

707-413-4070

PSI Seminars
Traffic History

Year	Classes (7-10 days)	Days per Year	Students
2016	17	140	1324
2017	18	147	1337
2018	16	130	1284
2019	18	157	1382
2020	13	110	449

Staff	Employees	Vendors	Total # on Ranch
280	70	692	2366
292	73	686	2388
255	80	674	2293
297	77	686	2442
145	37	295	926