

Apple Site Mode Split (Current Apple campus, + 2 additional adjacent buildings)

Commuter mode splits were calculated for the Apple campus using the person trips equivalents. **Table 11** provides a summary of the AM and PM peak period mode splits and a comparison to mode splits for the City of Cupertino and Santa Clara County from the U.S. Census Journey to Work data.

AM peak period is used as the reported mode split because the commute patterns are more concentrated in the AM compared to the PM and thus more accurately represents the campus mode share. Approximately 72 percent of Apple employees travel in single occupant vehicles in the AM peak period. Another ten percent travel in carpools and 13 percent use public transit or Apple shuttles. The mode splits for carpools and the combined bicycle/walk were similar to the City of Cupertino and Santa Clara County statistics. SOV use was lower and transit/shuttle mode was higher than both the County and City census data.

	AM Peak Period	PM Peak Period	City of Cupertino ¹	Santa Clara County ²
Single Occupant Vehicles (SOV)	72%	68%	82.6%	80.6%
Carpools	10%	14%	11.5%	12.7%
Transit/Shuttle	13% (12% Apple Shuttle, 1% Public Transit)	12% (10% Apple Shuttle, 2% Public Transit)	2.6%	3.6%
Bicycle	2%	3%	3.3%	1.2%
Walk	3%	3%		1.9%

1. 2000 U.S. Census, Journey to Work data for the City of Cupertino (place of work). 2010 U.S. Census Journey to Work data not currently available.
 2. 2000 U.S. Census Journey to Work data for Santa Clara County and for the City of Cupertino (place of residence). 2010 U.S. Census Journey to Work data not currently available.
 Fehr & Peers, 2011.

ITE Rates

The Apple site trip generation rates were compared to the industry-standard Institute of Transportation Engineers (ITE) trip generation rates for land uses with similar characteristics – single tenant office building, and research and development center. The single tenant office building land use category includes survey locations where a single company occupies all the space in a building or complex of buildings. The research and development office land use includes businesses that are involved in product development or research. There is also a general office land use category, but these sites included multi-tenant office

buildings and are not representative of the Apple site. The table below provides a summary of the ITE trip generation rates for Single Tenant Office and Research & Development land uses.

When compared to the ITE rates, both daily trip rates (by square feet and by employee) for the Apple campus were found to be similar to the ITE Single Tenant Office building rates (12.93 vs 11.57 trips per ksf and 3.59 vs 3.62 trips per employee).

However, the trip generation rates for the AM and PM street peak hours for the site were 31 to 40 percent lower than the ITE Single Tenant Office peak hour rates. These results show that on a daily basis the site is generating trips similar to a Single Tenant Office site, but travel is more uniformly spread out over the day; therefore, the peak hour trips rates are not as high as the ITE data.

TABLE 7 – ITE TRIP GENERATION RATE COMPARISON			
	Daily Trips	AM Peak Hour Trips	PM Peak Hour Trips
Trips per 1,000 sq. ft.			
Single Tenant Office ¹	11.57	1.80	1.73
Research & Development ¹	8.11	1.22	1.07
Apple Site ²	12.93	1.16	1.19
Trips per Employee			
Single Tenant Office ¹	3.62	0.53	0.50
Research & Development ¹	2.77	0.43	0.41
Apple Site ²	3.59	0.32	0.33
1. Average rates from the ITE Trip Generation 8 th Edition. 2. Surveyed rates for the Apple Site, May 2011. Fehr & Peers, 2011.			