

Observed Trip Rates

Stop & Shop Gas facilities located in Providence, New Bedford and Fall River were observed by VHB in January, 1998. These facilities were observed to draw traffic from both the adjacent roadway and from the customers shopping at Stop & Shop. The total fueling facility trip generation of each of the sites studied is summarized below in Table A1.

TABLE A1
STOP & SHOP SUPERMARKET
OBSERVED FUELING FACILITY TRIP GENERATION*

	Providence	New Bedford	Fall River	Average
Weekday Evening Peak Hour**				
Enter	71	37	56	55
Exit	<u>71</u>	<u>37</u>	<u>56</u>	<u>55</u>
Total	142	74	112	110
Saturday Midday Peak Hour**				
Enter	58	40	53	50
Exit	<u>58</u>	<u>40</u>	<u>53</u>	<u>50</u>
Total	116	80	106	100

* Source: Traffic counts conducted by Vanasse Hangen Brustlin at existing sites in New Bedford, Fall River and Providence, RI on Friday, January 2, 1998 and Saturday, January 3, 1998.

As shown above in Table A1, the three sites studied generate an average of 55 and 50 customers during the weekday evening and Saturday midday peak hours, respectively. This customer volume is dependent on the amount of Stop & Shop Supermarket customers at each site and the volume of adjacent street traffic.

The breakdown of the fueling facility customers by those who visit the fueling facility before or after shopping at the supermarket, as compared to those that are drawn from the adjacent street, is provided below in Table A2.