




**Hillsborough
County Florida**

A report presented to the
Board of County Commissioners
on February 7, 2023
from Development Services Department
regarding
Traffic Studies Daily and AM/PM Peak Traffic
Analysis

Sign-Off Approvals	
 Department Director	1/31/2023 Date
Management and Budget – Approved as to Financial Impact Accuracy	Date
County Attorney – Approved as to Legal Sufficiency	Date
Assistant County Administrator	Date

- ☐ Consent Section – Informational purposes only. (*No discussion anticipated*)
☐ Consent Section – Board requested report. (*No discussion anticipated*)
☒ Staff Reports Section

Insert File

Note: Staff reports scheduled for the Consent or Staff Report sections may not contain any recommendations.

At the January 19, 2023, Board of County Commissioners meeting the Board approved an item brought by Commissioner Owen directing staff to present a report on traffic studies provided to the Board as they relate to daily trips versus AM and PM peak hour trips.

The Hillsborough County Development Review Procedures Manual (DRPM) requires that a transportation analysis be submitted with certain planned development rezoning applications and other rezoning applications where necessary to analyze project access. The transportation analysis is required to include traffic counts for all roadways and intersections being accessed by the project as well as trip generation data for the uses requested in the rezoning application.

Project trip generation data is provided for daily period, AM peak hour and PM peak hour. Daily volume is the total number of vehicles that are expected to enter or leave a property in a 24-hour period. AM peak hour traffic represents the number of vehicular trips expected to enter or leave in the highest hours in the morning time (7AM to 9AM) with PM peak hour traffic being the same except in the afternoon (4PM to 6PM).

The source of the project trip generation is typically the Institute of Transportation Engineering (ITE) Trip Generation Manual; ITE is an international organization the goal of which is to improve mobility and safety for all transportation users. The ITE Trip Generation Manual is widely accepted as credible source of trip generation data for proposed land uses.

The analysis done for projects is primarily based on the AM or PM peak hour traffic because that is when the most traffic is on the roadways (i.e. times of congestion) and the most potential for conflicting traffic movements. Daily traffic numbers are provided but are less of a factor if the high demand times are outside the peak times because there is excess capacity on the roads in those times.

Peak hour traffic data is provided for uses permitted by existing zoning as well as those uses requested in rezoning applications in order to provide a comparison of traffic volumes during the times when roadway volumes are highest. Additionally, peak hour volumes are used to determine the number of access points as well as the need for and extent of turn lanes to facilitate access to a site.