



CHANNEL THE YOUTH:

TDM STRATEGIC PLANNING WITH STUDENT VOICES

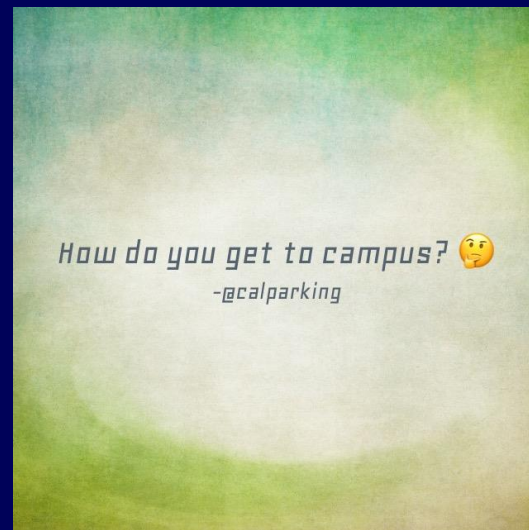
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JESSICA CHILINGERIAN – TDM STUDENT MARKETING INTERN

UNIVERSITY OF CALIFORNIA, BERKELEY

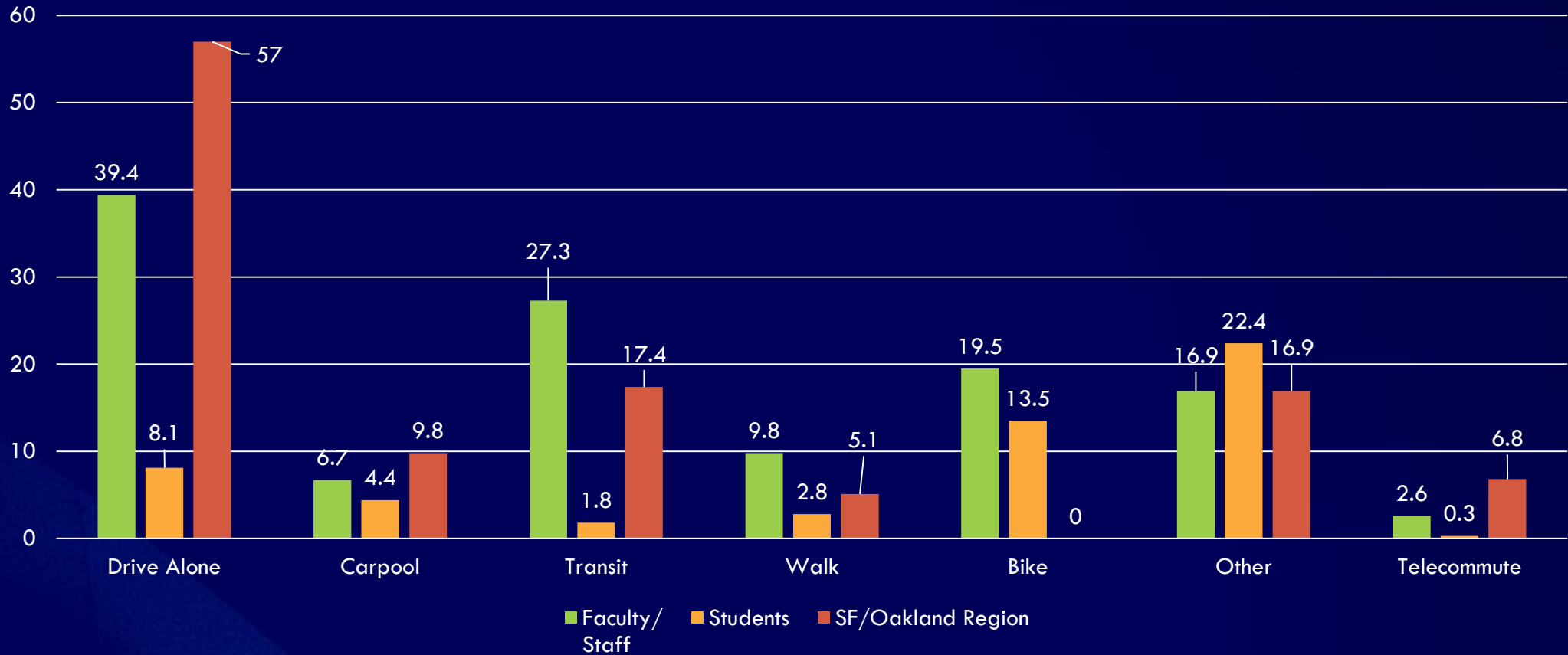
OBJECTIVES

- Understand the context of TDM Strategic Planning in relation to millennial travel patterns and needs
- Better understand the needs of students when updating a TDM strategic plan.
- Connecting the dots: Urban campus and transit/TDM/mobility needs



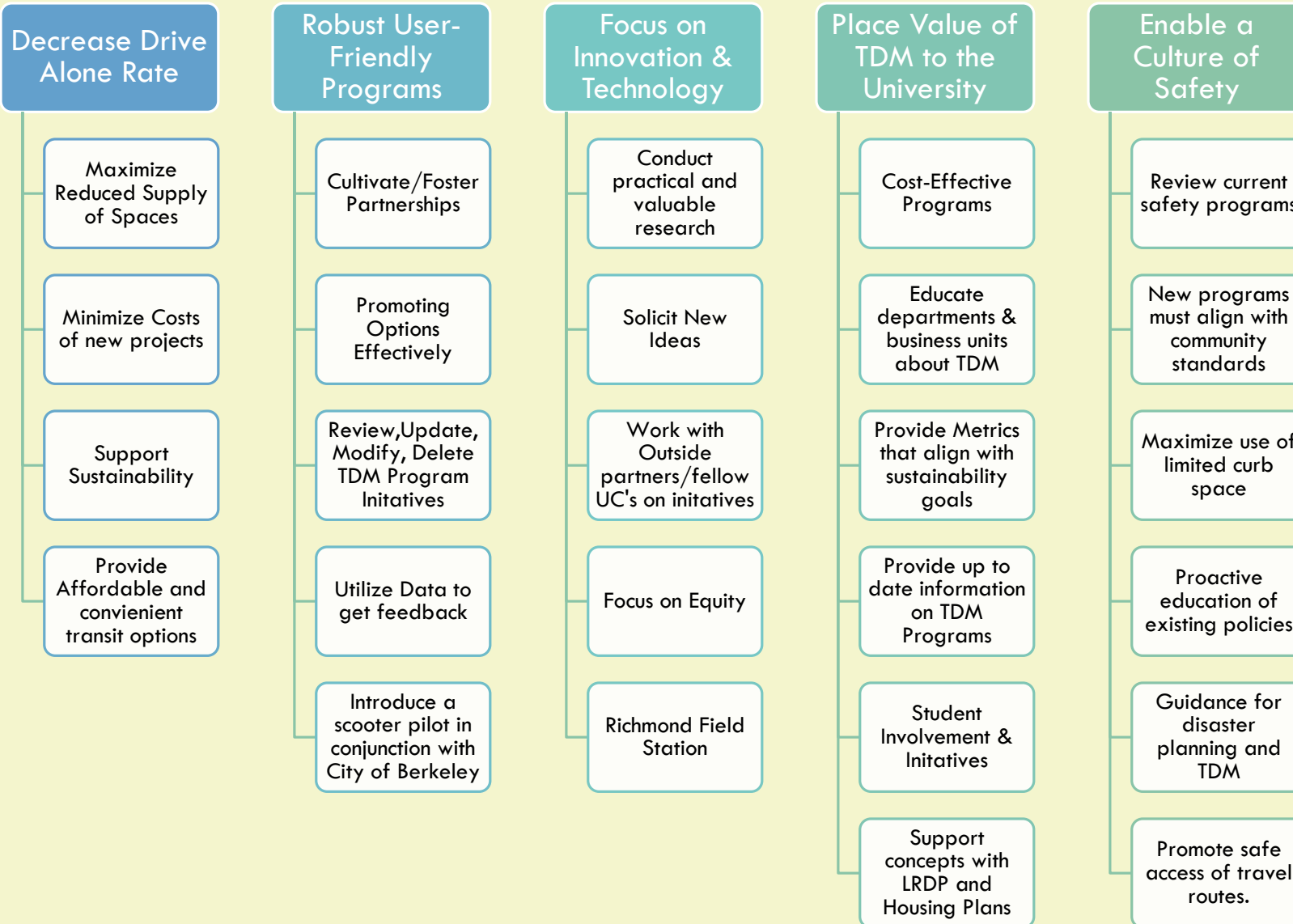
MODE SPLITS

UC Berkeley & Regional Data, 2017



BERKELEY MOVES!

- Values TDM as part of the Cal's P&T lens
- Provide guidance and solutions for local, regional, statewide transit
- Improve quality of life
- Reduce Drive-Alone rate to campus
- Program/Branding started in SP17
- Focus on providing mobility solutions for entire Cal community
- Provides FY17-20 blueprint on “making transit awesome”



STUDENT NEEDS

- Limited parking inventory
 - 5400 parking spaces
 - 7.5% reduction in FA19
 - 2-Mile residency restriction
 - Student parking ≠ priority
- Awareness
 - Affordability
 - Access
 - Equity
- Provide innovative programs
 - Explore different modes
 - Leverage existing programs
- Sustainability goals
 - Zero Waste by 2020
 - Carbon neutrality by 2025
- Long Range Development Plan

STUDENT FOCUSED PROGRAMS

- AC Transit Student EasyPass

- Unlimited travel to East Bay/SF
- 18,000 users monthly
- Part of \$80/Semester student fee
- Spring Forum every year

- OskiScoots Working Group

- Working group of TDM Manager, TDM Interns, Associated Students
- Develop strategy for joint City/UCB scooter launch, Spring 2019.

STUDENT FOCUSED PROGRAMS

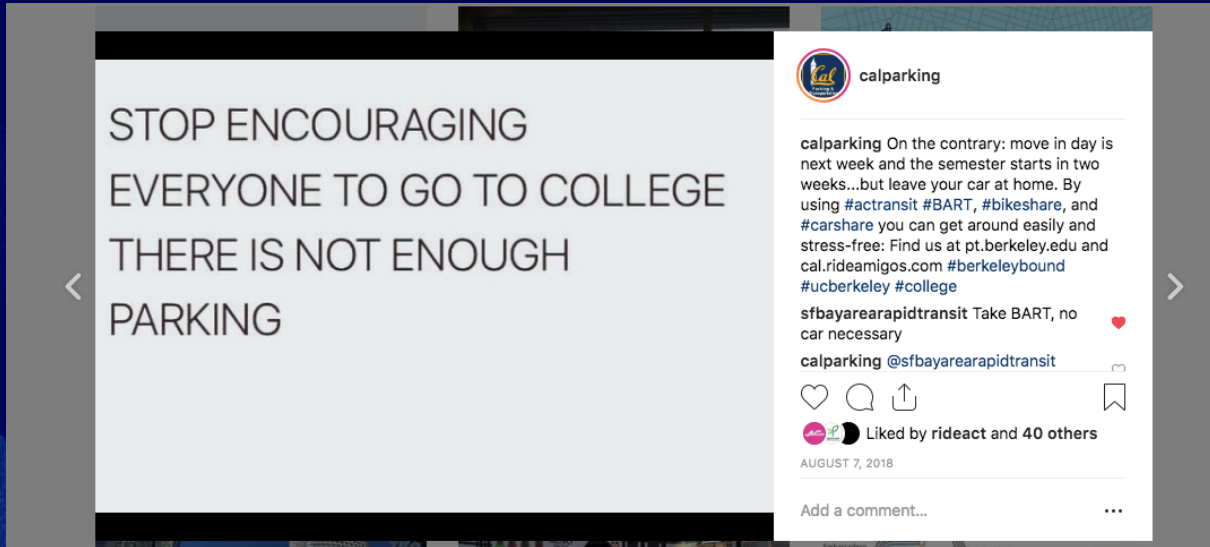
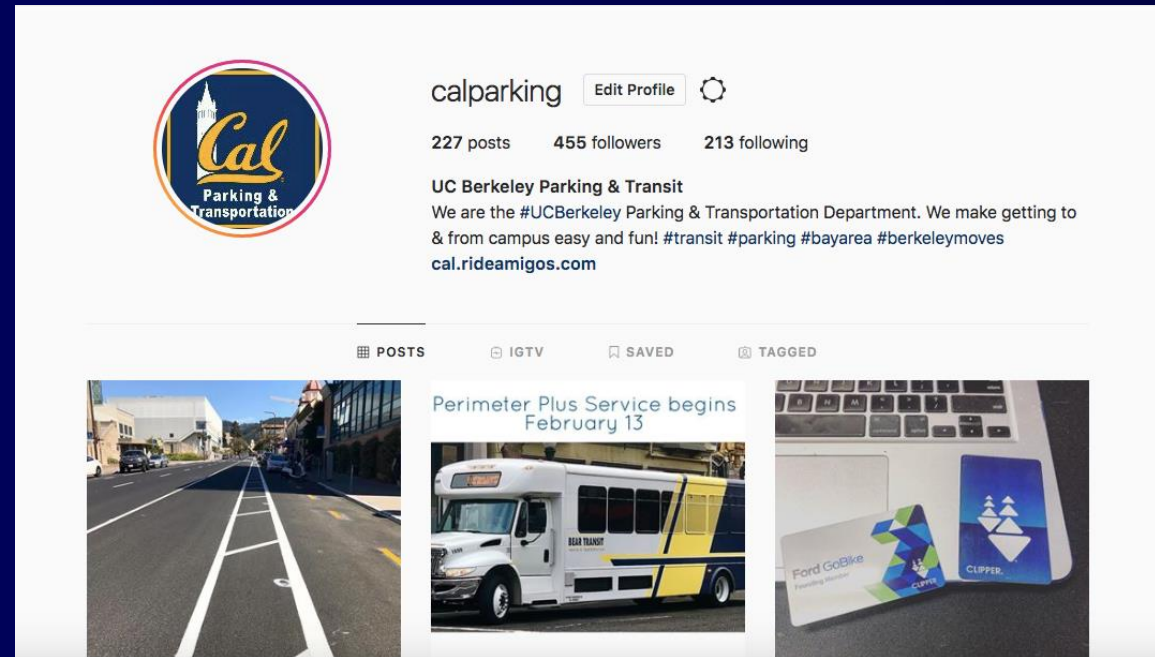
ORIENTATION & CALTOPIA

- Student-focused celebration
- 1000's of students visit
- Plenty of transit resources
- Resource fair provides 1-on-1 guidance



SOCIAL MEDIA

- Assertive use of social media outlets
 - Facebook
 - Twitter
 - Instagram
- Student created media to help design



ADVANTAGES/CHALLENGES

- Building blocks to create relevant content.
- Important for feedback and adjustment.
- Empower and Give them a voice, build and refine their awesome skills.
- Create transit heroes.
- Be advised of groupthink
- No idea is dumb – but do provide guidance and positive feedback to why programs/ strategic plan items may not work

THANK YOU!



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