CHANNEL THE YOUTH:

TDM STRATEGIC PLANNING WITH STUDENT VOICES

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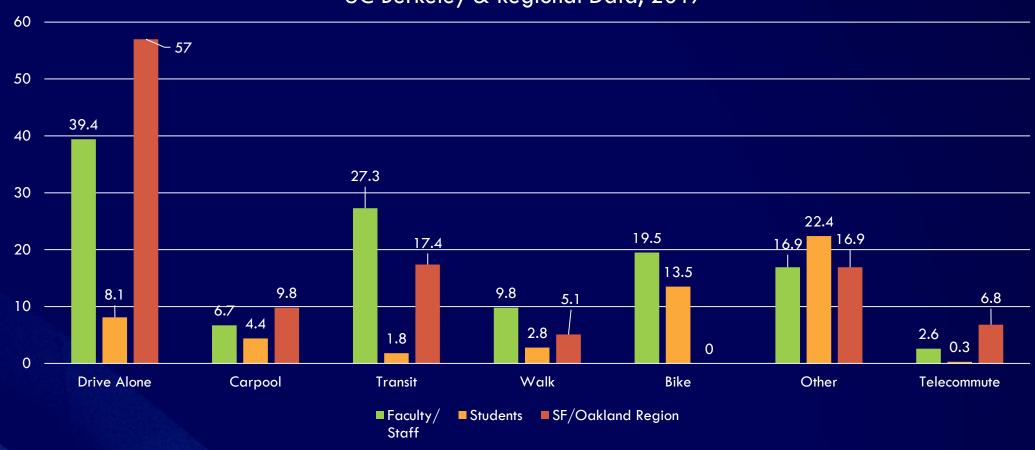
OBJECTIVES

- 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





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"

Decrease Drive Alone Rate

Maximize Reduced Supply of Spaces

Minimize Costs of new projects

Support Sustainability

Provide Affordable and convienient transit options

Robust User-Friendly Programs

Cultivate/Foster Partnerships

> Promoting Options Effectively

Review,Update, Modify, Delete TDM Program Initatives

Utilize Data to get feedback

Introduce a scooter pilot in conjunction with City of Berkeley

Focus on Innovation & Technology

Conduct practical and valuable research

Solicit New Ideas

Work with
Outside
partners/fellow
UC's on initatives

Focus on Equity

Richmond Field Station

Place Value of TDM to the University

Cost-Effective Programs

Educate departments & business units about TDM

Provide Metrics that align with sustainability goals

Provide up to date information on TDM Programs

Student Involvement & Initatives

Support concepts with LRDP and Housing Plans

Enable a Culture of Safety

Review current safety programs

New programs must align with community standards

Maximize use of limited curb space

Proactive education of existing policies

Guidance for disaster planning and TDM

Promote safe access of travel routes.

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

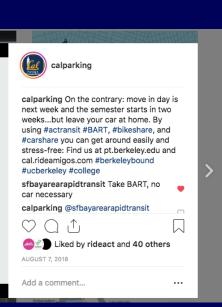
- Student-focused celebration
- 1000's of students visit
- Plenty of transit resources
- Resource fair provides 1-on-1 guidance



SOCIAL MEDIA

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

STOP ENCOURAGING
EVERYONE TO GO TO COLLEGE
THERE IS NOT ENOUGH
PARKING





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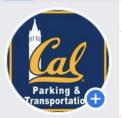
Ⅲ POSTS

Perimeter Plus Service begins Februaru 13

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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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