

**Transportation Workshop: Emerging Travel Behaviors, Mobility Choices of Millennials, and Impacts on Transportation Planning**  
**Giovanni Circella, University of California, Davis**

**Wednesday, October 18**

**1:00 pm – 4:00 pm**

**Offered at no fee** (*includes 1 break*)

This interactive workshop will focus on changes to millennial travel patterns as a result of changing lifestyles, adoption of technology and new mobility solutions. A recent UC Davis study collected data with a dedicated survey in California to understand how residential location, living arrangements, lifestyles, use of smartphones, online social media and other communication technologies, and the adoption of shared mobility affect millennials' and middle-age adults' choices. The workshop will focus on travel behavior patterns, adoption of multimodality, public transit and shared mobility, and the propensity to modify vehicle ownership (e.g. get rid of a car, buy a new vehicle, and/or adopt electric or alternative fuel vehicles).

Lead researchers will first discuss research findings, future directions of the study, and how this study can answer research and planning questions. Practitioners will then discuss applications and implications for California, and there will be a full hour for questions and discussion.

**Preliminary Agenda**

**Moderator:** Joan Walker, University of California, Berkeley (*Invited*)

**Speakers:**

Giovanni Circella, University of California, Davis

Millennial mobility, changing lifestyles, and propensity to change vehicle ownership

Speaker #2, University of California, Davis

Adoption of shared mobility and impacts on other components of travel behavior

Bruce Griesenbeck, Sacramento Area Council of Governments (SACOG) (*Invited*)

Importance of understanding new transportation trends and their impacts on VMT, GHG and vehicle ownership for regional transportation planning

Amanda Eaken, Natural Resources Defense Council (NRDC) (*Invited*)

Impact of new transportation trends on continued SB 375 progress

**Q&A/Discussion**