

Danielle Dai

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education

University of California, Berkeley

Master of City Planning & MS in Transportation Engineering, expected Dec. 2014

University of Chicago

Bachelor of Arts in Public Policy Studies with honors, June 2010

experience

San Francisco Municipal Transportation Agency

June 2013 - present | *Student Design Trainee, Muni Operations*

Create maps, graphics, and community outreach material in support of Muni Forward, Transit Effectiveness Project (TEP), and Capital Improvement Program (CIP). Designed 200+ page TEP Implementation Guide and 400+ page CIP Book. Spearhead and support communication efforts including the implementation of new bus stop signage, and an agency-wide GIS overhaul.

Marin Transit

June - September 2012 | *Transit Planning Intern*

Evaluated Marin Transit's fare policy by analyzing two years of farebox data and conducting 100+ rider surveys. Wrote a 43-page policy report documenting fare payment behavior.

Greater Southwest Development Corporation

August 2010 - September 2012 | *Industrial Services Coordinator*

Assessed needs of 120+ industrial businesses on Chicago's southwest side and referred them to resources. Secured \$150,000 Small Business Improvement Fund grants for four manufacturers. Monitored compliance with Chicago's Local Industrial Retention Initiative grant.

Chicago Metropolitan Agency for Planning

June - August 2009 | *Intern, Community & Technical Assistance*

Evaluated the Full Circle program, a GIS asset mapping tool, by interviewing leaders for program feedback. Supported public outreach for Go to 2040, the agency's long-range plan.

awards & research

"BRT TOD: Leveraging Transit Oriented Development with Bus Rapid Transit Investments" with R.Cervero, 2014. In *Transport Policy Journal*, Vol 36, p. 127-138.

"App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco" with L.Rayle, S.Shaheen et al 2014. Forthcoming.

"Riding First Class: Impacts of Tech Shuttles on Commute & Residential Location Choice" with D.Weinzimmer, 2014. ITS Working Paper, presented at World Symposium on Transport & Land Use Research in Holland. Seen in the *Atlantic*, *NY Times*, *SF Chronicle*.

"Public Perceptions of Self-Driving Cars: The Case for Berkeley, CA" with D.Howard, 2014. Presented at 93rd Annual Meeting of the Transportation Research Board.

"From Parking to Park: Transportation Impacts & Value of Parklets" 2013. Presented at Congress for New Urbanism. Recipient of College of Environmental Design poster prize.

"Analyzing Private Investment in the Chicago Transit Authority" 2010. Presented at Transport Chicago Conference. Recipient of Public Policy Prize for Best Senior Thesis.

skills & interests

Data & Analysis

Excel | Stata

Graphic Design

Illustrator | InDesign

Cartography

ArcGIS | Web Maps

Web

HTML | CSS

Other: Civic Engagement, Data Visualization, Live Music, Dancing, Traveling, Cycling