

Grocery Shuttle Program: Culturally Reflective & Affordable Grocery Store Options For Students

Nydia Lopez, Food Security Programs Coordinator
Damian Ruiz, Off-Campus Housing Coordinator



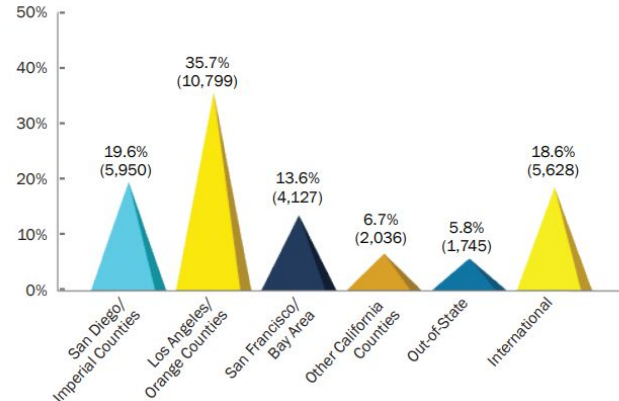
Getting To Know UCSD's Unique Setting

1. Nearby Grocery Stores:
 - a. Ralph's
 - b. Trader Joe's
 - c. Whole Foods
 - d. Bristol Farms
2. Students visiting Basic Needs center would often ask how to get to affordable grocery stores

- UCSD encourages freshman and sophomore students to live on campus, with vehicle restrictions applying to both
- International student population

GEOGRAPHIC ORIGIN

Just over three-fourths of all undergraduates are from California. Out-of-state and international students represent approximately one quarter of the undergraduate student body.



Grocery Shuttle Committee and Roles

Basic Needs Leadership

Provided funding, the marketing, and partnerships with businesses for exclusive discounts for UCSD students

Transportation Services

Tested routes stops and provided the actual shuttles and drivers

International Outreach Coordinators

International student experience

HDH

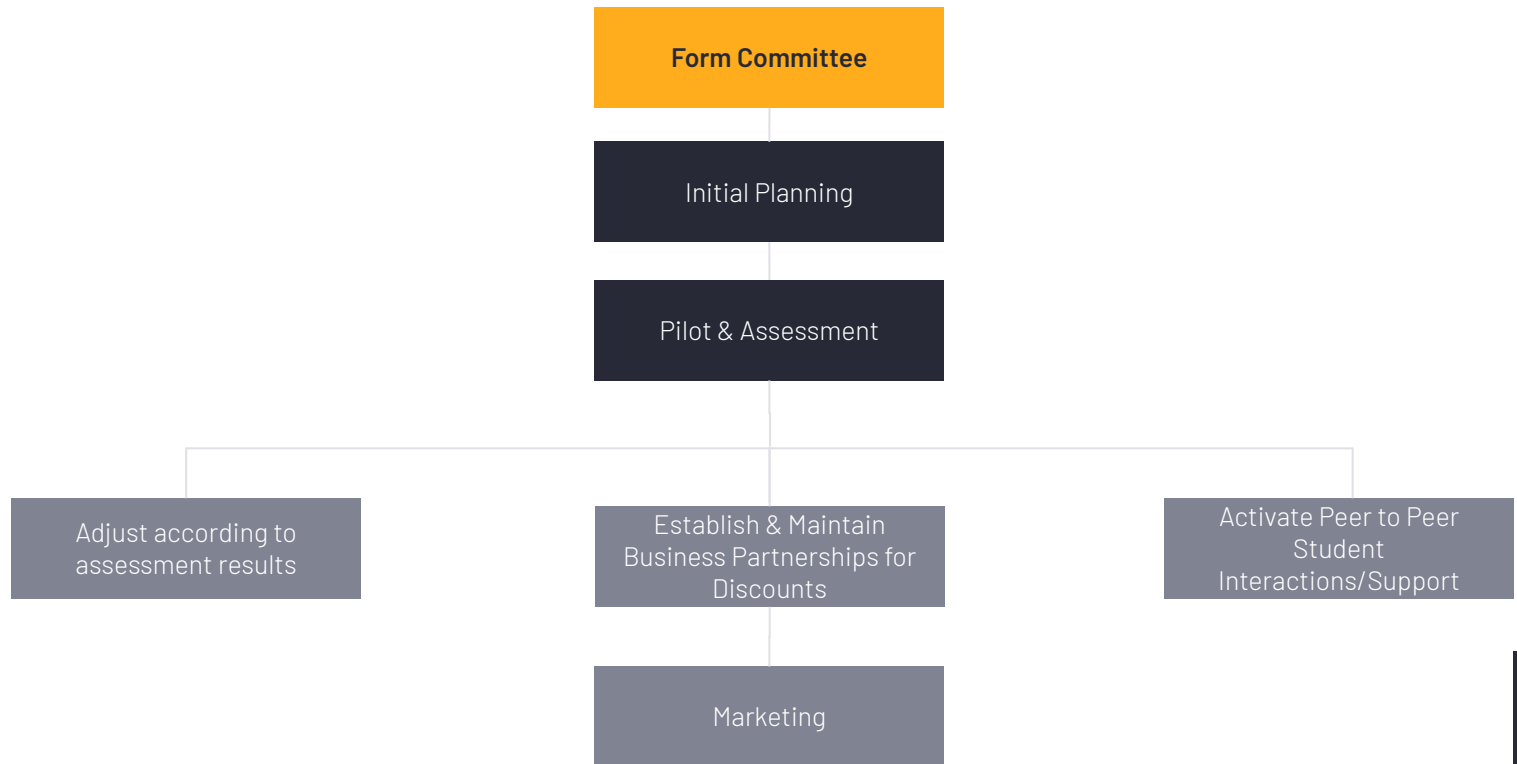
Housing, Dining, and Hospitality provided funding for the shuttle

AVP Transportation

Student perspective and routes



Workflow



Grocery Shuttle Routes and Times

<https://transportation.ucsd.edu/shuttles/shopper.html#Nobel-Dr.-at-La-Jolla-Village-S>

Route Map



Destinations:

- La Jolla Village Square
 - Trader Joe's
 - Ralph's
- Target (Balboa)
- 99 Ranch Market (Clairemont Mesa)
- Balboa International Market
- Food 4 Less
- Zion Market
- Tropical Star Market & Restaurant
- H-Mart
- Various Dining Options

Mandeville Loop	L. J. Village (Out)	Balboa & Genesee	Balboa & Convoys	Convoys & Engineer	C. M. & Ruffner	L. J. Village (In)
12:00pm	12:08	12:21	12:27	12:32	12:35	12:48
12:30	12:38	12:51	12:57	13:02	13:05	13:18
13:00	13:08	13:21	13:27	13:32	13:35	13:48

And then every 30 minutes at:

:30	:38	:51	:57	:02	:05	:18
:00	:08	:21	:27	:32	:35	:48

Last Service:

19:30	19:38	19:51	19:57	20:02	20:05	20:18
20:30**	**Drop-off Only					

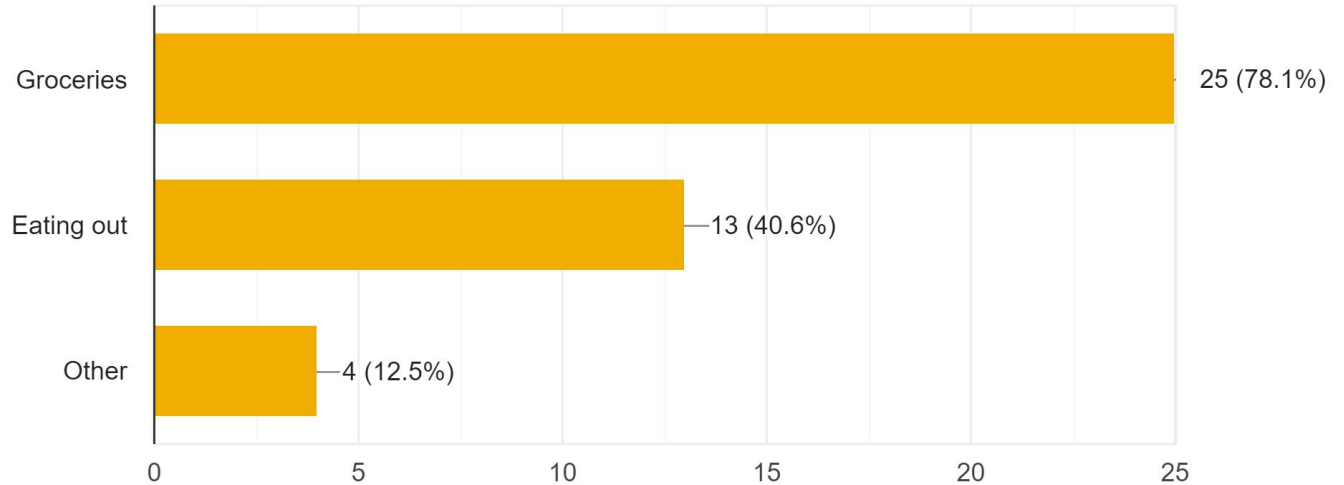
Pilot

Results from pilot:



What was your primary reason for taking the shuttle?

32 responses



Over 100 students used the shuttle during the pilot and 32 responded to the survey

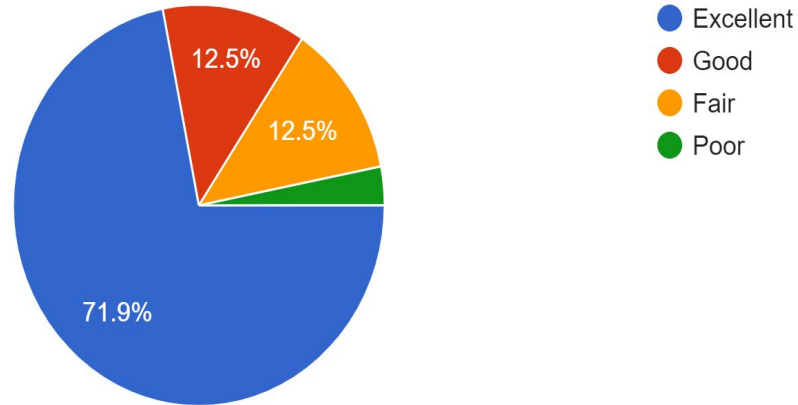


Please keep this shuttle running! It gives students living on campus:

- **Access to healthy, affordable food from stores along the route**
- **A way to meet basic needs.**
- **A safe, set schedule, which lessens the environmental and financial impact of individual students**
- **Access to affordable, ecologically sustainable pantry staples**

How was your overall experience?

32 responses



84.4% said their experience was excellent or good, with only 3% saying it was poor

Discounts & Resources

UCSD STUDENT
ENJOY 5% OFF

on weekends when
shopping with your
valid student ID -
99 Ranch Rewards Card

每週末, UCSD學生憑有效學生
與大華超集卡可享95折優惠



8/24 - 12/31

僅限聖地亞哥 Balboa 與
Clairemont Mesa分店

BALBOA &
CLAIREMONT MESA
STORE SPECIAL DISCOUNT:

*Promotion excludes the purchase of tobacco, alcohol,
lottery, gift card, and pre-paid phone card
活動不包括購買煙、酒、樂透彩票、禮卡和電話卡

** Further Restrictions May Apply. Please visit customer service for more details.
活動或受更多限制, 詳情請洽店內



Take 5% OFF

Weekend Special

Exclusive for UC San Diego Students!

Bring valid student ID
&
H Mart Smart Savings Card

STARTING ON OCT. 5TH, 2019

ONLY AT BALBOA STORE
ONLY ON SATURDAYS & SUNDAYS

5% discount on total purchase, before tax
Excludes tobacco, alcohol, lottery, and gift certificate purchases
Further restrictions may apply. See store for details.

7725 BALBOA AVENUE SAN DIEGO, CA 92111

TARGET COUPONS

Thank you to Target in Balboa Ave. who has partnered with us and provided over 300 coupons (5% off). These coupons are available on a first come first serve basis during shuttle operation hours.



BALBOA INTERNATIONAL MARKET DISCOUNT

Balboa International Market has agreed to apply a 5% discount on any items purchased. Please show your student ID at checkout.

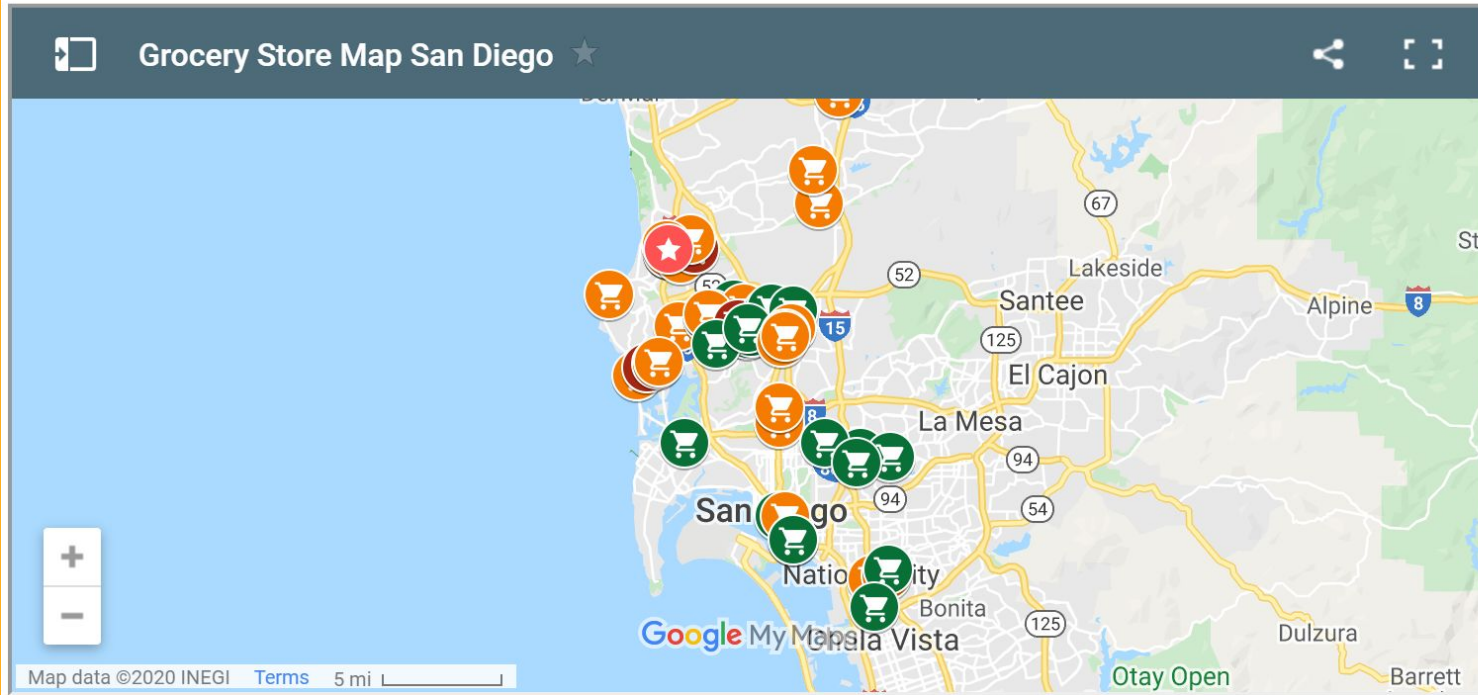


LOLITA'S MEXICAN FOOD

10% discount to students at Lolita's restaurant. Upon ordering, students just have to ask the cashier for the student discount and show their student ID.



Affordable Grocery Store Map



The map above shows various grocery stores in San Diego. They are color coded to represent their cost (\$=green, \$\$=orange, \$\$\$=red). All Estimated Times of Arrival (ETA) are from Gilman Transit Center. The pink stars are shuttle stops for the [Grocery Shuttle](#). Click on and expand the map to see more details.



**EVERY SATURDAY
STARTING OCT. 5TH**

12pm-8pm

Pick up is by Mandeville loop

Shop, dine, and explore new places with our **free** weekly shuttle service to Balboa Ave and Convoy area.
Open to all undergraduate and graduate UCSD students

Scan code below for shuttle
route/times & special offers



UC San Diego
HOUSING • DINING • HOSPITALITY



Marketing

1. Residence Life promotion for all students living on campus
2. Basic Needs Website
3. Sharing on newsletters and all resource centers



750 Unique Users

750 students used the shuttle at date of launch, with a couple hundred every weekend thereafter





Thanks!

Any questions?

You can find us at:

- Nydia@ucsd.edu
- Doruiz@ucsd.edu