THE ART OF COLLABORATION

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The history of ALTRANS' collaborative nature stretches all the way back to our inception as a provider of Transportation Demand Management services. Our role as a conduit between organizations, communities and local governments, similar to a grassroots Transportation Management Association (TMA), gives us the unique ability to create lasting solutions.

For this reason, in June of 1995 we incorporated in the state of California as ALTRANS Transportation Management Association, Inc. (DBA:ALTRANS). We felt it was important to reflect the collaborative nature of our structure in our name to serve as a constant reminder of our mission and values.

Traffic does not exist in isolation, and a site cannot make a transportation decision that is free of impact to its neighbors. A TMA provides the institutional framework to share alternative transportation information, ideas, resources and programs among stakeholders in a specific geographical area in order to ensure beneficial outcomes for the community as a whole. This conversation and collaboration results in more cost effective and sustainable solutions than those developed by individual organizations.

The vast majority of ALTRANS' projects and programs are collaborative in nature, involving multiple entities and resulting in cost-effective venues and long-term program sustainability.

The following are just a few examples of the many unique, collaborative programs ALTRANS has created and implemented.

1996

Formed & managed a voluntary College TMA for San Jose State University and six community colleges in Santa Clara County.

Resulted in securing the Transit Access Program (predecessor to VTA's Eco Pass Program) at SJSU and West Valley College.

"Taking part in this collaborative College TMA was a catalyst for developing and managing one of the most successful TDM Programs in the 23-campus California State University System."

Eyedin Zonobi
Transportation Solutions' Manager
San Jose State University

1998

Formed TMA between school districts in San Jose, Cupertino and Los Gatos.

ALTRANS staff worked at each of the 56 schools, providing each with a comprehensive TDM program.

2006

Established TDM best-practice sharing between Bay Area hospitals.

ALTRANS staff coordinates and hosts quarterly meetings for multiple hospitals in the greater San Francisco Bay Area.

2014

Created and operated the San Jose Trade Zone Shuttle Program.

Implemented a shared shuttle program between neighboring companies BD Bioscience and Synaptics.

"During the two-year shared shuttle program, BD Bioscience realized the cooperative and cost-saving benefits of sharing the San Jose Trade Zone Shuttle Program with our neighboring employer. ALTRANS was instrumental in developing, implementing and operating this collaborative union."

John Parham
Manager of Site Services
BD Bioscience

2017

Created and implemented TDM work-share program between Kaiser Permanente sites.

Oakland and San Leandro Medical Centers are now receiving best-practice staffing and TDM program management with ALTRANS.

ALTRANS is seeking to create a shared TDM approach among other Kaiser Permanente hospitals in the greater SF Bay Area.

2018

Preparing a feasibility study to consolidate three independent commuter shuttle programs.

Shuttles currently serve commuters at three Oakland-based medical centers to & from the MacArthur BART Station.

A shared shuttle program could offer more options for riders, save more vehicle-miles-traveled, and be more cost-effective for all sites.

"BCHO is looking forward to the honest and effective advice and support that may be determined through a feasibility study".

Don Mitchell
Director of Security
UCSF Benioff Children's Hospital Oakland

2018

Awarded the Executive Director position for the Palo Alto TMA.

An ALTRANS staff member is leading this established TMA, whose goal is to reduce single occupancy vehicle traffic in Downtown Palo Alto by 30% in the coming years.