

# THE ART OF COLLABORATION

BY STEPHEN BLAYLOCK  
PRESIDENT, ALTRANS

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.