



City of Palo Alto

(ID # 5217)

Planning & Transportation Commission Staff Report

Report Type:

Meeting Date: 10/29/2014

Summary Title: TMA Update

Title: Update on Formation of Transportation Management Association (TMA)

From: Jessica Sullivan, Parking Manager

Lead Department: Planning and Community Environment

Recommendation

This is a study session and there is no recommended action. Staff requests that the Planning and Transportation Commission receive and review an update on the activity of the Transportation Management Association (TMA) consultant MIG, and provide feedback on the TMA work plan and progress.

Executive Summary

On August 11, 2014, City Council approved the award of a contract to launch Palo Alto's first TMA to Moore Iacofano Goltsman (MIG), with a subcontract to Silvani Associates as the TMA specialist. As part of the City's three-pronged strategy to reduce traffic and parking demand and increase alternative transportation modes, the TMA is charged with the goal of reducing Downtown's single-occupant vehicle traffic by 30% within three years from program launch. The TMA will increase transportation options within the community by identifying transportation program needs, launching new programs and/or modifying existing ones, providing transit information and marketing the programs to those living and working in Palo Alto.

Resumes for the team assigned to the Palo Alto TMA project are included in Attachment A. Team members will be present at the study session to summarize their approach to TMA formation. The team's proposed work plan includes the following activity over the three-year launch period:

1. Creation of a Steering Committee and Formal Establishment of a TMA
2. Conducting Transportation and Social Marketing Research
3. Conducting Marketing, Communications and Public Outreach Activities
4. TMA Technical Support, including Planning and Budgeting for TMA Communications

To date, the MIG team has conducted several interviews of potential steering committee members, attended transportation-related events and focus groups, and provided recommendations on message strategy of the TMA. During the initial phase of outreach, the team is focused on identifying major transportation stakeholders within the community and potential steering committee members, noting themes which consistently appear in the conversations which can inform TMA policies, and reviewing and conducting transportation research. It is expected that the Steering Committee developed in the first year will ultimately evolve to become the Board of Directors once the TMA is formally dedicated. The team has also been in discussion with Staff regarding the development of the business registry so information between the projects can be coordinated.

Policy Implications

The formation of a TMA is consistent with the following comprehensive plan goals:

- Policy T-1: Make land use decisions that encourage walking, bicyclings and public transit use;
- Policy T-2: Consider economic, environmental, and social cost issues in local transportation decisions; and
- Policy T-3: Support the development and expansion of comprehensive, effective programs to reduce auto use at both local and regional levels.

Implementing a holistic TDM strategy through the formation of a TMA is also consistent with greenhouse gas reduction targets mandated state-wide by AB-32 and SB-375.

Resource Impact

The City has allocated \$180,000 to the operating budget for the development of the TMA during its first year. The total contract fee is \$499,880 over a three year period.

Timeline

MIG anticipates hosting the first Steering Committee meeting before the end of 2014, and continuing the meetings on a bi-monthly basis for approximately 12 months. During the first year, the team anticipates identifying transportation needs within the community, developing brand management tools and conducting reaseach activities.

Attachments:

- Attachment A: TMA Team Resumes (PDF)



Tim Carroll

COMMUNICATIONS SPECIALIST

AREAS OF EXPERTISE

Strategic Communications / Branding and Identity

Interactive Media / Writing / Graphic Design

QUALIFICATIONS

Tim Carroll has over 18 years of experience in communications and public relations for non-profit organizations, government agencies and businesses. At MIG, Mr. Carroll designs and implements effective messaging and outreach campaigns to increase visibility and positive recognition for our clients. Mr. Carroll has worked on marketing and public outreach projects for numerous state and regional transportation agencies, including Caltrans, Livermore Amador Valley Transit Authority, Contra Costa Transit Authority and the Alameda County Congestion Management Agency.

Mr. Carroll worked with the Contra Costa Transportation Agency on the Highway 4 Widening Project, where his work included facilitating stakeholder meetings with elected officials and city staff; developing materials to allow program staff to promote the project; and planning, publicizing and facilitating informational events for local homeowners. Currently he is involved in the marketing and outreach campaign for Energy Upgrade California, a statewide energy efficiency program of the California Energy Commission. Other projects include outreach for the Livermore Valley Transportation Authority, public information for the Contra Costa Community College Strategic Plan, and the San Francisco County Transit Authority Geary Street Bus Rapid Transit.

Prior to joining MIG, Mr. Carroll was Communications Director for The Branson School in Marin County, where he oversaw all external publications and marketing and effectively increased awareness of the school in local media.

Throughout his career, Mr. Carroll has produced a wide range of compelling communications materials for various public relations projects.

EDUCATION

Master of Fine Arts, Creative Writing,
The University of Virginia

Bachelor of Arts, English and Art, Rice University

RELEVANT EXPERIENCE

California Department of Transportation/Contra Costa Transportation Authority, Highway 4 Widening Public Relations and Outreach, *Antioch, California*

Metropolitan Transportation Commission/Bay Area Toll Authority, Bay Area FasTrak: Public Outreach, *Bay Area, California*

Energy Upgrade California Marketing and Outreach, California Energy Commission, *Statewide, California*

Livermore/Amador Valley Transportation Authority Marketing and Outreach, *Livermore, California*

Portland Metro Regional Transit Plan, *Portland, Oregon*

19th Avenue Transit Public Outreach Program, *San Francisco, California*

San Francisco County Transit Authority Geary Street Bus Rapid Transit, *San Francisco, California*

The I: Irvine Shuttle Branding and Identity, *Irvine, California*

National Park Service ParkLINK Shuttle Marketing Plan, *Santa Monica, California*

Caltrans On-Call Public Outreach and Engagement Services Web Portal, *Statewide, California*

Joan Chaplick, AICP

PRINCIPAL-IN-CHARGE

AREAS OF EXPERTISE

Community Planning and Engagement
Public Outreach and Involvement /
Facilitation

QUALIFICATIONS

Joan Chaplick brings more than 25 years of experience in public engagement, facilitation and collaborative planning. Ms. Chaplick has worked throughout California and the United States to design and facilitate outreach strategies at the state, city and local levels. She is skilled in a wide range of outreach tools, including research surveys, local grassroots events, intercept surveys, door-to-door canvassing, focus groups, outreach tool kits, walking and driving tours, travel diaries, online communications, social networking activities, multilingual outreach and interactive large scale events. She has extensive experience working with transportation agencies, including Alameda CTC, MTC, Caltrans and BART.

Working extensively in multi-agency environments, Ms. Chaplick has assisted agencies with the establishment of stakeholder processes that have provided the productive feedback needed by the agency and technical teams to advance their project. She has facilitated and negotiated the resolution of land use conflicts, developed community visions that were used to inform transportation planning processes, resolved natural-resource-based conflicts between public and private landowners, and improved planning processes so that projects were better positioned to receive grant funding.

PROFESSIONAL AFFILIATIONS

Board Member, Chair, NRPA Pacific Revenue and Management Sources School

Founding Chair, CPRS Environmental Committee

Citizen Involvement in Planning and Design
Graduate Course, University of California,
Berkeley, Instructor Fall Semester 2012 to
present

EDUCATION

Master of Regional Planning,
University of Pennsylvania, Philadelphia

Bachelor of Science, Environmental Resource
Management, Pennsylvania State University,
University Park

PRESENTATIONS

University of Southern California Bay Area Policy
Forum, March 2012 – Technology and
Outreach

RELEVANT EXPERIENCE

Caltrans Public Participation and Engagement
On-Call
Contract, *Sacramento, California*

Caltrans and Sacramento Area Council of
Governments
Environmental Justice Focus Groups,
Sacramento County, California

Caltrans California Transportation Plan and FSTIP
Public Participation Plan, *Sacramento,
California*

Caltrans Community Visioning Processes for
Chalfant and Benton, *Mono County,
California*

Caltrans State Route 99 Community Safety and
Enhancement Project, *Sacramento, California*

BART Title VI Public Participation Plan, *Bay Area,
California*

BART LEP Factor 3 Outreach Project, BART,
California

Alameda Countywide Transportation Plan
Update Public Outreach Process, *Alameda
County, California*

Southern Nevada Strong Regional Plan
Outreach, *Henderson, Nevada*

Emeryville, Berkeley and Oakland Transit Study,
Alameda County, California

Candlestick Point/ Hunters Point Land Use Plan
Community Meetings, *San Francisco, CA*

Santa Clara Valley Habitat Conservation Plan
Stakeholder Group Process, *Santa Clara
Valley, California*

WENDY SILVANI

RESUME

FIRM BACKGROUND

Silvani Transportation Consulting has over 18 years of experience in planning and managing community transportation systems and TDM programs. She is known for her innovative leadership, an ability to work effectively with public and private transit providers, cities, and local constituents to develop and deliver high quality, reliable transportation solutions and partnerships. Integral to the success of programs designed by founder and Principal Wendy Silvani is her customer focus and sensitivity to the communities being served.

Ms. Silvani is widely respected by cities, elected officials, transit providers and vendors, as well as developers, business and property owners who benefit from her expertise.

She has formed several TMA's and other collaborative including the Mission Bay TMA, San Mateo Rail and Emeryville TMA to design, operate and manage TDM services that complement public transit services and allow employees, residents and visitors to access these communities without driving.

Ms. Silvani's expertise spans ongoing management of TMA's and TDM programs. Among them:

- **Shuttle Services.**

The Mission Bay Shuttle, launched in May, 2010, has become one of the largest employer shuttles in San Francisco's south of market area, with ridership growing steadily for this link between BART, Caltrain and Mission Bay. Ms. Silvani works closely with SFMTA's service planning and parking departments on routing, stop location, signage, customer safety, traffic management and other operational matters.

The Emery Go Round shuttle is widely known as one of the most successful shuttles in northern California. As Executive Director of the Emeryville TMA from 1996 until 2010, Ms. Silvani grew this service from 250 passengers per day to over 1.3 million boardings in 2009. She worked closely with both BART and AC Transit to improve access, share stops and increase connectivity for transit customers.

- **Access Improvements.**

Ms. Silvani serves on several teams tasked with improving access to transit and expanding modal travel. She is currently on the SFMTA's Waterfront Assessment committee as well as the Ballpark Transportation committee. She was an active participant on TAC's which designed improvements for bus, bike and pedestrian access for the MacArthur BART station which will be implemented as the new transit village is constructed. She was a TAC member for both Oakland-Emeryville's 40th Street road and bicycle improvements and a study of AC Transit transit hubs. She has also served on several BART and MTC advisory committees regarding the provision of real-time customer information, developing standard signage, information centers, wayfinding and other customer amenities at rail stations.

- **Car Sharing**

Ms. Silvani brought citywide carsharing to Emeryville through an innovative arrangement whereby TMA member employees were eligible for free membership and received reduced

rates for car usage. Cars were strategically placed near transit. The program more than doubled in its first 18 months.

- **TDM Marketing & Information.**

Ms. Silvani has designed and maintained customer-focused websites for both the Mission Bay and Emeryville TMA. The Mission Bay website has links to the real-time NextBus system as well as schedules, route maps, and information about transit connections and options. The website also has walking maps, destinations, information about construction and ongoing events affecting travel to and within Mission Bay.

Ms. Silvani worked with AC Transit to offer Emeryville residents an annual pass in a pilot program which resulted in a 40% increase in utilization of AC transit. Ridership more than doubled on an underutilized TransBay route through strategic marketing.

Other Relevant Experience

SFCTA Integrated Public Private Partnership Project, On-Call TDM

Ms. Silvani conducted the initial research, brought shuttle providers and employers together and conceptualized how improved collaboration could improve providing transportation services for all potential partners. She wrote the grant which was subsequently funded by the MTC to further this work on several levels: MUNI Partners, Shuttles consolidation, standardizing how various City departments approach TDM, and creating a framework to inform policy development.

She is now a subcontractor to Fehr & Peers on an element seeking to consolidate several employer shuttles in the Showplace Square area; expand services to more transit hubs, and provide area-wide TDM services through a new, 'flexible TMA' entity.

BART General Environmental and Planning Services

Ms. Silvani is a sub-contractor to Arup Consulting on its ongoing contract to provide assistance to BART in station planning, system expansion and policy development relating to customer access, increasing multi-modal access and utilization, and enhancing the customer experience.

Education

University of California at Berkeley, 1974

B.A. Journalism

Professional Affiliations

Association for Commuter Transportation, member and former Board member

Other

Silvani Transportation Consulting is DBE-certified by the State of California, the San Francisco County Transportation Authority and Alameda County Transportation Authority.

More information is available at: www.silvanitransportationconsulting.com