

# Treasure Island Multi-Operator Transit Pass

Final Report and Design Framework  
Recommendation



TREASURE ISLAND  
MOBILITY MANAGEMENT AGENCY

Agenda Item 5

March 16, 2021

# Today's Agenda

1. Transit Pass Overview
2. Recommendation
  - Transit Pass Final Report
  - Transit Pass Design Framework
3. Proposed Transit Pass Price
4. Schedule and Next Steps



# Island Mobility Goals

Incentivize transit, walking, biking



Discourage use of private cars through toll and paid parking



Meet performance targets



## OUR CHALLENGE

# Move more people in fewer vehicles



New Bus to Oakland

New On-Island Shuttle

New Ferry to San Francisco

Bus to Transbay Terminal

New Bus to SF Civic Center

NORTH | 2000 FEET | 1/2 MILE

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# Treasure Island Transit Pass Use Cases

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## TRANSPORTATION PLAN

### Market Rate Residents

1 per household (mandatory)

### Hotel

1 per room (mandatory)

# Treasure Island Transit Pass Use Cases



## TRANSPORTATION PLAN

### Market Rate Residents

1 per household (mandatory)

### Hotel

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## TRANSIT PASS ANALYSIS

### Market Rate Residents

1 per household (mandatory)

### Hotel

1 per room (mandatory)

# Treasure Island Transit Pass Use Cases

## TRANSPORTATION PLAN

### Market Rate Residents

1 per household (mandatory)

### Hotel

1 per room (mandatory)

## TRANSIT PASS ANALYSIS

### Market Rate Residents

1 per household (mandatory)

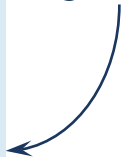
### Hotel

1 per room (mandatory)

**Below Market Rate (BMR)\* & Current Residents**

**Workers**

New user groups



\*up to 120% AMI

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# Case Studies

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- Gator Pass - San Francisco State University
- Parkmerced Housing Car-Free Living
- AC Transit Easy Pass - AC Transit
- AC Transit Transbay Pass - AC Transit
- Muni M and A pass - SFMTA



# Treasure Island Transit Pass Goals



**Provide Maximum  
Transit Coverage**

**Provide Affordable  
Transit Access**

**Enhance Customer  
Experience**

**Implementation  
Feasibility**

**Financial  
Sustainability**

# Public Outreach Summary

- Treasure Island open houses
- Food Pantry
- TIDA Board Meetings
- TIDA Community Meeting
- TIDA Citizen Advisory Board
- Residents and Business Focus Groups



# Public Outreach Feedback

- Transit pass preferred features:
  - Easy transfer between transit modes and operators
  - Affordable transit pass cost
  - Ease of obtaining transit pass
- Between cash on Clipper card and multi-operator pass, Treasure Island residents and workers preferred the multi-operator pass



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## Recommendation: Pass Structure

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- Available on Clipper card
- Unlimited trips on/off Treasure Island, to San Francisco and East Bay
  - SF Muni (all routes)
  - AC Transit (all local routes)
  - WETA Ferry (Treasure Island Route)
- Institutional pass (not publicly available) fare policy

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# Recommendation: User Group

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## User Group

- 1 pass per market rate household (mandatory)
- All other residents including BMR (optional)
- Treasure Island Workers (optional)

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## Recommendation: Affordable Pass

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### Affordable Pass

- BMR households will be qualified for this pass
- Pass cost: 50% studied. Final recommendation as part of TIMMA affordability program (subsidized by TIMMA)
- Distribution: TIMMA will mirror same process as market rate household

# Recommendation: Hotel Visitors

## Transit Pass for Hotel Visitors

- 1 per hotel room transit pass (mandatory)
- Visitor pass will be launched with Treasure Island hotel
- Visitors will receive credit on Clipper card or on a mobile app to use it for their travel
- Visitor pass price is to be determined



# Proposed Pass Cost

- Pass Cost: \$125 - \$150 monthly (proposed)
- Affordable pass price - TBD
- Propose pass price is based on available retail products:
  - AC Transit Transbay Pass
  - Muni Monthly Passes
- Program Financial Feasibility
- Final pass price will be adopted after AC Transit and Treasure Island ferry fare is adopted





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# Proposed Pass Price Adjustment Principles

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1. Inflation Rate – the pass price would be adjusted to annual inflation rate
2. Transit Service and Amenities – adjust pass price to reflect transit pass benefits.

# Transit Pass Schedule and Next Steps

1. TIMMA Toll Policy Adoption - 2021
2. SF Muni Revenue Sharing Agreement - September 2021
3. East Bay and Ferry Fare Adoption - December 2021
4. Transit Pass Price Adoption - February 2022
5. MTC Coordination and Agreement - January 2022
6. Clipper Change Order - December 2022
7. Transit Pass Management and Launch Plan - January 2023
8. Transit Pass Test and Launch - June 2023

# Recommendations

1. Approval of Transit Pass Study Final Report
2. Adoption of Transit Pass Design Framework
  - Transit Pass Structure – 3-operator pass
  - Transit Pass User Group – Treasure Island residents, workers and visitors
  - Transit pass will be subsidized for current and future BMR residents and workers

# Thank you.

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