

# Treasure Island Mobility Management Program

Preliminary Toll Policy Recommendations  
For Buildout Year (2030)  
Draft



July 2015

# About the Treasure Island Mobility Management Program

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



**2003**

Treasure Island Development Authority (TIDA) selects master developer

**2006**

TIDA adopts first Treasure Island Transportation Plan along with redevelopment term sheet

**2008**

CA Legislature passes Treasure Island Transportation Management Act

**2011**

TIDA approves Treasure Island Transportation Implementation Plan (TITIP) and FEIR

**2013**

SFCTA begins Mobility Management Program policy development

**2014**

Supervisors designate SFCTA as the Treasure Island Mobility Management Agency (TIMMA)

# Challenges Considered in Past TI Transportation Plans

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



How do we minimize new traffic congestion on the Bay Bridge?

How do we provide better transportation options on and off the Island?

How do we pay for operating the new AC Transit and Ferry service?

# Transportation Vision for Treasure Island



BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

- Land use design
- Bay Area Bike Share
- Free on-island shuttle

Walking & Biking

High Quality Transit

- 50% mode share requirement
- More Muni service
- New AC Transit and Ferry service

- Revenue from tolls, parking, transit pass pays for new non-Muni services

Financial Viability

Car-Light Living

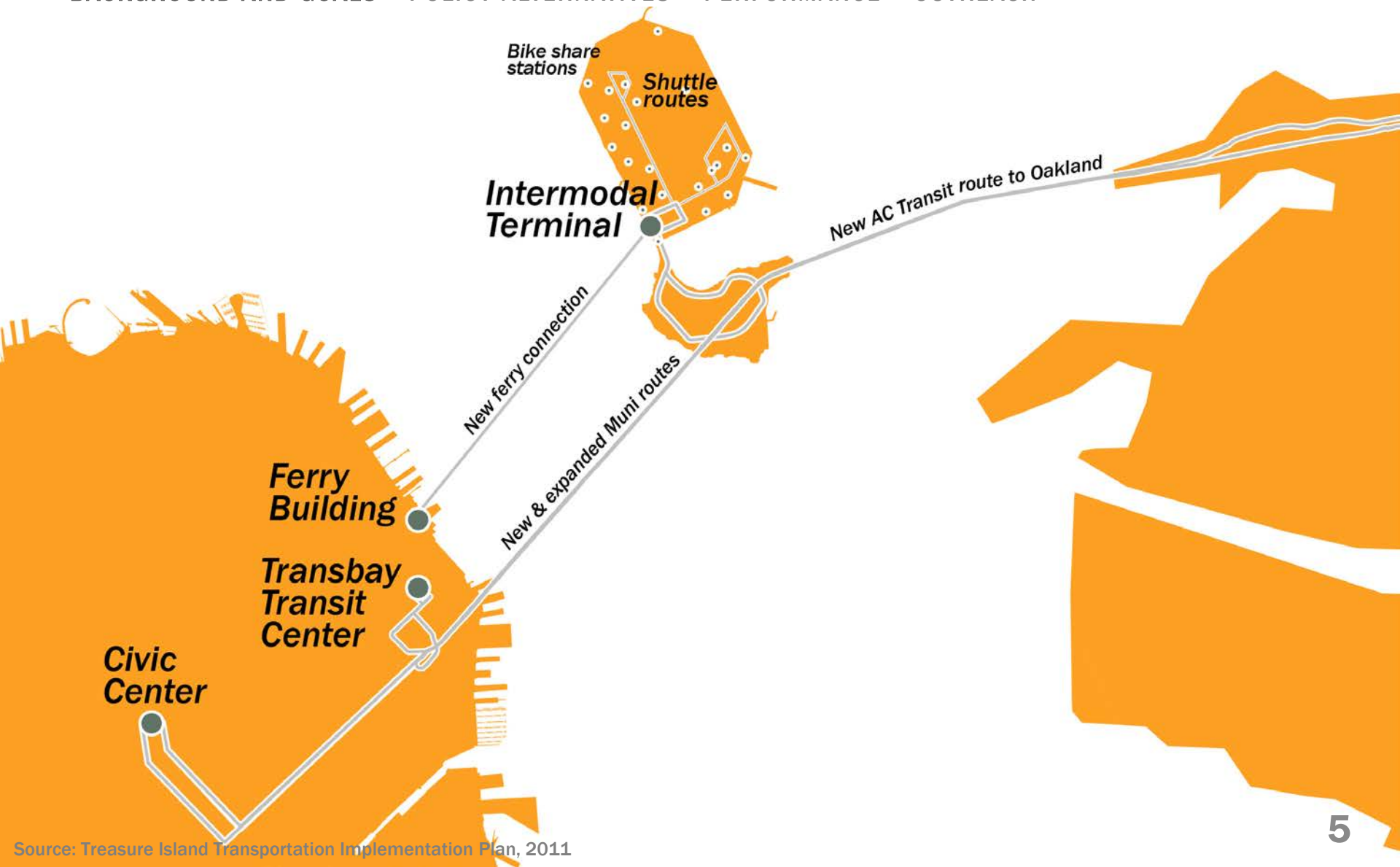
- On & off-street car share
- All parking is priced and “unbundled”
- Congestion toll



# Transit Services Planned for Treasure Island



BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

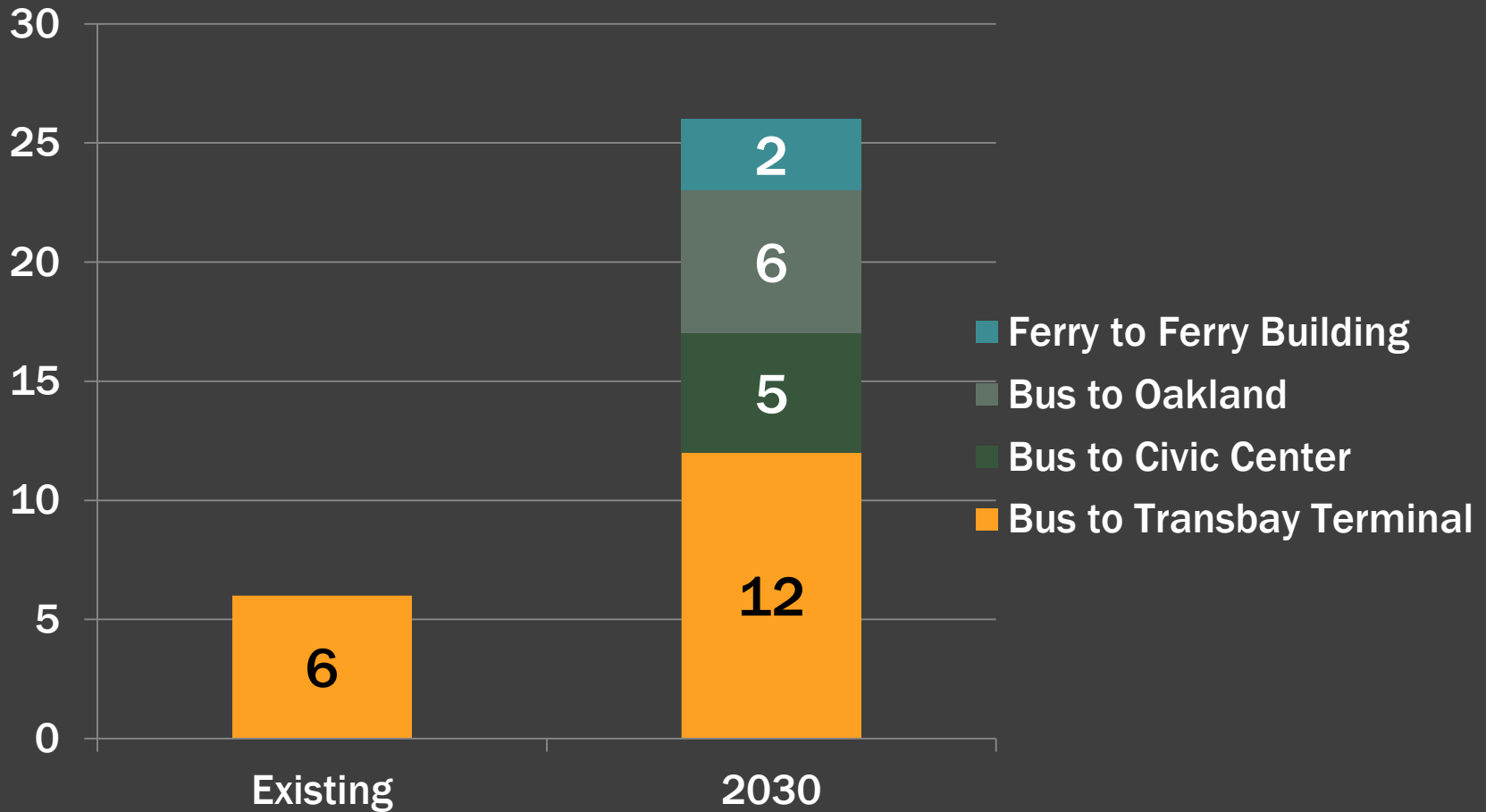


# Treasure Island Will Be Among SF's Most Transit-Rich Neighborhoods



BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

*Transit departures from Treasure Island, peak hour*



# Transportation Policy Questions

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



**“What will it take”  
for the Program to  
meet its long-term  
(2030) goals?**

## Congestion Toll Policy for Buildout Year

- Approximate toll amount
- Policy for adjusting toll amount
- Hours of operation
- Affordability program

**How should the  
program be phased  
in (starting 2019)?**

## Congestion Toll, First 5 Years (2019–2023)

- Toll amount pre-ferry service
- Toll phasing
- Affordability program phasing

# Transportation Policy Questions

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## Transit & Shuttle Service

- Transit pass features
- Fare levels
- New service phasing

## Other Transportation Issues

- Car and bike share locations
- Parking policies
- Bay Bridge toll policy



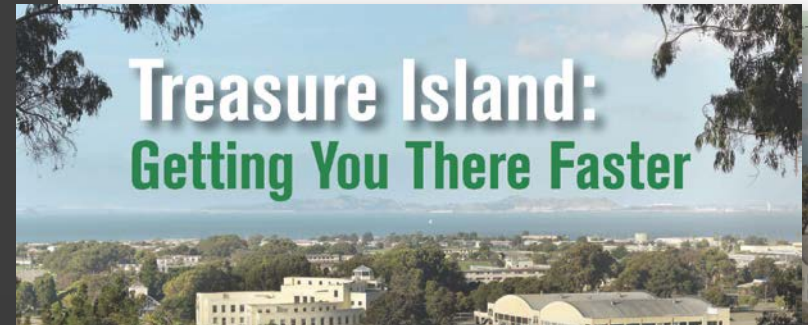
# Survey of Current Residents' Needs

SURVEY OVERVIEW > KEY FINDINGS > NEXT STEPS



- ▶ Survey hosted online in Chinese, English, Spanish
- ▶ Surveys in person
  - ▶ Door-to-door (three languages)
  - ▶ Food pantry visits
  - ▶ Muni 108 stops
- ▶ Surveys collected by our partners
  - ▶ TIHDI
  - ▶ Swords to Plowshares
  - ▶ Community Housing Partnership
- ▶ Responses still accepted, visit [www.timma.org](http://www.timma.org)

TREASURE ISLAND MOBILITY MANAGEMENT | HOME



## THE FUTURE OF TREASURE ISLAND

New ferry service to San Francisco?  
More frequent buses? Bike-sharing?  
What would you like to see on  
Treasure Island?

Help shape the future of Treasure  
Island by telling us about your travel  
patterns, transit issues you currently  
face, and the new transit options  
you'd most like to see in the future.

Go online today to participate  
in a brief island-wide survey at:  
[www.TIMMA.org](http://www.TIMMA.org).

This survey is provided by the Treasure Island  
Mobility Management Agency (TIMMA).  
For more information, visit [www.TIMMA.org](http://www.TIMMA.org)  
or call (415) 593-1655.

### POTENTIAL TRANSPORTATION IMPROVEMENTS

- New ferry service
- Increased Muni service  
New AC Transit service  
Free island-wide shuttle
- Bike share
- Car share



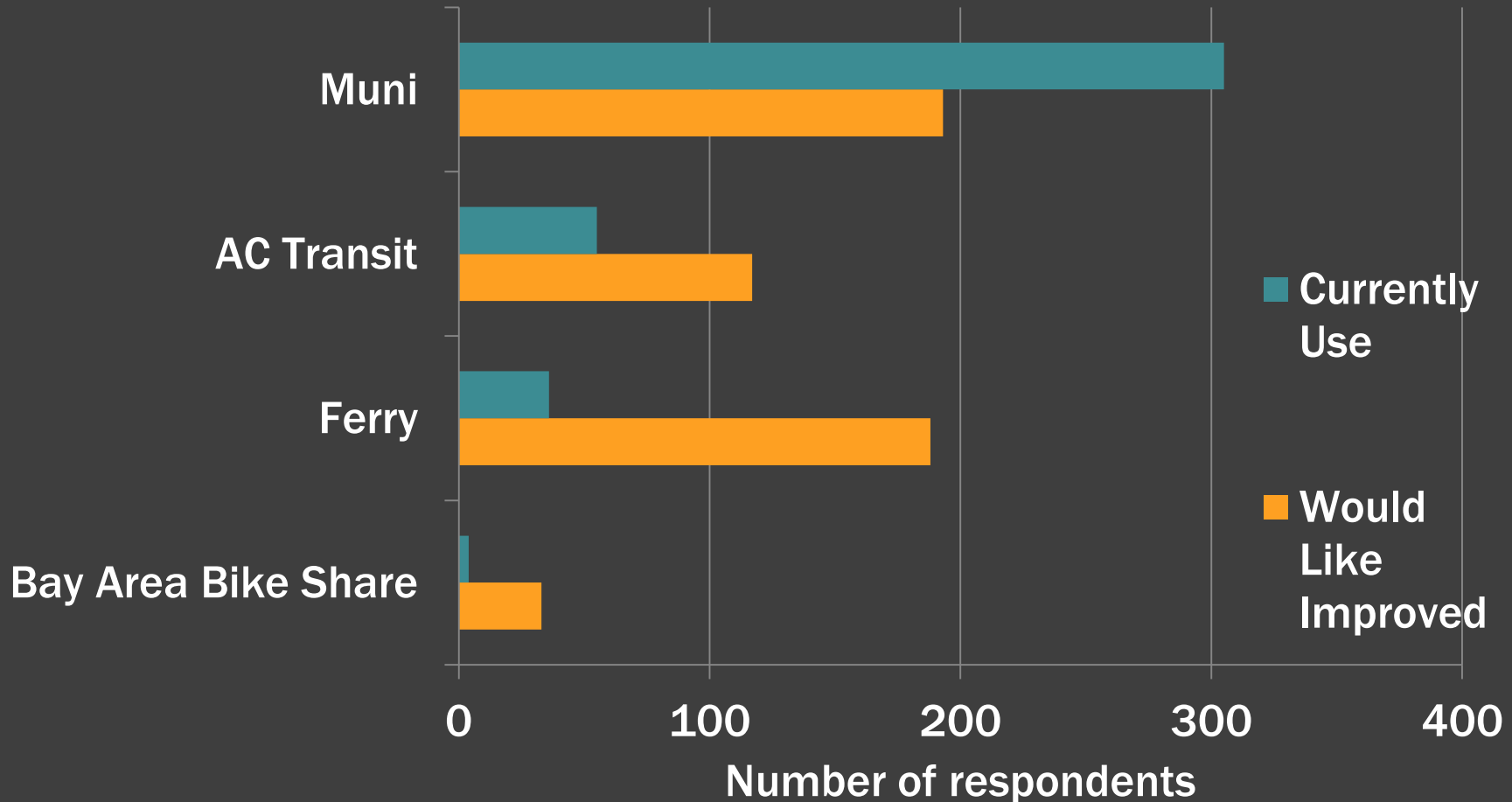
# Needs of Current TI Residents

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



*Which services do you use now?*

*To which service would you most like to see improvements?*



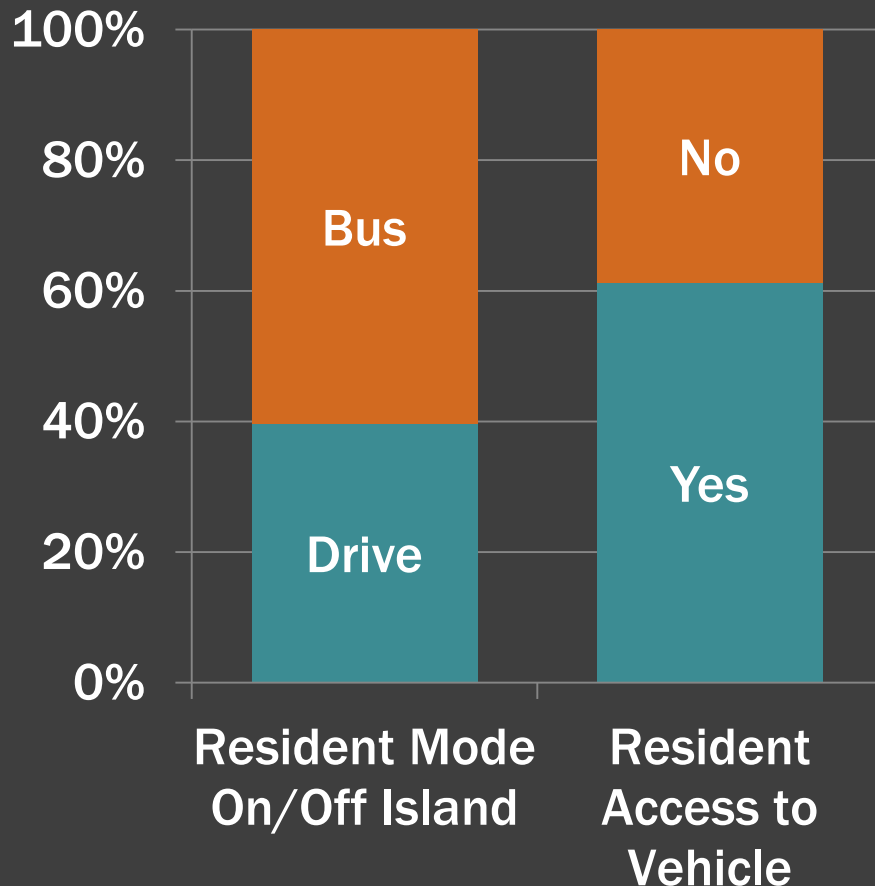
# Needs of Current TI Residents

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



*What's the easier way for you to get to and from Treasure Island today?*

*What do you like least about driving?*



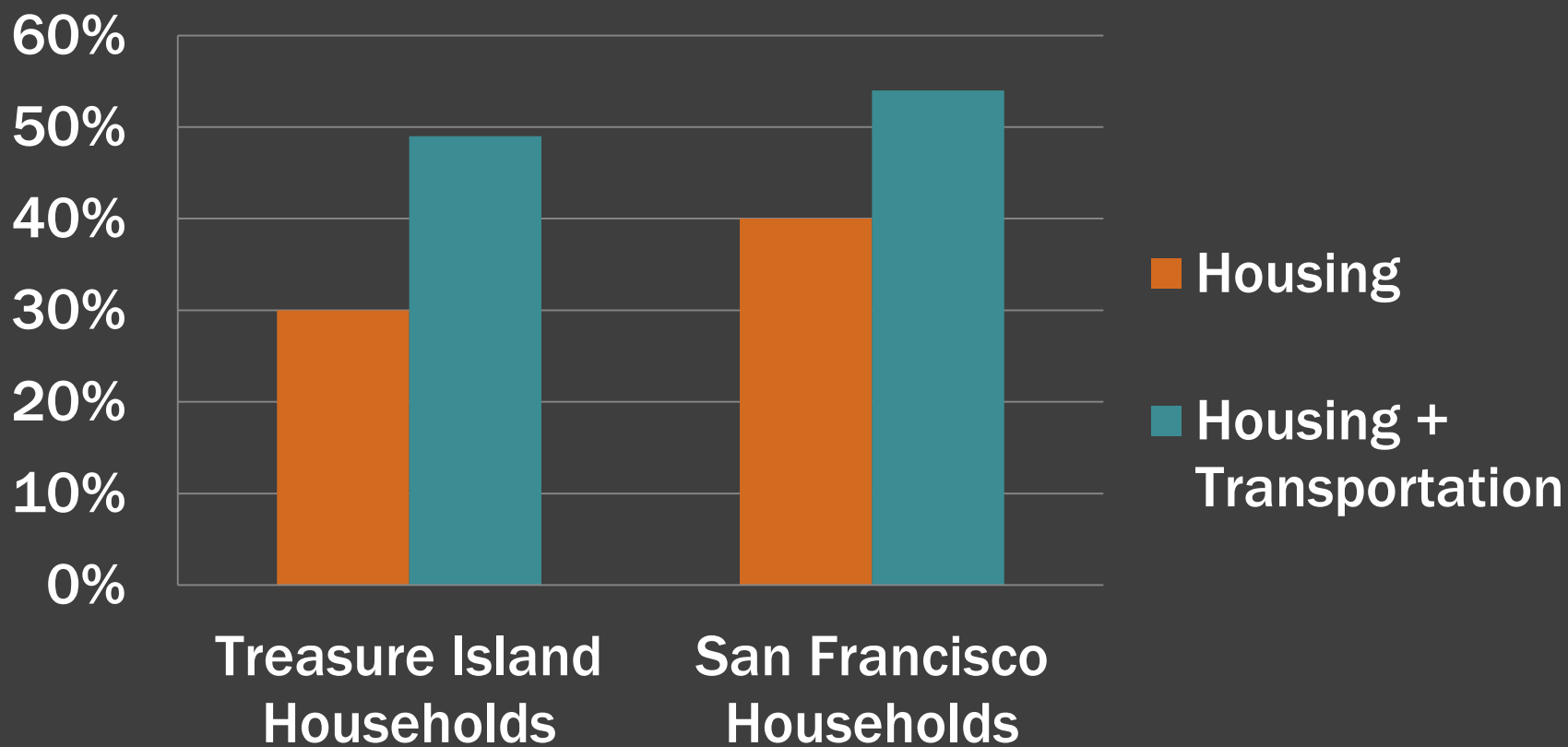
- ▶ Congestion
- ▶ Cost of driving (vehicle, fuel)
- ▶ Finding parking

# Housing + Transportation Affordability for Low Income Households



BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

## Average Share of Income Spent on Housing + Transportation

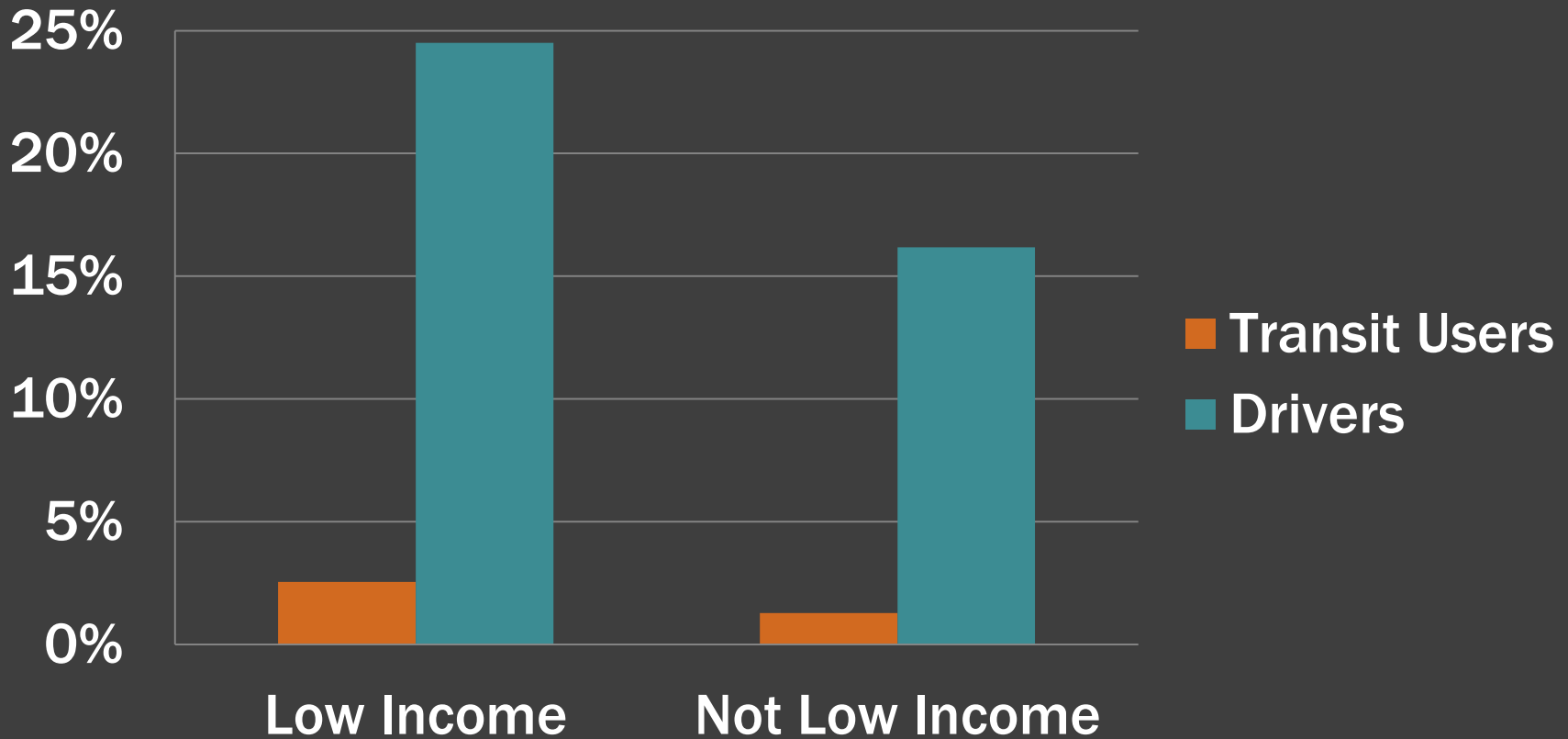


# Driving and Transit: Out-Of-Pocket Expenses for Users



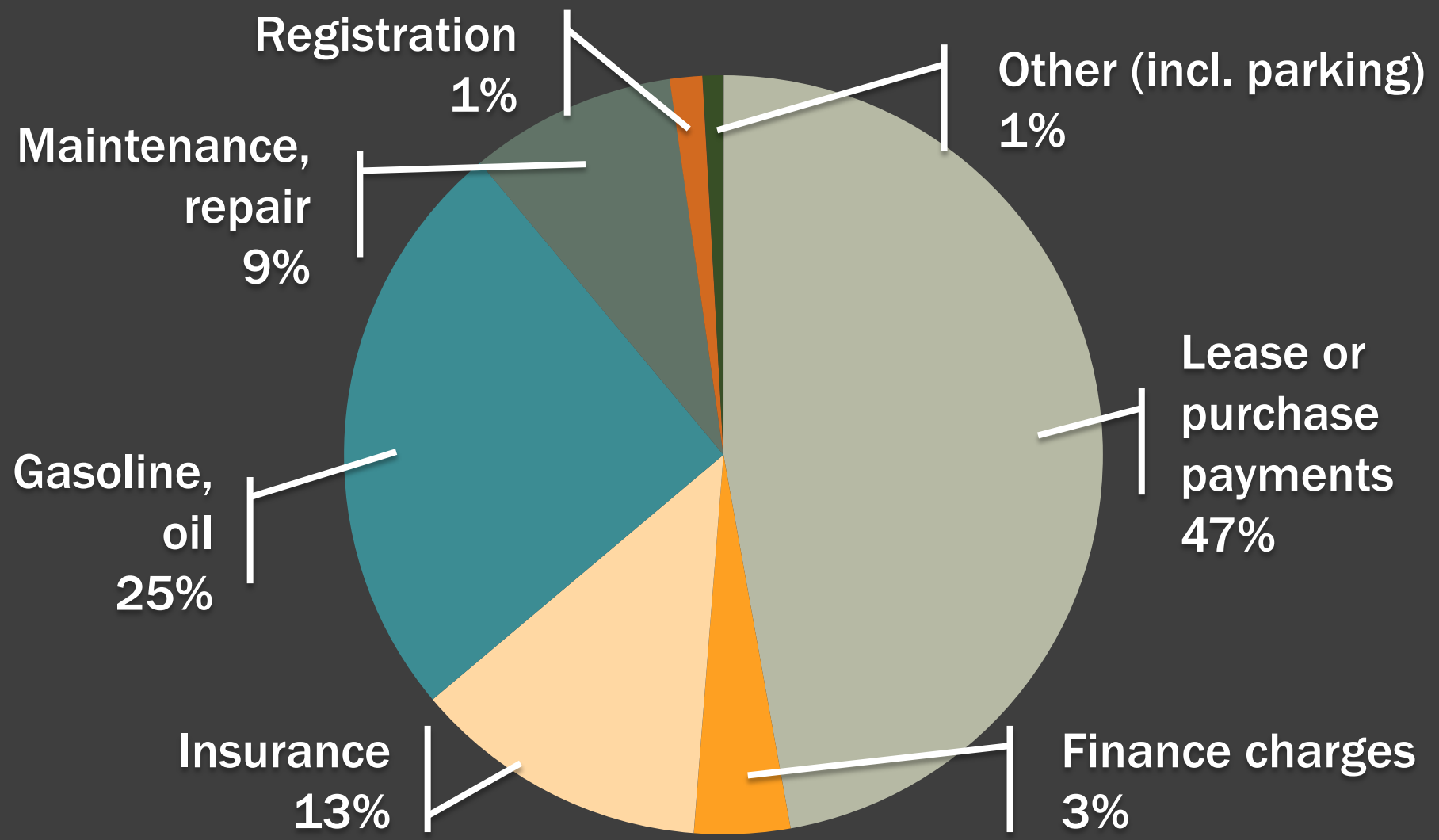
BACKGROUND AND GOALS > **POLICY ALTERNATIVES** > PERFORMANCE > OUTREACH

## Spending on Transit and on Driving as a Share of Total Income, California Households



# Breakdown of Driving Costs Low Income California Households

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



Source: Transportation Spending by Low Income Households, Public Policy Institute of California, 2004

# Recommended Toll Policy

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## How much?

Before ferry service begins: ~\$3/\$1 peak/off peak  
With ferry service: ~\$5/\$3 peak/off peak  
Adjusted annually, based on transit cost

## When?

7 days a week during transit core service hours  
(e.g., 6AM-10PM)

## Which ways?

On & off  
Westbound Bay Bridge drivers receive toll credit

## Who is exempt?

Transit, shuttles, vanpools, bicyclists, and pedestrians

## What are additional benefits?

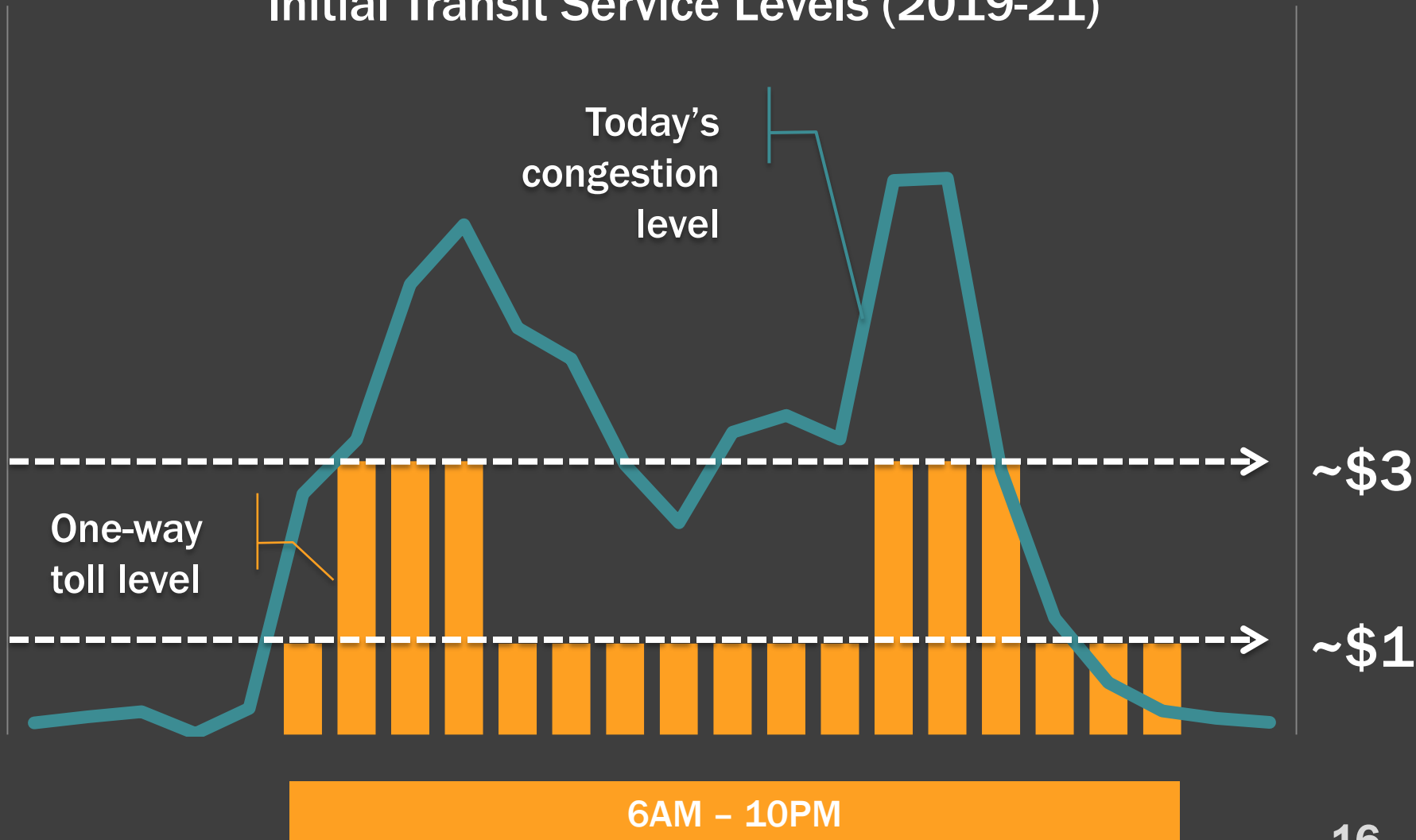
Multimodal “transit discount” for all households in below-market-rate (BMR) housing

# Approximate Toll Levels: 2019-2021

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## Approximate One-Way Toll Level to Support Initial Transit Service Levels (2019-21)



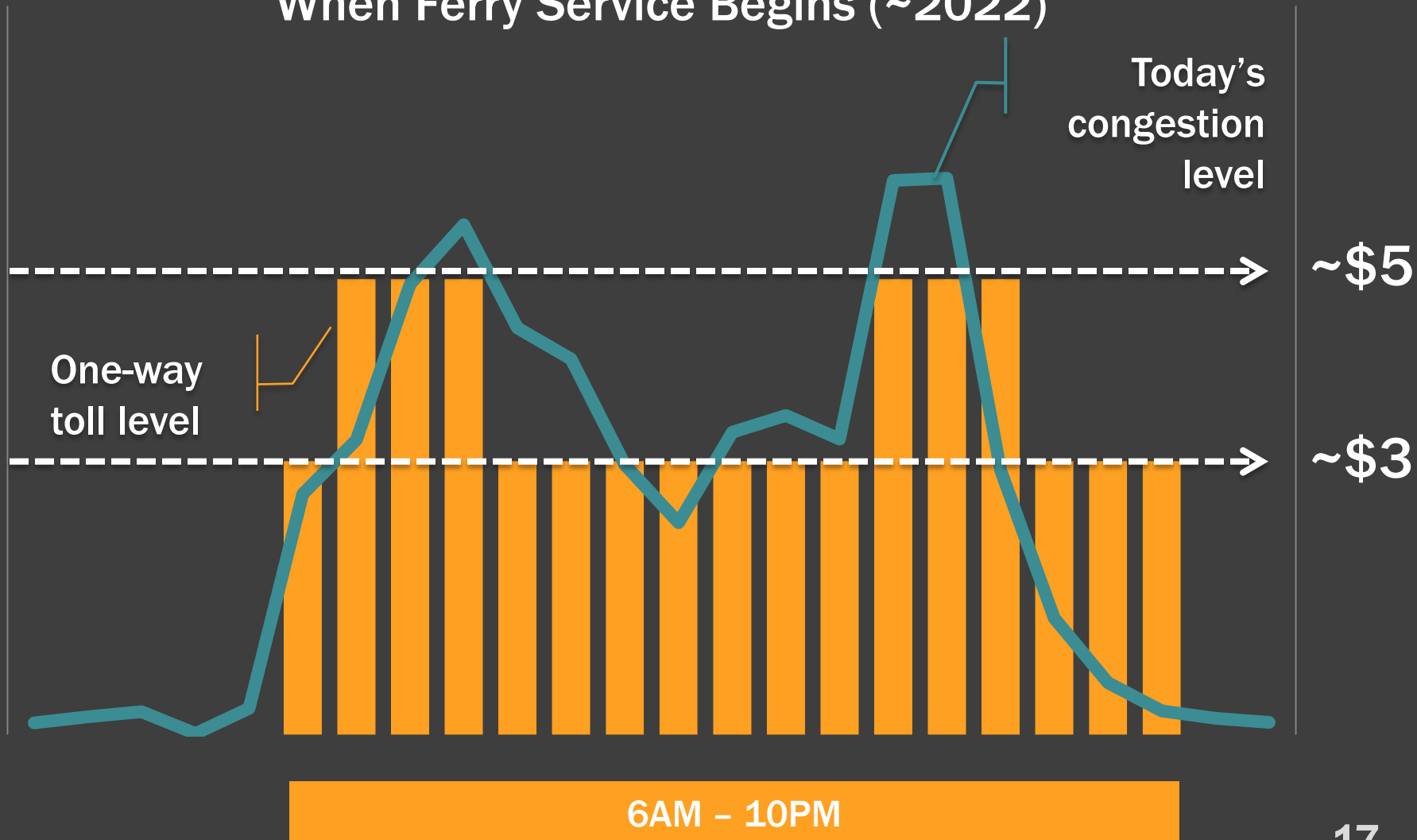


# Approximate Toll Levels: With Ferry

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## Approximate One-Way Toll Level When Ferry Service Begins (~2022)



# Recommended Toll Policy

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



Important to meet  
50% transit mode  
share requirement

How much?

Before ferry service begins: ~\$3/\$1 peak/off peak  
With ferry service: ~\$5/\$3 peak/off peak  
Adjusted annually, based on transit cost

When?

7 days a week during transit core service hours  
(e.g., 6AM-10PM)

Which ways?

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Who is exempt?

Transit, shuttles, vanpools, bicyclists, and  
pedestrians

What are additional  
benefits?

Multimodal “transit discount” for all households in  
below-market-rate (BMR) housing

# Recommended Toll Policy

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



**Important to raise sufficient revenue**

**How much?**

Before ferry service begins: ~\$3/\$1 peak/off peak

With ferry service: ~\$5/\$3 peak/off peak

Adjusted annually, based on transit cost

**When?**

7 days a week during transit core service hours (e.g., 6AM-10PM)

**Which ways?**

On & off

Westbound Bay Bridge drivers receive toll credit

**Who is exempt?**

Transit, shuttles, vanpools, bicyclists, and pedestrians

**What are additional benefits?**

Multimodal “transit discount” for all households in below-market-rate (BMR) housing

# Affordability Options

## Scenario C: Toll Discount

BACKGROUND AND GOALS > POLICY ALTERNATIVES > **PERFORMANCE** > OUTREACH



Muni buses  
every 3.5  
minutes

Free  
on-island  
shuttle

AC Transit  
buses every  
10 minutes

Ferry service  
to SF every  
25 minutes



**Discounted  
toll level for  
lowest  
income  
HHs\***

*\* E.g., half the regular toll. Limited to residents who qualify for a Muni Lifeline transit pass*

# Affordability Options

## Scenario D: Transit Discount

BACKGROUND AND GOALS > POLICY ALTERNATIVES > **PERFORMANCE** > OUTREACH



Muni buses  
every 3.5  
minutes

Free  
on-island  
shuttle

AC Transit  
buses every  
10 minutes

Ferry service  
to SF every  
20 minutes

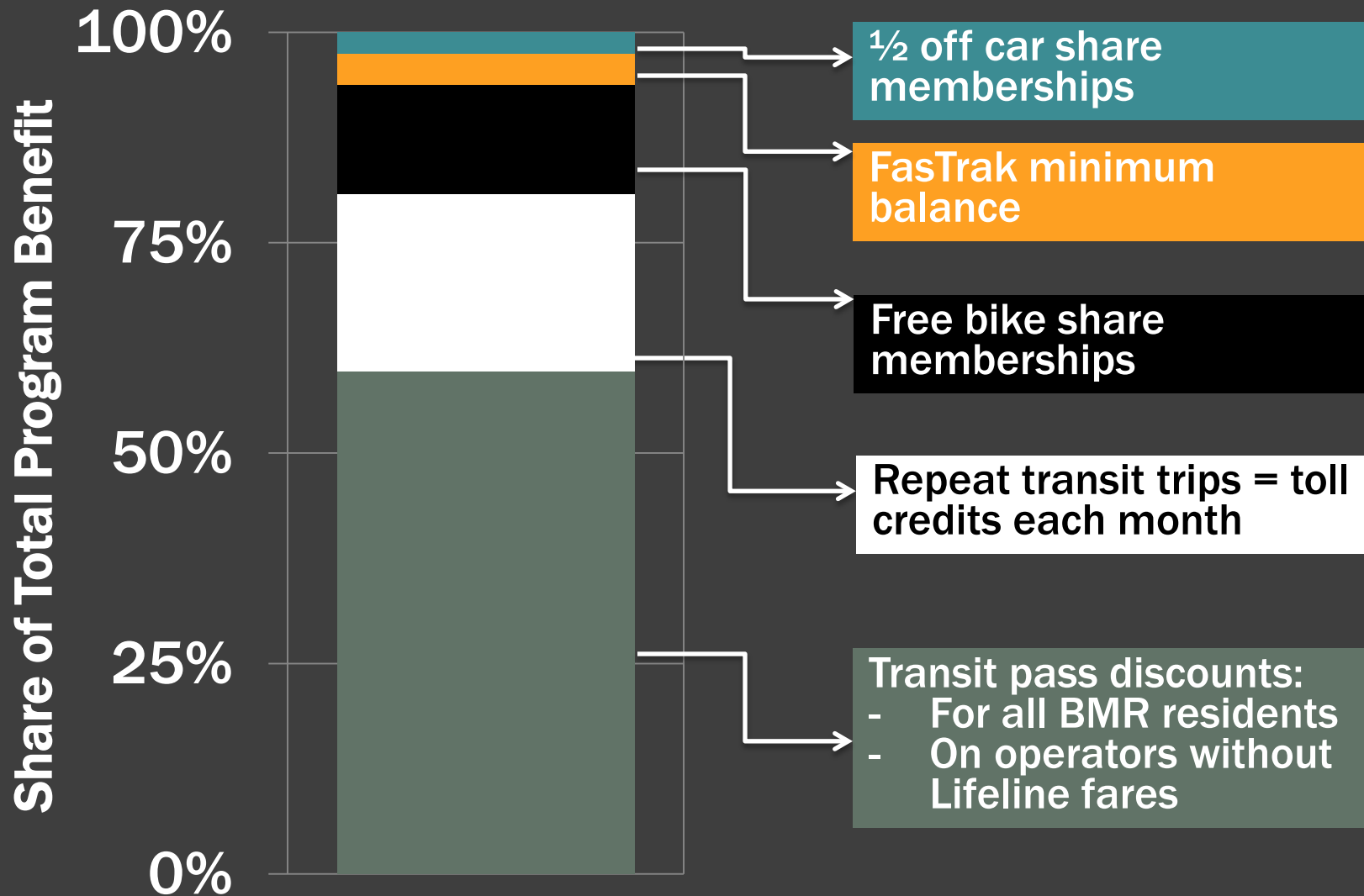


Add transit  
& carshare  
benefits /  
discounts  
for all HHs  
in BMR\*  
units

*\*Below Market Rate*

# Potential Transit Discount Benefits

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



# Transit Discount Recommended Rather Than Toll Discount



BACKGROUND AND GOALS > POLICY ALTERNATIVES > **PERFORMANCE** > OUTREACH

## Transportation Performance

- Benefits the >50% of low income residents who use mainly use transit
- Will result in a higher transit mode share and fewer vehicle miles traveled

## Financial Performance

- Covers costs
- Funds additional benefits for all households in BMR units

## Affordability Performance

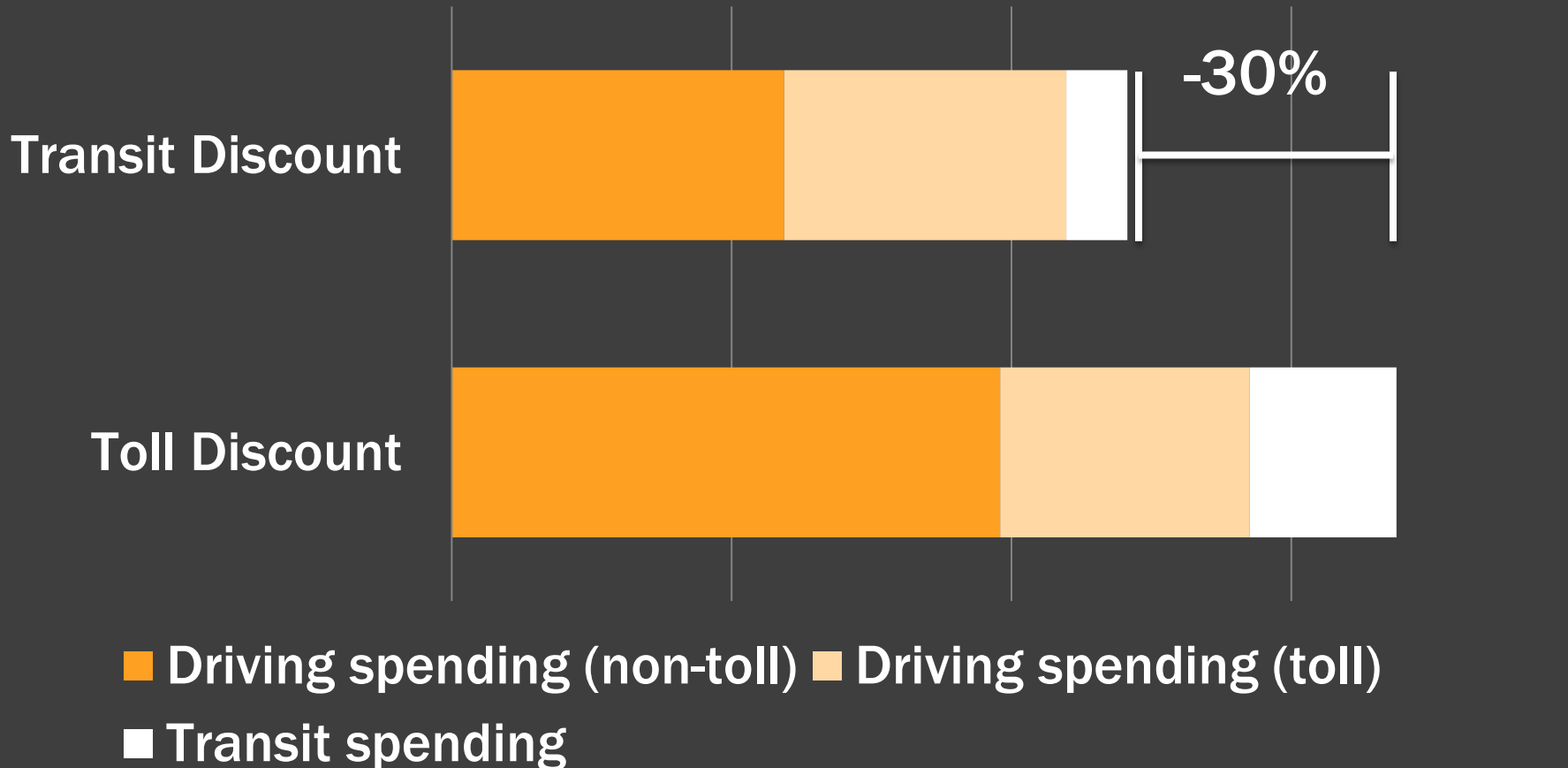
- Lowest transportation costs for low income households
- Benefits double the people

# Affordability Performance

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## Projected Transportation Spending, Low Income TI Residents



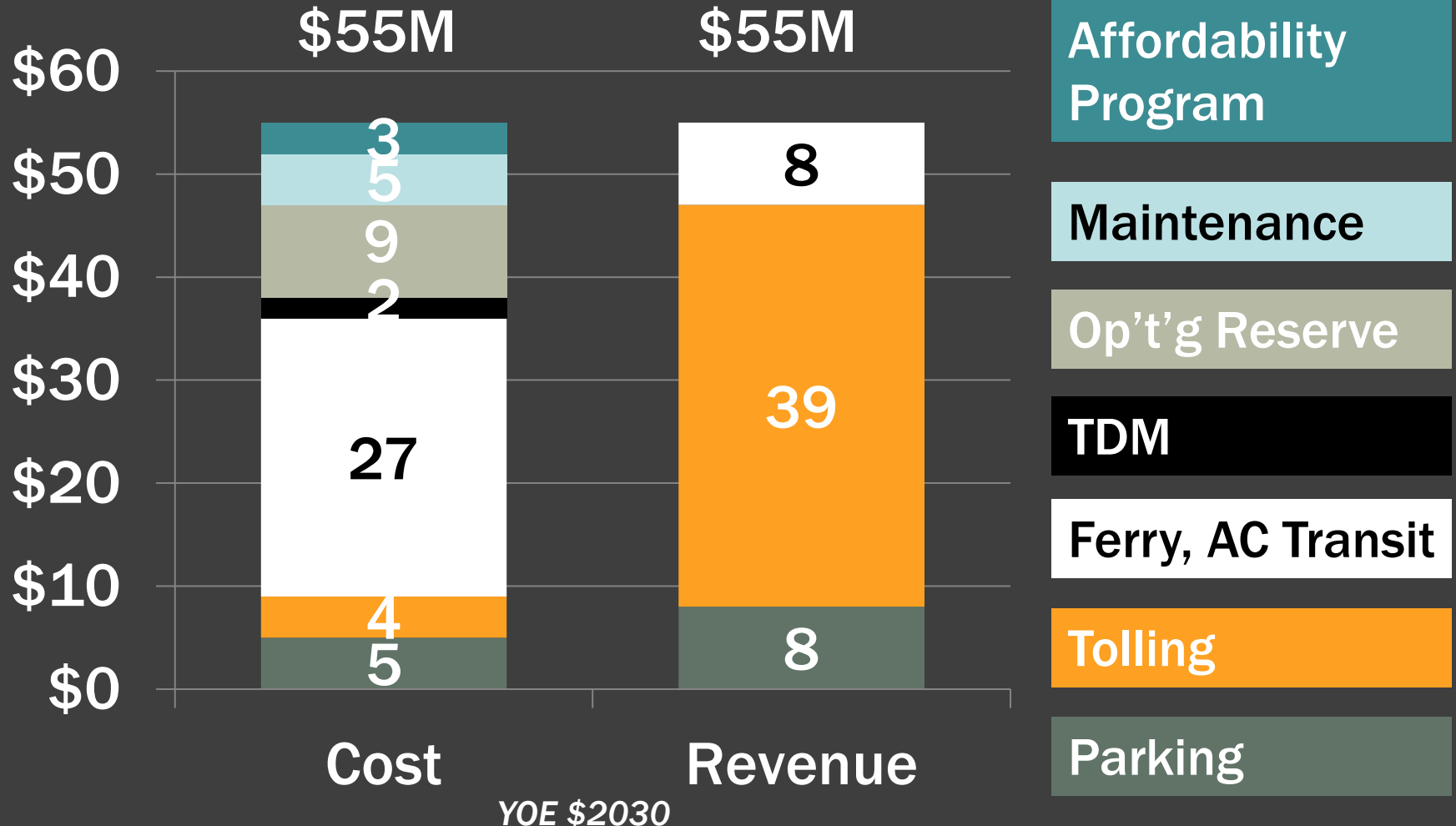


# Financial Performance

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



Mobility Program Annual Operating Cost, in Millions, 2030



YOE \$2030

# Outreach & Next Steps

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH



## July

- Focus groups with housing providers, residents, businesses
- Food pantry tabling
- July 15 Community Meeting

## August

- Spanish and Chinese language outreach
- Additional Community Meeting
- Additional business outreach

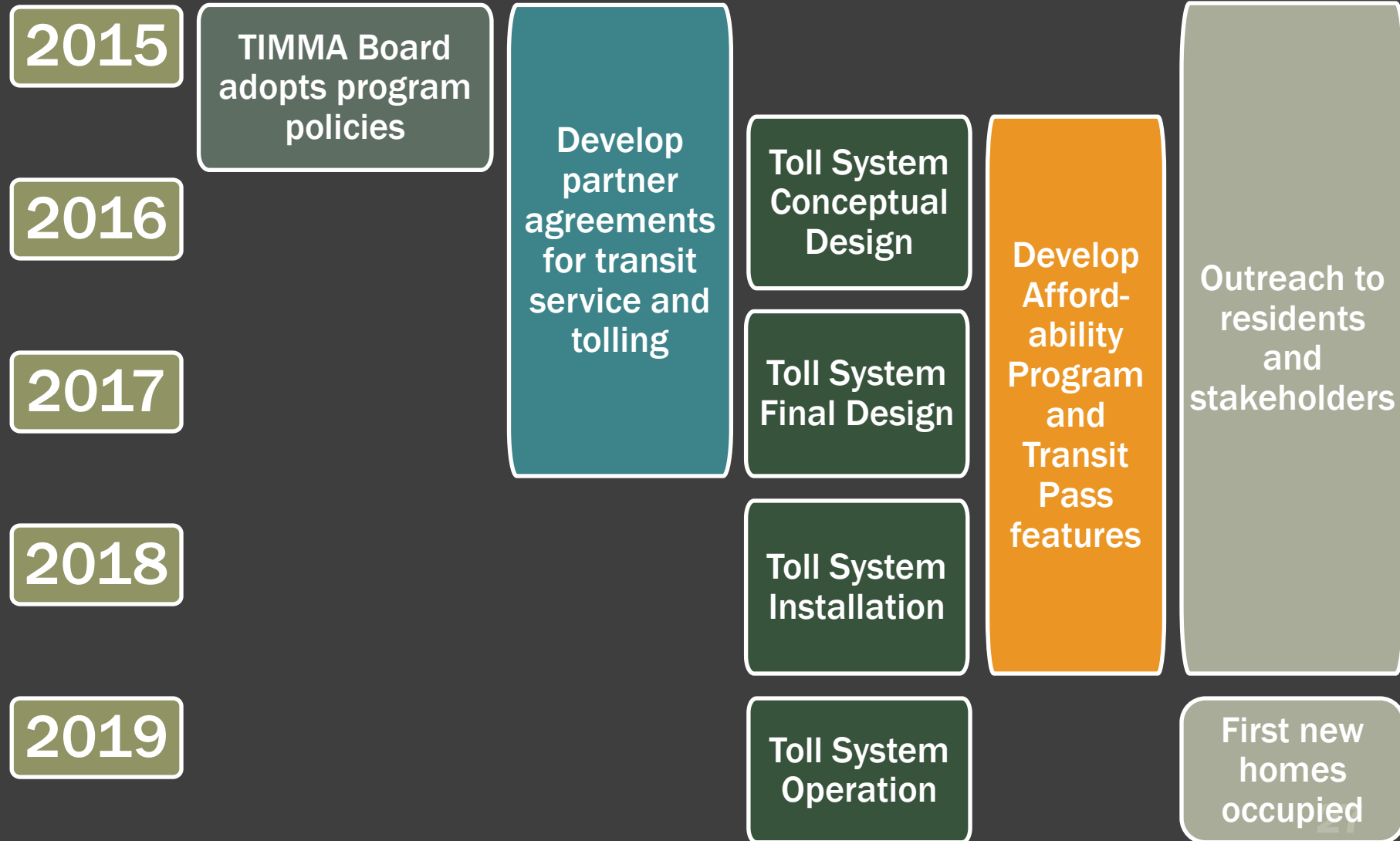
## Sept

- Refine policy proposals based on outreach feedback

# TI Mobility Program Implementation Timeframe



BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > **OUTREACH**



Thank you!

Contact: [Rachel.hiatt@sfcta.org](mailto:Rachel.hiatt@sfcta.org),  
Principal Transportation Planner  
415.522.4809  
[www.timma.org](http://www.timma.org)



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY