

# AGENDA

<p style="text-align: center;"><b>TREASURE ISLAND MOBILITY MANAGEMENT AGENCY</b> <b>Committee Meeting Notice</b></p>
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**Date:** Thursday, July 30, 2015; 11:00 a.m.  
**Location:** Committee Room 263, City Hall  
**Commissioners:** Kim (Chair), Christensen (Vice Chair), and Wiener

**Clerk: Steve Stamos**

**Page**

1. **Roll Call**
2. **Progress Update on the Treasure Island Mobility Management Program Policy Development – INFORMATION\*** 3

On April 1, 2014, the San Francisco Board of Supervisors approved a resolution designating the Transportation Authority as the Treasure Island Mobility Management Agency (TIMMA). The purpose of TIMMA, as set forth in the Treasure Island Transportation Management Act of 2008 (State Assembly Bill 981), is to implement the Treasure Island Transportation Implementation Plan (TITIP) in support of the Treasure Island/Yerba Buena Island Development Project. The TITIP, adopted in 2011, calls for a comprehensive, integrated program to manage travel demand on the Island as it develops. This innovative approach to mobility includes a complimentary package of strategies and services including required purchase of transit vouchers by residents, parking fees, and a multimodal congestion pricing program that applies motorist user fees to support enhanced and new bus, ferry, and shuttle transit, as well as bicycle sharing, to reduce the traffic impacts of the project. The objective of the underway policy studies is to recommend congestion pricing policies for Treasure Island based on demand forecasting, financial analysis and stakeholder input. The purpose of this item is to provide the Committee with an update on the progress of the policy analysis and to seek input and guidance.
3. **Introduction of New Items – INFORMATION**

During this segment of the meeting, Board members may make comments on items not specifically listed above, or introduce or request items for future consideration.
4. **Public Comment**
5. **Adjournment**

\* Additional materials

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If a quorum of the TIMMA Board is present, it constitutes a Special Meeting of the TIMMA Board. The Clerk of TIMMA shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

Please note that the meeting proceedings can be viewed live or on demand after the meeting at [www.sfgovtv.org](http://www.sfgovtv.org). To know the exact cablecast times for weekend viewing, please call SFGovTV at (415) 554-4188 on Friday when the cablecast times have been determined.

The Legislative Chamber (Room 250) and the Committee Room (Room 263) in City Hall are wheelchair accessible. Meetings are real-time captioned and are cablecast open-captioned on SFGovTV, the Government Channel 26. Assistive listening devices for the Legislative Chamber are available upon request at the Clerk of the Board's Office, Room 244. Assistive listening devices for the Committee Room are available upon request at the Clerk of the Board's Office, Room 244 or in the Committee Room. To request sign language interpreters, readers, large print agendas or other accommodations, please contact the Clerk of TIMMA at (415) 522-4800. Requests made at least 48 hours in advance of the meeting will help to ensure availability.

The nearest accessible BART station is Civic Center (Market/Grove/Hyde Streets). Accessible MUNI Metro lines are the F, J, K, L, M, N, T (exit at Civic Center or Van Ness Stations). MUNI bus lines also serving the area are the 5, 6, 9, 19, 21, 47, 49, 71, and 71L. For more information about MUNI accessible services, call (415) 701-4485.

There is accessible parking in the vicinity of City Hall at Civic Center Plaza and adjacent to Davies Hall and the War Memorial Complex. Accessible curbside parking is available on Dr. Carlton B. Goodlett Place and Grove Street.

In order to assist TIMMA's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at all public meetings are reminded that other attendees may be sensitive to various chemical-based products. Please help TIMMA accommodate these individuals.

If any materials related to an item on this agenda have been distributed to the TIMMA Board after distribution of the agenda packet, those materials are available for public inspection at the Transportation Authority at 1455 Market Street, Floor 22, San Francisco, CA 94103, during normal office hours.

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code Sec. 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102; telephone (415) 252-3100; fax (415) 252-3112; website [www.sfethics.org](http://www.sfethics.org).

# Treasure Island Mobility Management Program

Preliminary Toll Policy Recommendations  
For Buildout Year (2030)  
TIMMA Committee



TREASURE ISLAND MOBILITY MANAGEMENT AGENCY  
July 30, 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  
Implemen-  
tation 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

Financial Viability

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

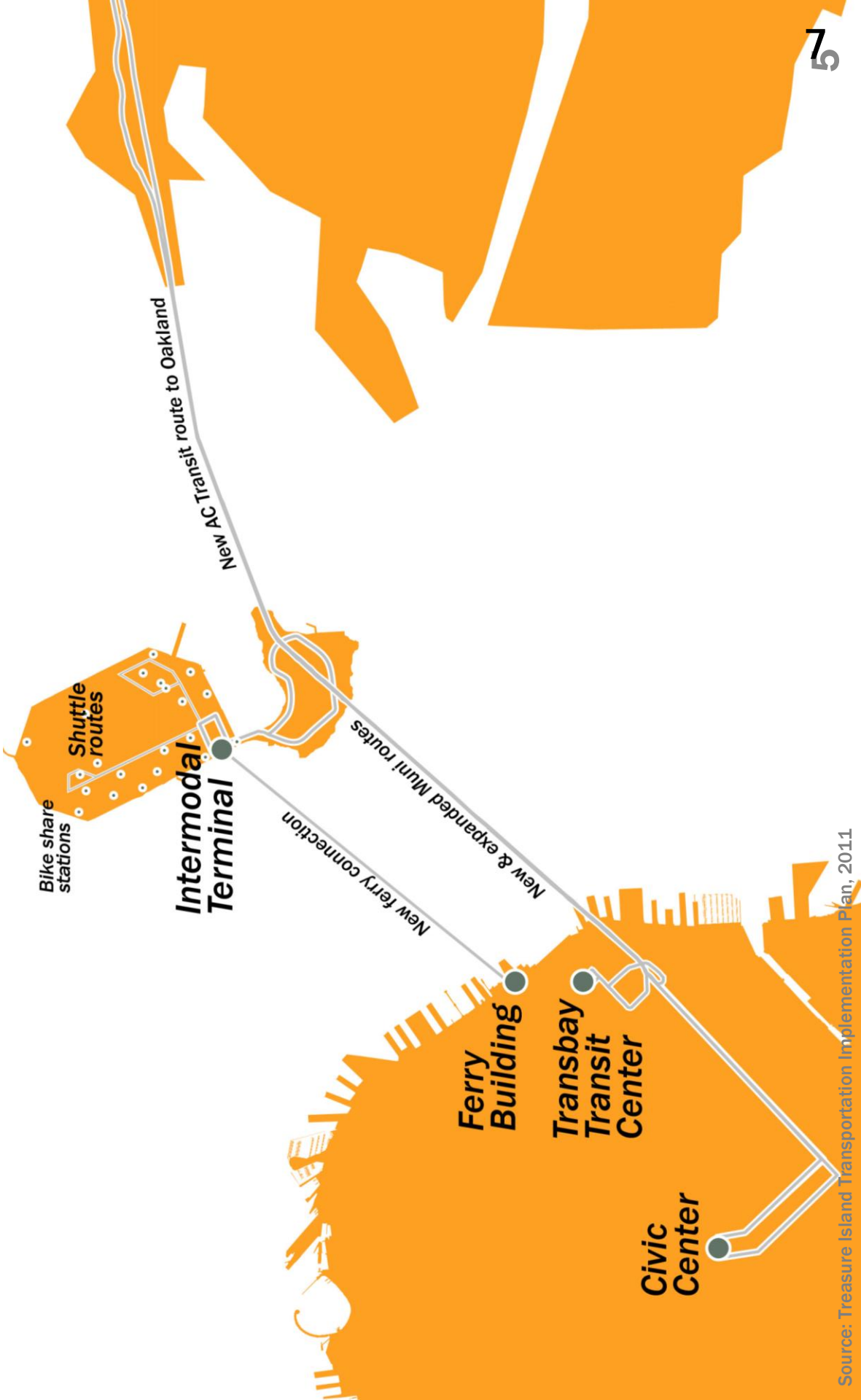
Car-Light Living

- 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

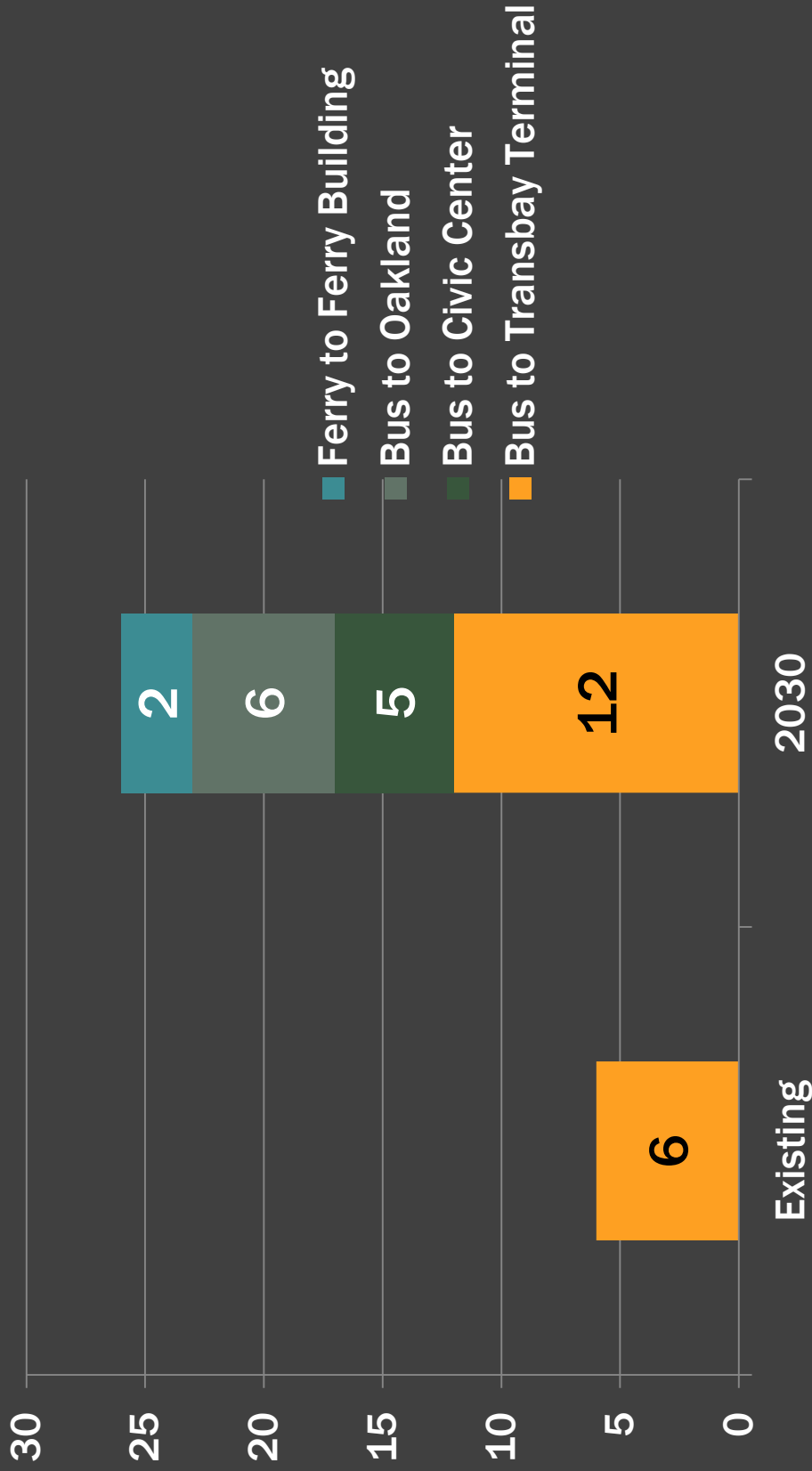


# Treasure Island Will Be Among SF's Most Transit-Rich Neighborhoods

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

## Treasure Island: Getting You There Faster

### 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

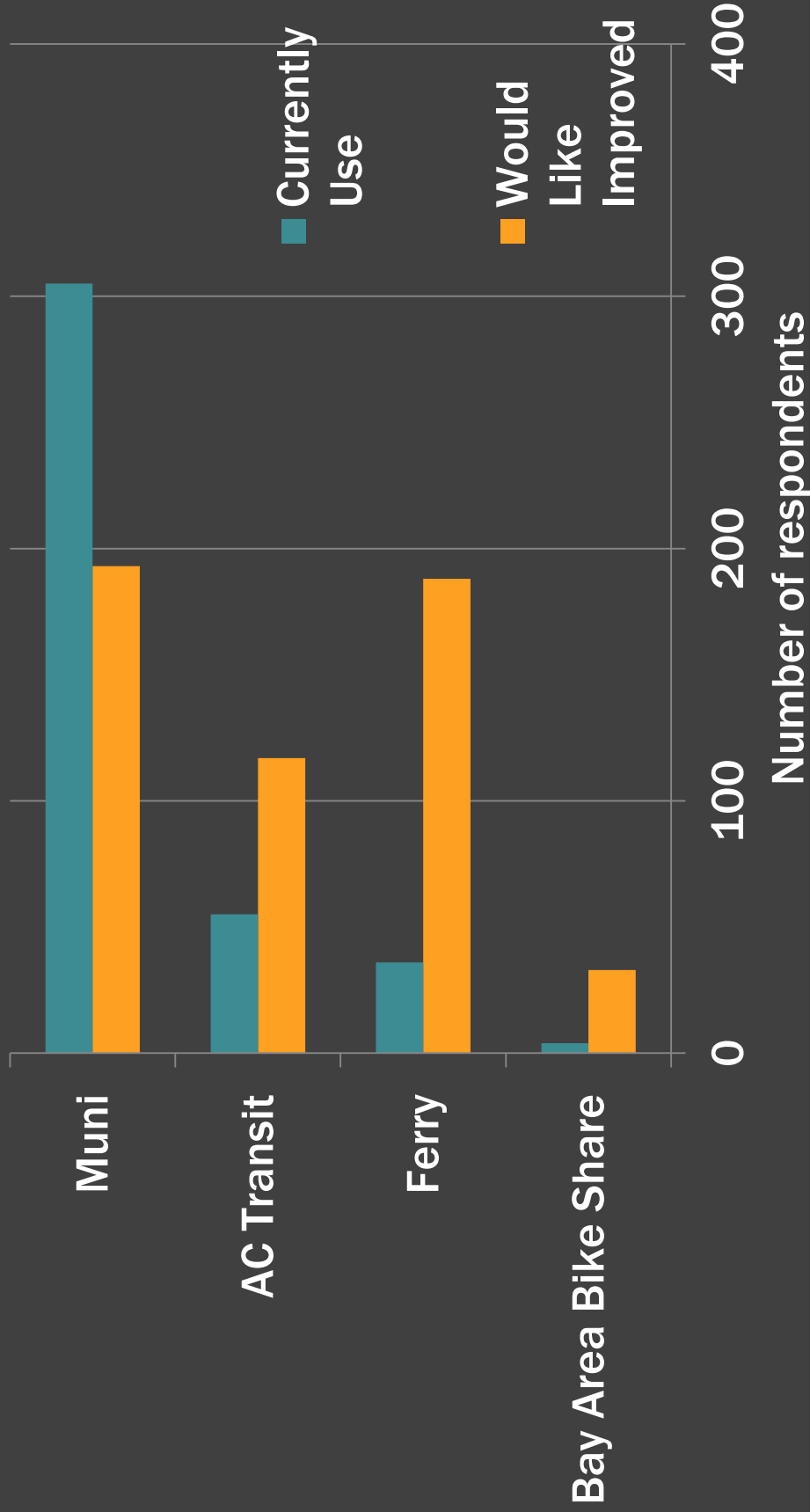
- ➡ New ferry service
- ➡ Increased Muni service
- ➡ New AC Transit service
- ➡ Free island-wide shuttle
- ➡ Bike share
- ➡ Car share



# 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?*

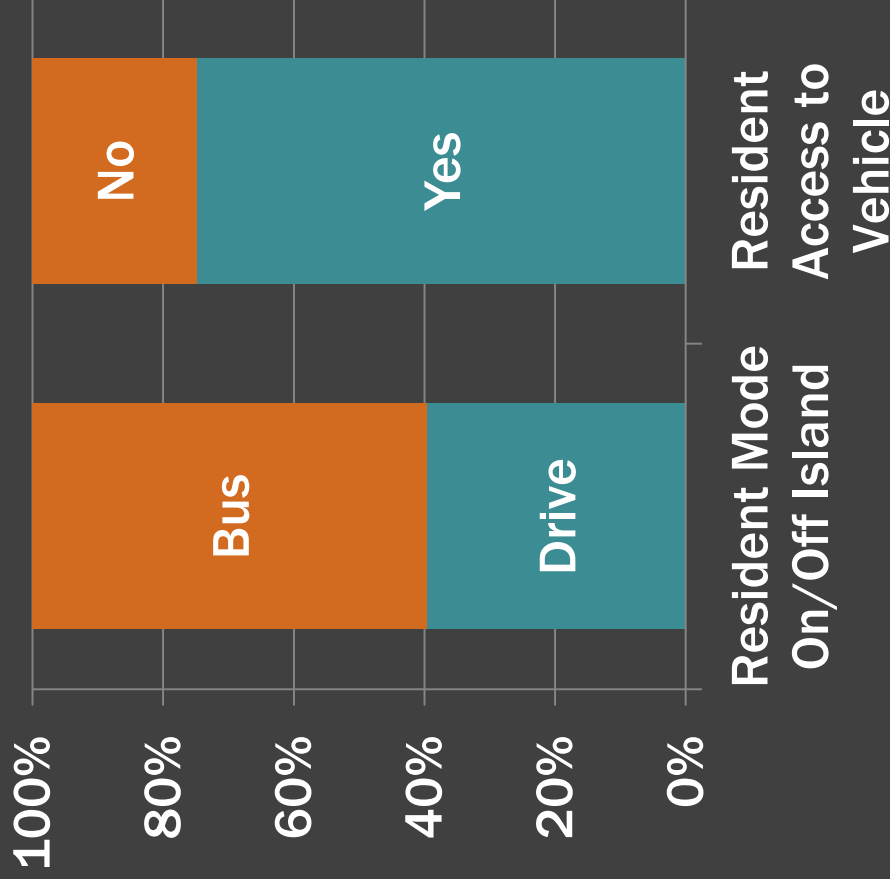


# Needs of Current TI Residents

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?*

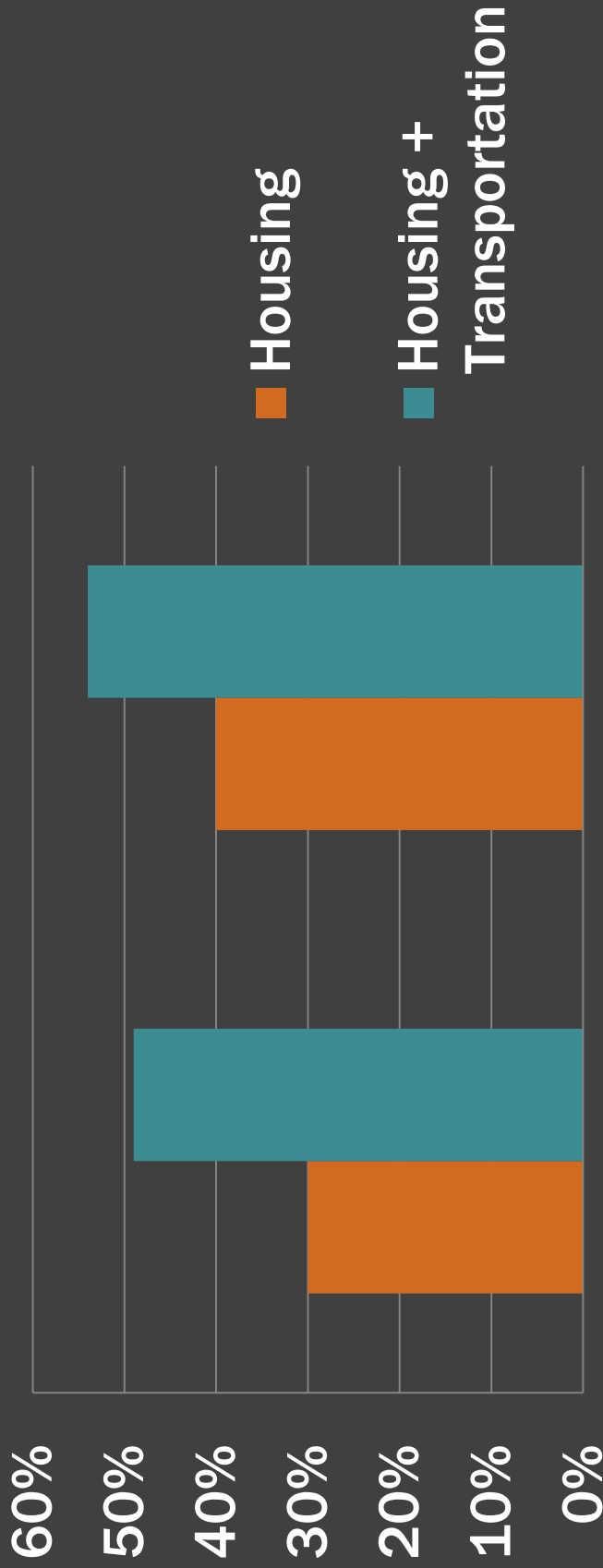
- ▲ Congestion
- ▲ Cost of driving (vehicle, fuel)
- ▲ Finding parking



# Housing + Transportation Affordability for Low Income Households

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

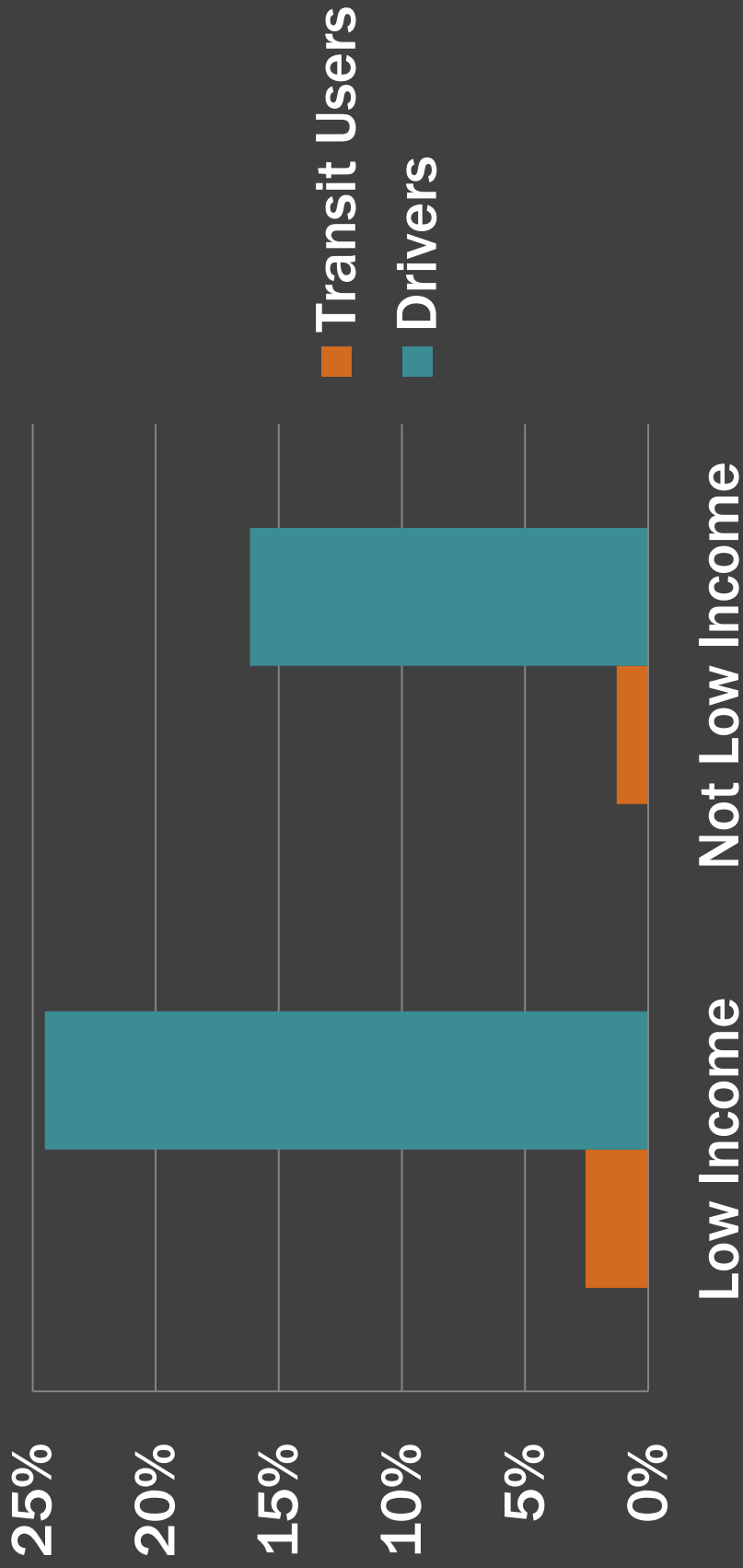
## Average Share of Income Spent on Housing + Transportation



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

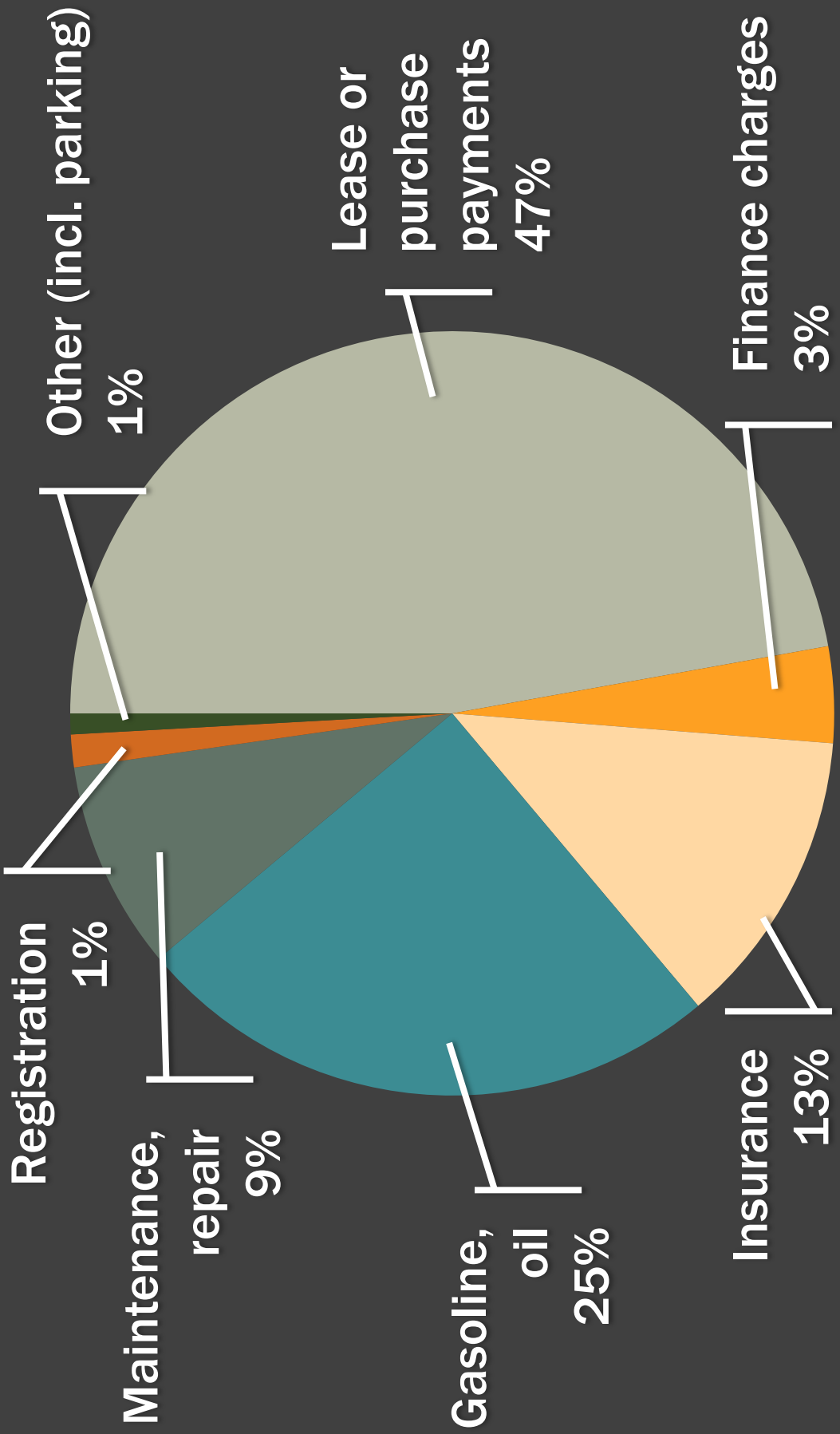
BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

## 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



# 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

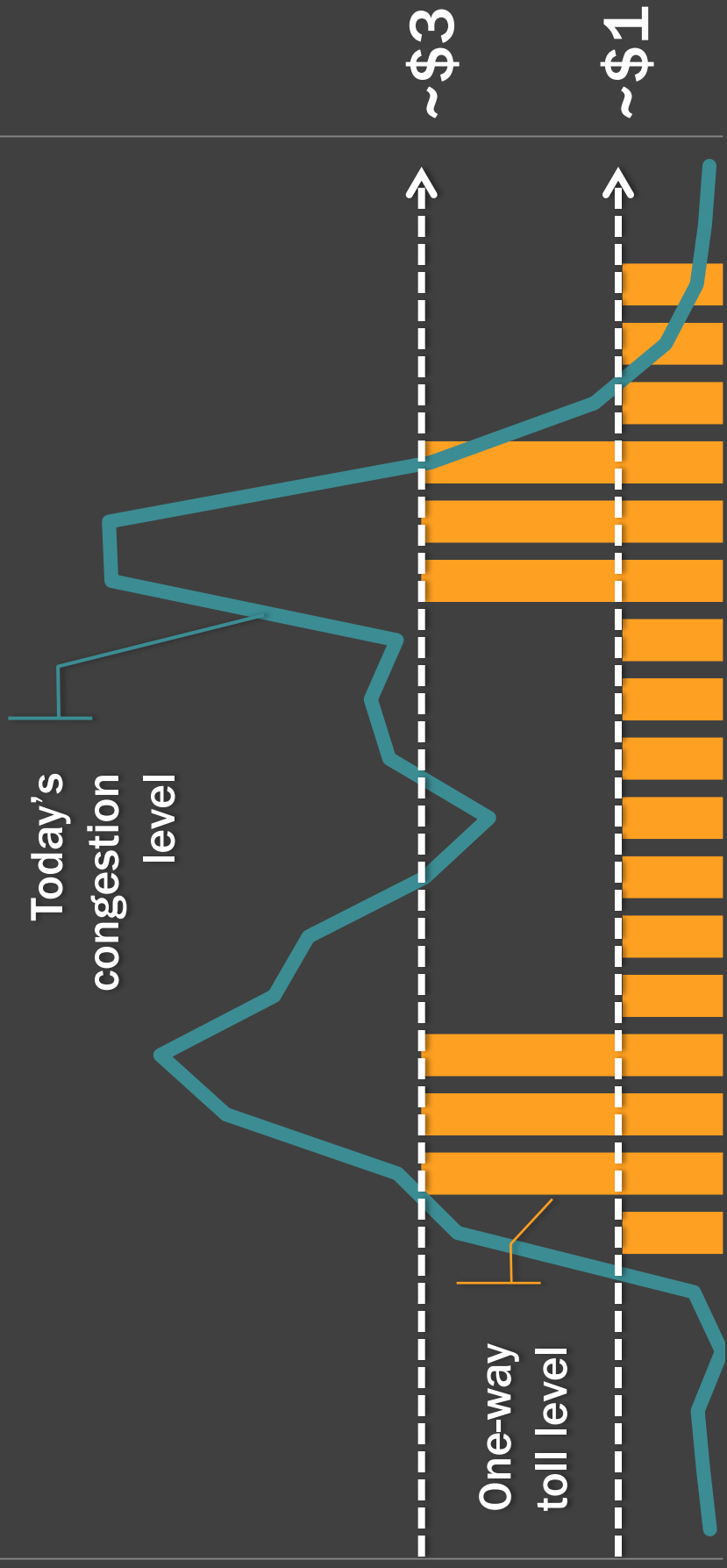
## What are additional benefits?

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)



6AM - 10PM





# Approximate Toll Levels: With Ferry

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

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

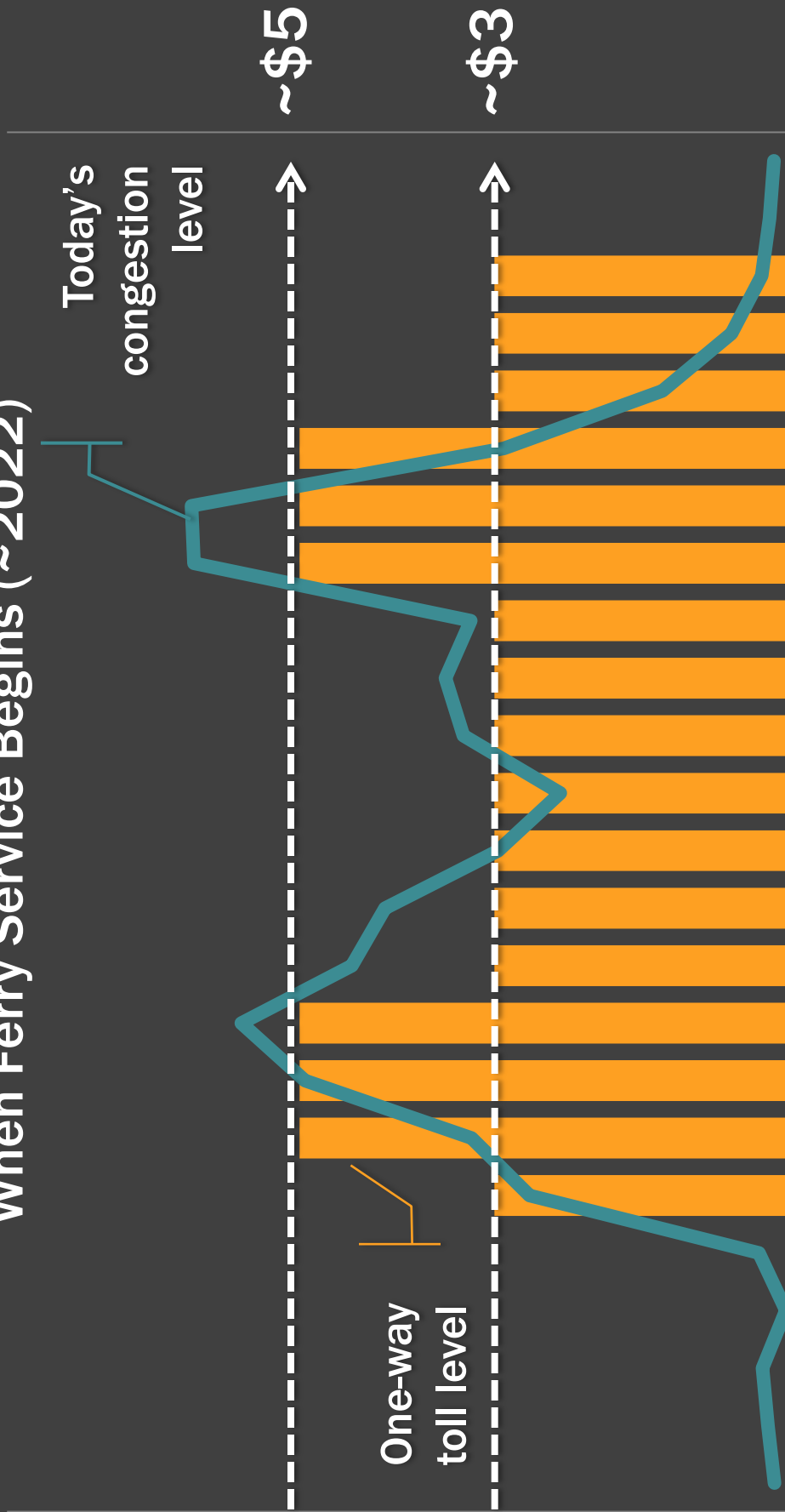
Today's  
congestion  
level

One-way  
toll level

~\$5

~\$3

6AM - 10PM



# 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?

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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 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 Multimodal 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

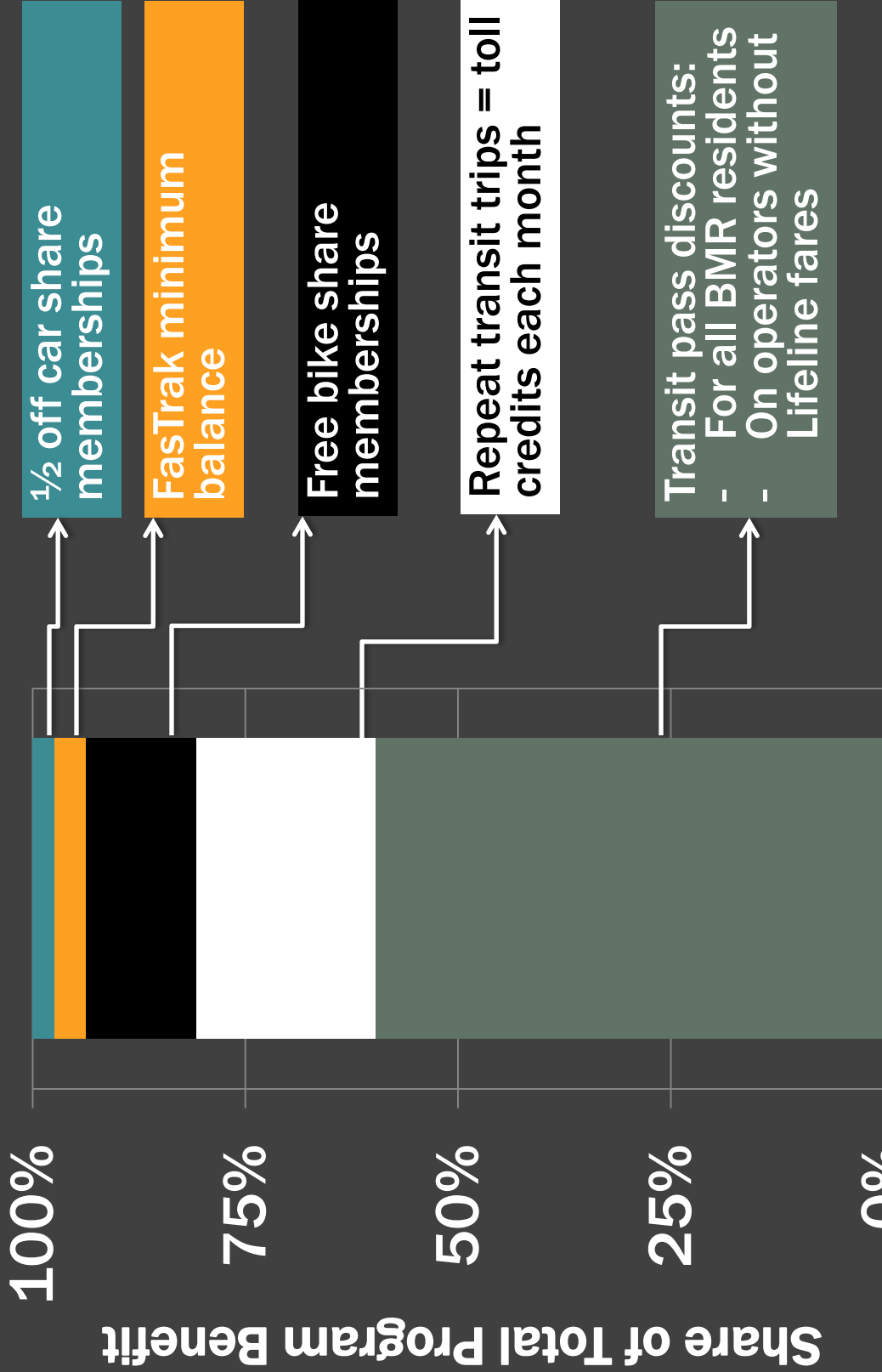


Add transit  
& carshare  
benefits /  
discounts  
for all HHs  
in BMR\*  
units



# 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

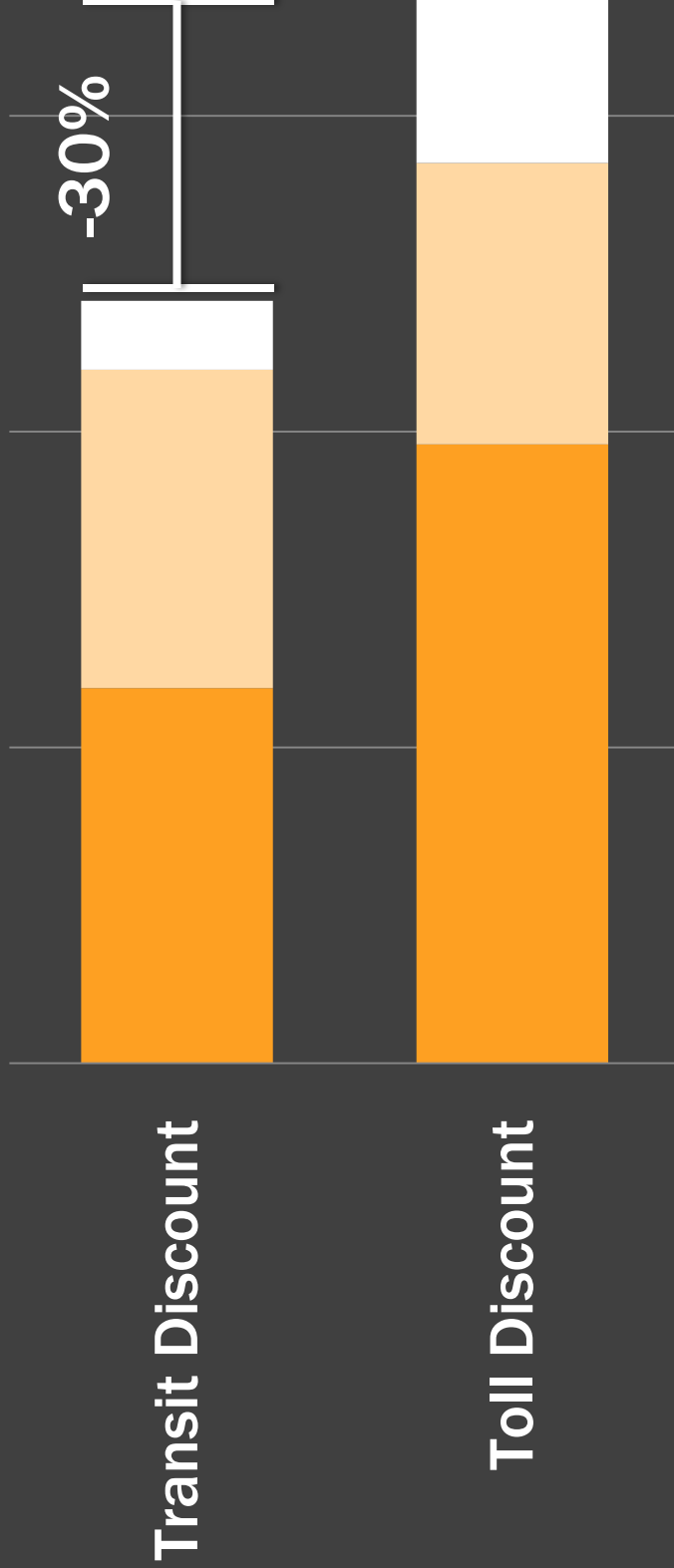
## Affordability Performance

- 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



- Driving spending (non-toll)
- Driving spending (toll)
- Transit spending

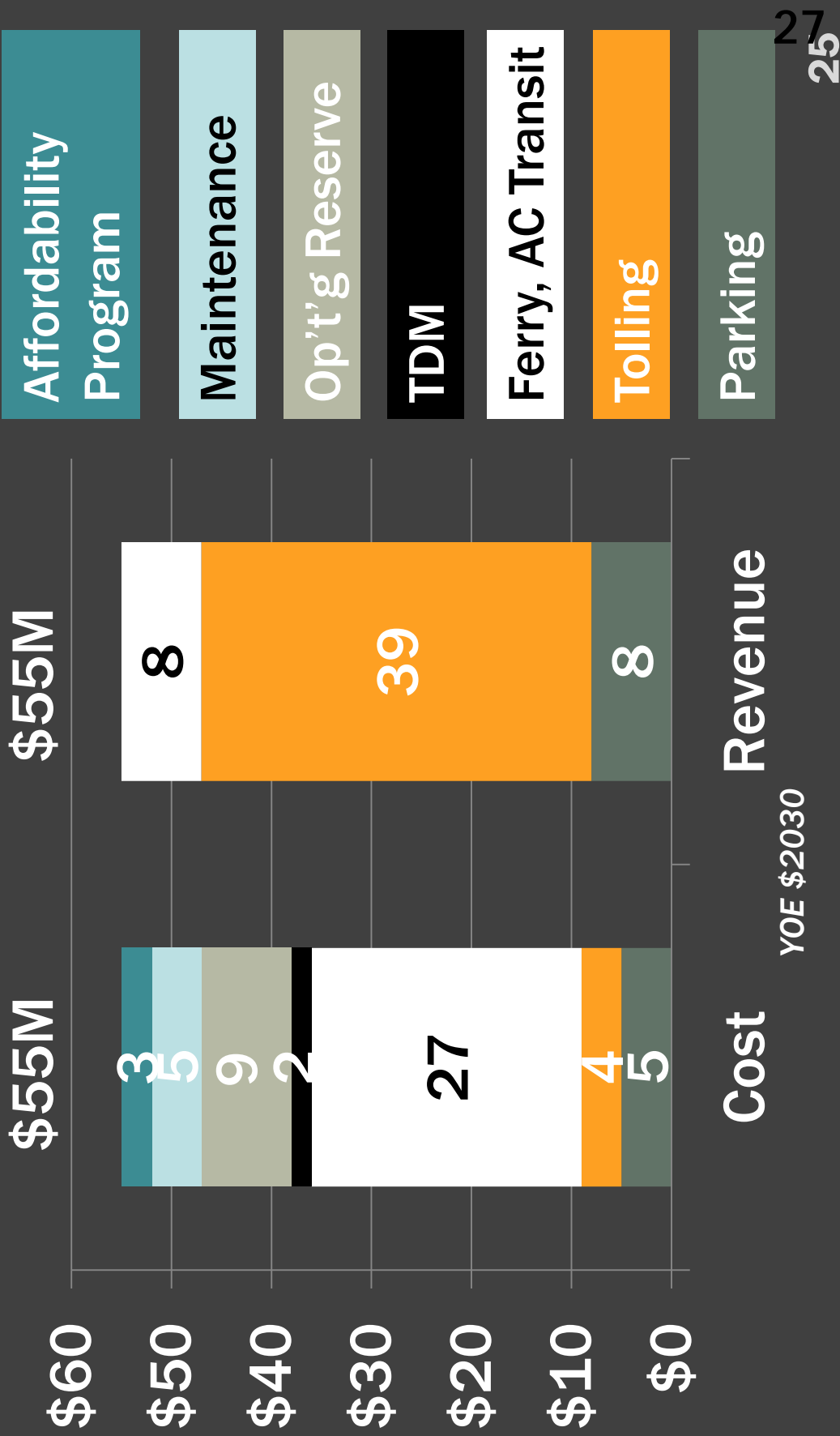


# Financial Performance

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 Timetable

BACKGROUND AND GOALS > POLICY ALTERNATIVES > PERFORMANCE > OUTREACH

2015

TIMMA Board  
adopts program  
policies

2016

Develop  
partner  
agreements  
for transit  
service and  
tolling

2017

Toll System  
Conceptual  
Design

Toll System  
Final Design

2018

Toll System  
Installation

2019

Toll System  
Operation

Outreach to  
residents  
and  
stakeholders

Develop  
Afford-  
ability  
Program  
and  
Transit  
Pass  
features

First new  
homes  
occupied **29**



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



TREASURE ISLAND MOBILITY MANAGEMENT AGENCY