

Treasure Island Mobility Management Program

Transit Pass Design

TIMMA Committee
Agenda Item 6



TREASURE ISLAND MOBILITY MANAGEMENT AGENCY

October 24, 2017

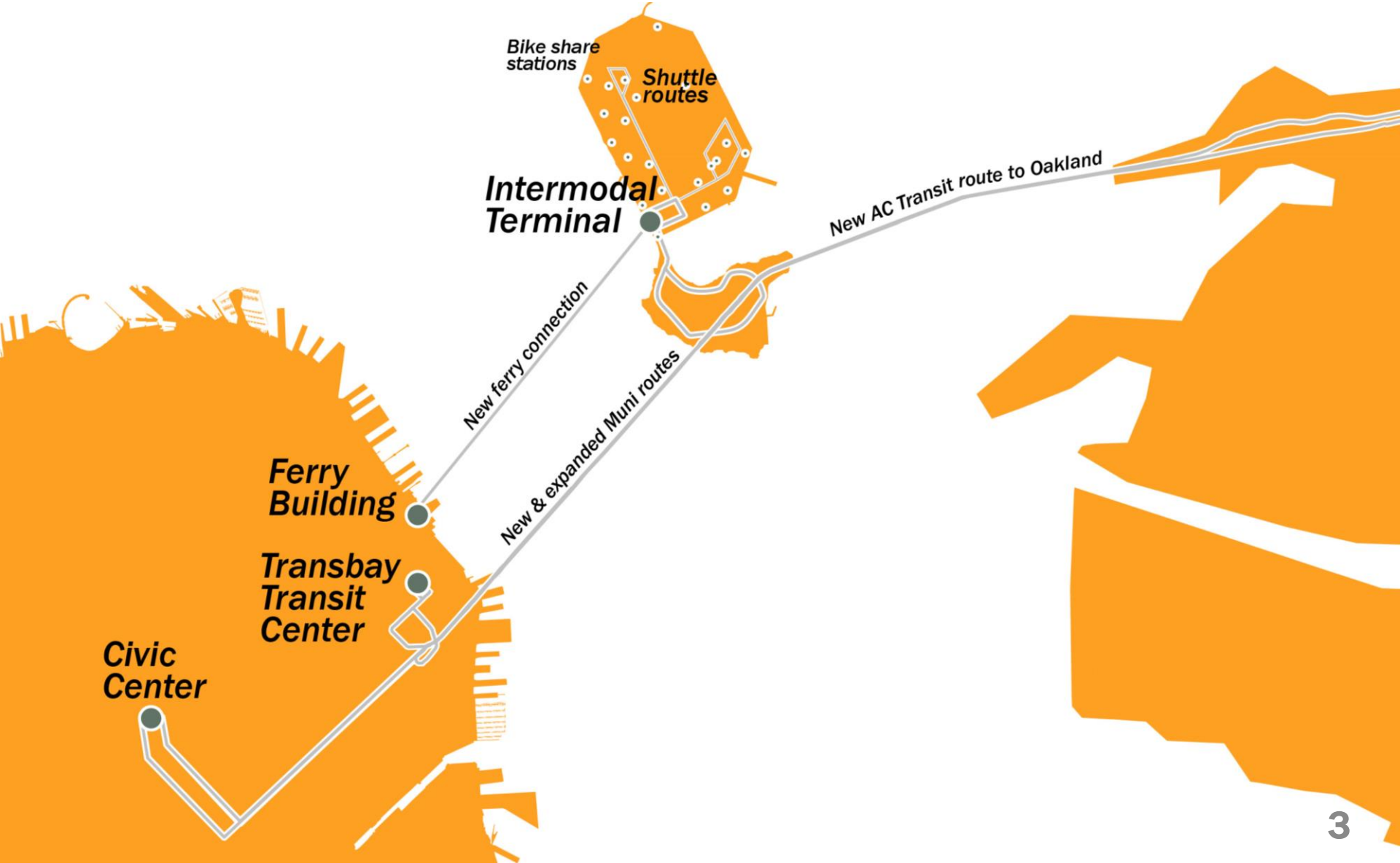
Today's Agenda



1. Transit Pass Overview, Goals, and Objectives
2. Transit Pass Alternatives
3. Transit Pass Value Principles
4. Program Outreach
5. Next Steps



Transit Services Planned for Treasure Island



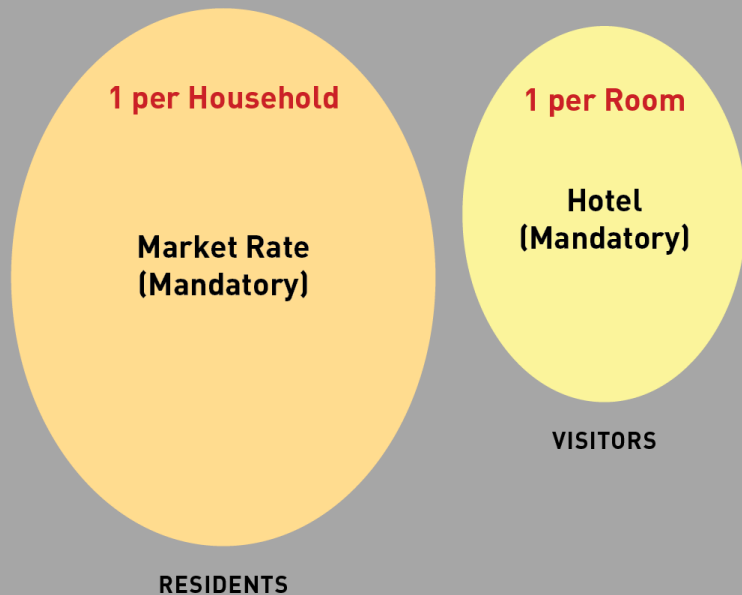
Transit Pass Overview



▶ User groups that are included in this pass –

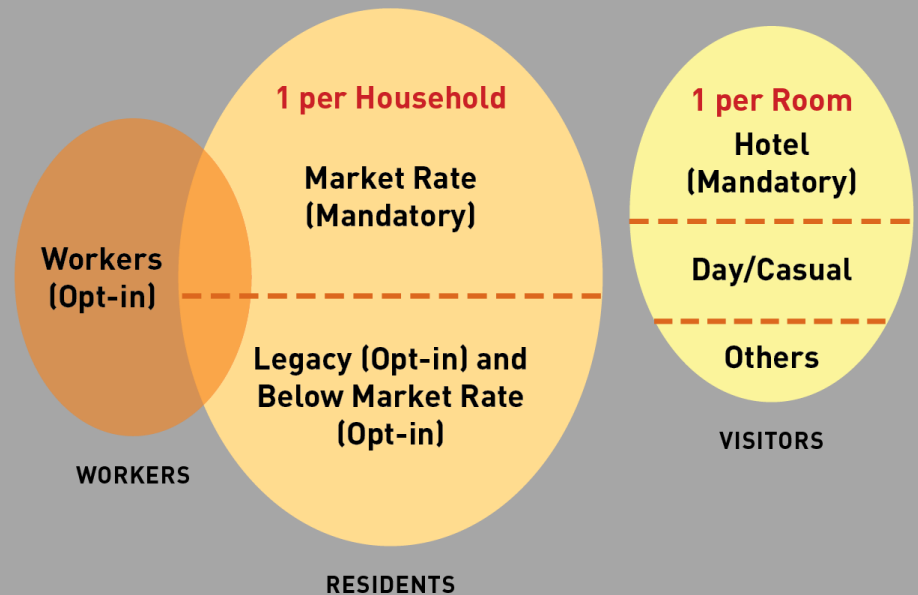
Mobility Plan Mandate

Market Rate Housing and Hotel Visitors



Transit Pass Analysis

Comprehensive Fare Policy Plan



Examples / Case Studies



San Francisco State University - Gator Pass –

- SFSU Students are eligible
- Muni Fast Pass + discounted transfer to BART Daly City Station
- Students pay for pass as part of dues
- Monthly pass cost \$30

AC Transit Easy Pass –

- Discounted AC Transit pass for enrolled employers, universities and housing developments
- Pass costs are determined by number of passes bought and transit accessibility.
- Pass costs range from \$50- \$188 annually

Parkmerced Housing Development (San Francisco) –

- Residents can opt-in to receive \$100 cash value
- Residents can add \$100 on Clipper, pay for Uber rides, or split the cash between both

Hunters Point / Shipyard Transit Pass Program –

- Residents and employees choose between cash value on Clipper or Muni Fast Pass

Treasure Island Transit Pass – Goals and Objectives



1. Provide Maximum Transit Coverage

- Cover all transit services accessing Treasure Island for residents, workers and visitors

2. Provide Affordable Transit Access

- Make transit pass affordable and easy to use for low-income transit users
- Provide technical ability to support subsidized travel

3. Enhance Customer Experience

- Ease of obtaining and using transit pass
- Provide consumer value to pass holders – integration of payments with other modes

4. Implementation Feasibility

- Consistent with existing fare policy
- Compatibility with existing and new fare technology
- Consistent with Treasure Island development schedule

5. Financial Sustainability

- Minimize capital cost and operations cost
- Estimate farebox recovery

Treasure Island Transit Pass – Alternatives



We developed two alternatives that achieve the program's goals and objectives:

1. Treasure Island Access Pass
2. Treasure Island Transit Cash

Treasure Island Transit Pass – Alternative Comparison Summary



Treasure Island Access Pass

Unlimited access on all Muni,
AC Transit, and Ferry (SF
to/from T.I)

No transfer penalty among 3-
transit agencies

Pass holder pays for 3 transit
agencies regardless of their
preferred transit mode

Pass value covers full cost for
Muni, AC Transit, Ferry (SF
to/from T.I) transit modes

Treasure Island Transit Cash

All transit services in Bay Area

Transfer penalty to AC Transit
and WETA

Pass holder only pays for their
chosen transit mode

Pass value may not cover full
transit cost per month

Treasure Island Transit Pass – Common Features to Both Alternatives



- ▶ Alternatives available on Clipper
- ▶ Available through TIMMA and TICD HOA (not a retail product)
- ▶ Below Market Rate version available as an option at 50% discount

Treasure Island Transit Pass – Pass Value – Methodology Overview



Pass Values are based on these principles:

1.

TITIP Recommendation is starting point – recommends Muni Fast Pass price, \$75

2.

Customer value – comparable with existing passes in the Bay Area

3.

Financial sustainability – passes should be revenue neutral and have reasonable administrative cost

Treasure Island Transit Pass – Pass Value – Existing Transit Passes



2. Existing Transit Passes in Bay Area

Existing Transit Pass	Muni	AC Transit	WETA
Agency Passes (monthly)	\$75 – Muni Fast Pass \$38 – Muni Lifeline Pass \$94 – Muni +BART (SF)	\$81 – Local \$162 – Transbay	\$345 – Vallejo/ San Francisco
Institutional Programs	\$30 – SFSU Gator Monthly Pass	\$50 - \$188 (annual)– AC Transit Easy Pass	
	\$100 – Park Merced Monthly Uber & Clipper Cash Value		
	\$75 or Cash Value- Hunters Point / Shipyard Transit Pass Program		

Treasure Island Transit Pass – Outreach

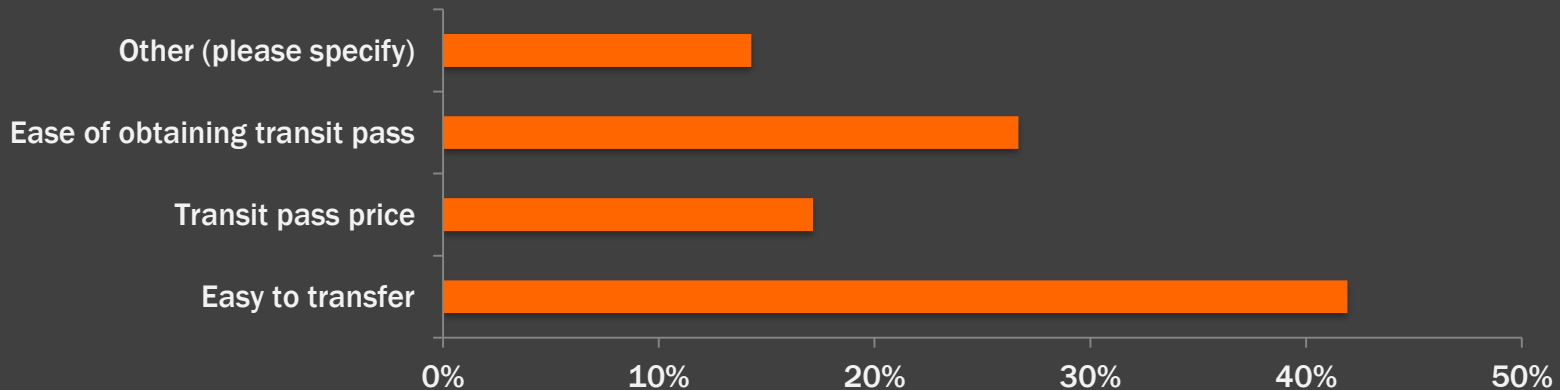


- ▶ Spring 2017–
 - ▶ TIDA Community meeting
 - ▶ Food pantry
 - ▶ TIDA Citizen Advisory Board (CAB)
 - ▶ TIMMA Open house



- ▶ Transportation Survey Result —
 - ▶ 64% of all participants currently use clipper card or a transit pass

Preferred Transit Pass Features



Treasure Island Transit Pass – Outreach



▶ Upcoming outreach, Fall 2017 –

▶ Focus groups:

- Existing business and residents – October 25th and November 8th, 2017
- Future residents and visitors – October 25th, 2017

▶ TIDA Board and Community meeting – November 15, 2017

▶ Treasure Island Food Pantry – October and November, 2017



Treasure Island Transportation Plan
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Help Plan Treasure Island's Transportation Future!

Join a focus group this month and receive a \$50 Visa gift card in appreciation for your time.

Please contact us today to participate.
<http://www.sfcta.org/TIFocus>



A graphic showing the lower legs and feet of people standing on a transit platform. Three green banners are overlaid on the image with the text: "SHARE YOUR IDEAS ON", "TREASURE ISLAND'S", and "FUTURE".

Treasure Island Transit Pass – Next Steps



- ▶ **Complete alternative analysis and evaluate them against goals**
- ▶ **Revenue sharing principles with other agencies**
- ▶ **Incorporate feedback from community, and stakeholders**
- ▶ **Propose final pass design, fare and transit pass value by Spring 2018**

Thank you!

