

Treasure Island Mobility Management Program

Treasure Island Transit Pass Update
TIMMA Committee
Agenda Item 5



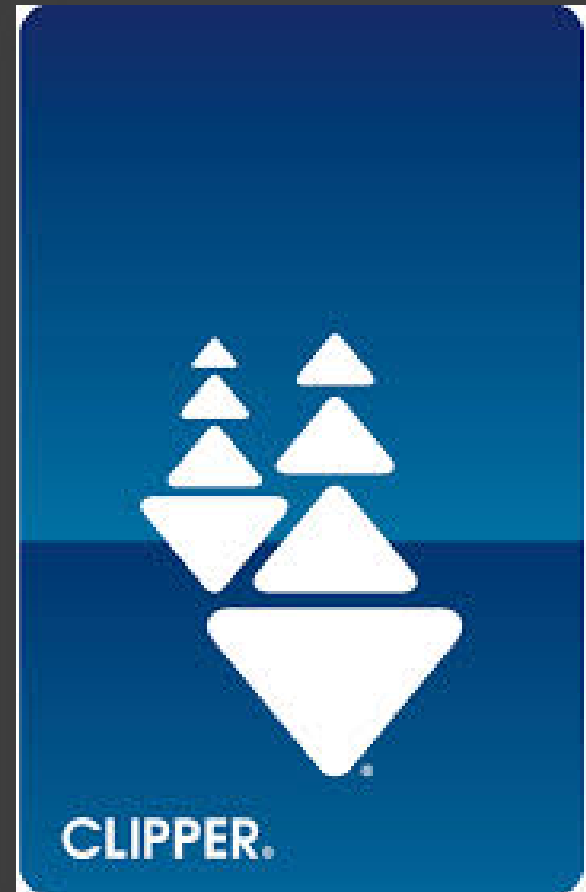
TREASURE ISLAND MOBILITY MANAGEMENT AGENCY

April 3, 2018

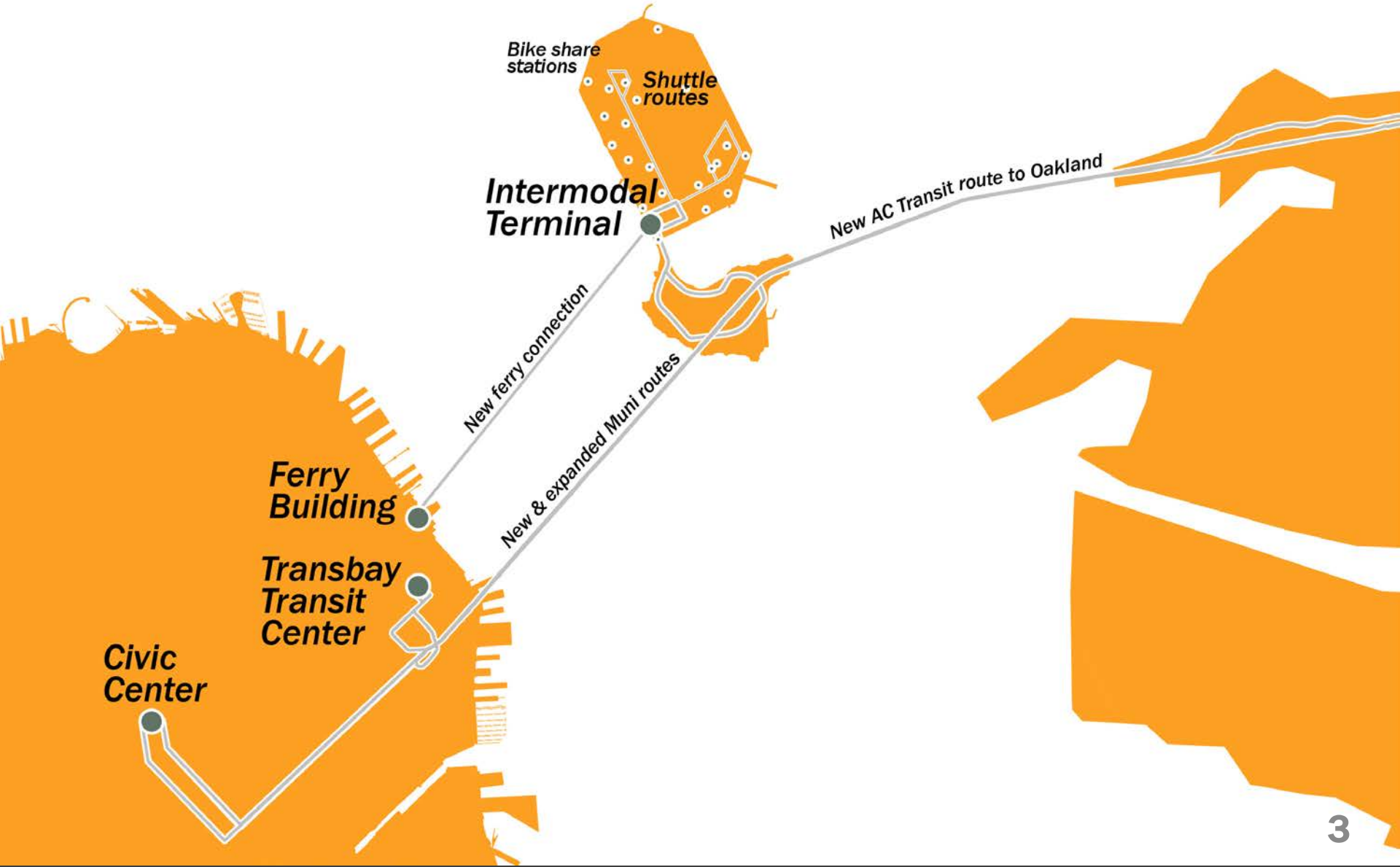
Today's Agenda



1. Transit Pass Overview
2. Transit Pass Alternative Screening Process
3. Initial Alternative Recommendation
4. Other Findings
5. Next Steps



Transit Services Planned for Treasure Island



Treasure Island Transit Pass Use Cases



Transportation Plan

Market Rate Residents

1 per Household

Hotel

1 per Room



Workers

Transit Pass Analysis

Market Rate Residents
1 per Household

Below Market Rate & Legacy Residents

Hotel

1 per Room

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

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 Screening Process



- ▶ **Based on program's goals and objectives top three alternatives are:**

1. Treasure Island Access Pass –

- Unlimited monthly access on All Muni, AC Transit and Ferry (to/from SF)

2. Treasure Island Transit Cash –

- Cash value uploaded onto pass holders Clipper card

3. *Treasure Island Flex Cash (new) –*

- *Pass holder's will be able to buy any retail product*

Treasure Island Transit Pass – Alternatives Screening Process



Takeaways from Winter 2018 Outreach:

Focus groups

- Residents (2)
- Businesses
- San Francisco Tourism and future developers

TIDA Board Meeting

Food Pantry



Treasure Island Transit Pass – Alternatives Screening Process



Features	Access Pass	Transit Cash	Flex Cash (<i>new</i>)
Pass Participant	<ul style="list-style-type: none"> Residents Below Market- Rate Residents Workers Visitor (Access Day Pass) 	<ul style="list-style-type: none"> Residents Below- Market Rate Residents Visitors – Daily Cash 	<ul style="list-style-type: none"> Residents Below- Market Rate Residents
Trip Coverage (on/off)	<ul style="list-style-type: none"> 100% of residents trips 76% of workers trips 	<ul style="list-style-type: none"> 70% of residents trips 	<ul style="list-style-type: none"> 100% of residents trips
Fall Outreach Dot exercise:	90% participants prefers Access pass	10% participants prefers Transit Cash	Was added later to the analysis
Benefits	Three Providers, One Card, Unlimited	Flexibility in which service providers you choose	Any retail pass to access Muni, AC Transit, and Ferry or Cash value to use any transit operator
Drawback	Agency restriction (AC Transit, Muni, and Ferry only)	Does not allow for unlimited travel. Transfer penalty on AC Transit.	Fare type must be pre-selected; cannot be changed mid-month. Pass will not include access in both directions.

Treasure Island Transit Pass – Initial Alternative Recommendation



1. Access Pass – Residents & Workers

- Unlimited trips on/off Treasure Island, to San Francisco and East Bay
- Institutional pass (not publicly available), requires minimal operational support
- No impact to public fare policy

2. Transit Cash – Visitors (2025)

- Valid on all transit agencies accepting Clipper
- Effective for visitors – can use on BART from airport

Treasure Island Transit Pass – Initial Alternative Recommendation



Treasure Island Access Pass–

It is a monthly pass that provides unlimited access on All Muni and AC Transit routes and Ferry (to/from SF)

- Interim pass - AC Transit and SF Muni (2021)
- Full Build-out - AC Transit and SF Muni and Ferry (2025)

User Group:

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

Treasure Island Transit Pass – Initial Alternative Recommendation



Treasure Island Access Pass–

Pass cost:

- Interim pass cost - \$95 - \$115 (2021)
- Full Build-out – TBD (2025)

The pass cost is based on customer value (available retail products) and program's financial feasibility.

Affordable Pass

- All Below Market Rate households will be qualified for this pass
- Pass cost: 50% less than market rate pass
- Distribution: TIMMA will mirror same process as market rate household

Treasure Island Transit Pass – Initial Alternative Recommendation



Treasure Island Access Pass–

Pass Implementation Process

- **Access Pass Starting in 2021:**
 - AC Transit Fare Policy Adoption – FY 2019
 - MTC/Clipper Pass Implementation – FY 2019 – 2020
 - Transit Pass Management – FY 2020 – 2021
- **Access Pass 2025:**
 - Clipper and MTC– C2 program input FY 2019 – 2021
 - Establish placeholder in C2 for Access Pass 2025

Treasure Island Transit Pass – Initial Alternative Recommendation



Treasure Island Transit Cash Visitor Pass–

- **1 per hotel room transit pass – mandatory**
- **Visitor pass will be launched with Treasure Island hotel in 2025**
- **Visitors will receive certain amount of transit cash *daily* to use it for their travel**
- **Visitor pass price is to be determined**

Treasure Island Transit Pass – Other Findings



Other Potential Alternatives — Monthly Accumulator

- Performed well in transit benefits but
- Not technically possible in current Clipper system and
- Clipper 2.0 will have technical capabilities for an accumulator.
- Other issues: different transfer policy and one-way fare difference for Treasure Island

- We recommend that Clipper Executive Board and Clipper Staff consider an accumulator fare structure when designing Clipper 2.0.

Treasure Island Transit Pass – TIMMA's Needs for Clipper 2.0



Clipper 2.0 Features and Functionality for TIMMA

- Account based system - Accumulator
- Smartphone application and website for institutional program
- Integration with third-party application
- Open payments

Next Steps

- **Prepare for Spring/Summer outreach**
- **Multimodal integration concept for Treasure Island**
 - Integration with Ford Bikeshare
 - Mobile phone option for Transit Pass
- **Final Report Summer/Fall 2018**



Thank you!



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY