

# Treasure Island Transportation Implementation Plan Update

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# Today's Presentation

- Who We Are
- The TITIP
- What We're Doing
- Looking Ahead

# Who We Are



# Who We Are

- The Treasure Island Mobility Management Agency was created through state legislation in 2008, which also authorized the congestion management toll
- TIMMA Board is composed of the 11 members of the Board of Supervisors
- We are charged with implementing transportation improvements as described in the Treasure Island Transportation Implementation Plan, or TITIP
- We coordinate closely with TIDA and SFMTA

# The Vision for Treasure Island



# The Vision for Treasure Island

- A compact, transit-oriented community, resulting in more public open space and more housing, a model of sustainable development
- Reflects San Francisco's commitment to long term sustainability
- The TITIP prioritizes walking, bicycling and transit – achieving car-lite mobility
- The transportation program is an integral component of the approved and environmentally cleared development project



# Treasure Island Transportation Implementation Plan (TITIP)

## Twin Goals:

### Mode Share



# Treasure Island Transportation Implementation Plan (TITIP)

## Program Elements:



**Transit Service  
Expansion**



**Bikeshare,  
Carshare**



**Transit Pass /  
Mobility Wallet**



**Parking  
Management**



**Toll and Affordability  
Program**

# Transit Improvements



**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

# Community Based Transportation Plan

- In 2022-23, the Transportation Authority partnered with One Treasure Island on the Supplemental Transportation Study (STS), funded by Prop K
- Purpose was to understand resident and worker transportation needs and identify recommended short-term public transit improvements
- Recommendations
  - Community Ambassador program
  - Microtransit shuttle pilot
  - Expanded Muni service
  - Improve bus shelters
  - Marketing and communications for existing and new mobility services



## Treasure Island Supplemental Transportation Study



Final Report: August 2023

# The Loop – Autonomous Vehicle Shuttle Pilot



# Leading with Transportation Improvements

Working with TIDA and the Transportation Authority's Capital Projects team, we are delivering:

## Bike share (Bay Wheels)



Photo by SFMTA Photography Department

## Ferry Terminal enhancements

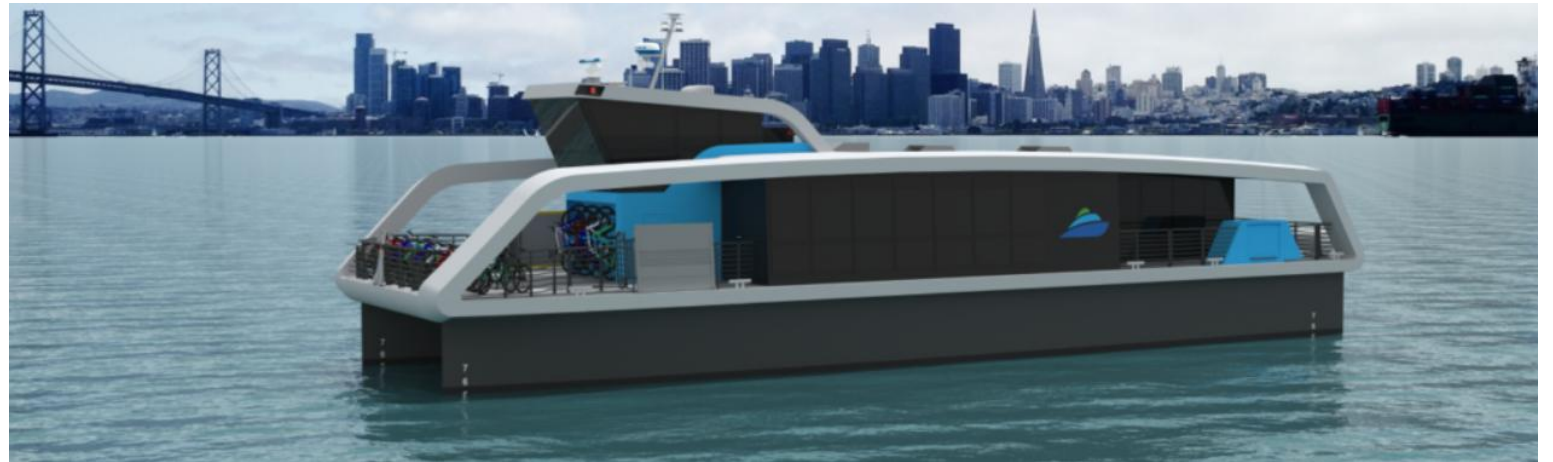


## Roadway and bikeway improvements on YBI



# Leading with Transportation Improvements

- We are working to launch permanent electric ferry service, expected in late 2027
- SF Bay Ferry is building a 150-passenger electric vessel
- A Business Plan will outline the service and 10-year funding plan



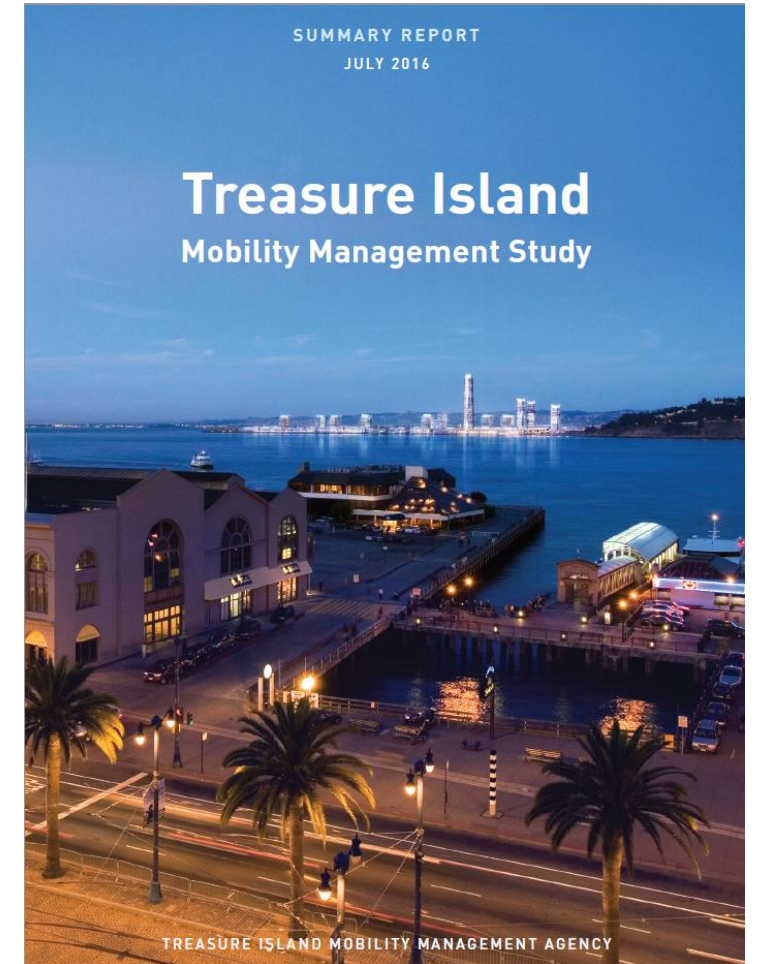
# Leading with Transportation Improvements

- Planning will begin this summer for an on-island shuttle to provide trips around the islands
- Initially, the shuttle will be on-demand rather than circulate on a fixed route
- Community input will help define aspects of the service (e.g. hours of service, frequency, fare)



# Toll and Affordability Program

- Program was defined in the 2011 approval of the development project
- 2016 Mobility Management Study recommended updated policies:
  - Applies to all drivers (not just residents)
  - Hours of operation to include off-peak periods, corresponding to transit service levels
  - HOV defined as 8+ (from 3+)
- Adjustments to adopted program was necessary to meet twin goals of congestion management and financial sustainability
- The 2016 study called for an Affordability Program



# Affordability Program History

## Adopted Policies

- Longtime residents exempt from congestion pricing
- Nonprofits and selected local-serving businesses receive cash subsidies
- Low-income residents and all workers receive 50% off transit pass
- Toll and affordability program to be revisited at the midpoint of development

## Staff Proposal January 2022

- All future moderate- & low-income drivers in SF/Bay Area receive 50% toll discount; very low income are fully exempt

# Public Feedback & Potential Policies

**“The toll is a financial burden, especially to my family, friends, service providers”**

- Lower base rate from \$5 to \$3 (same as Muni fare)
- Offer a monthly stipend to eligible residents to be used on a variety of household expenses
- Offer a number of guest passes to eligible residents
- Offer greater affordability for the transit pass

**“The system is too complicated”**

- Simplify hours of operation, rates, etc.
- Simplify eligibility and the process to qualify for exemptions and discounts

**“Benefits should focus on Treasure Island”**

- Launch the affordability program with eligibility limited to Treasure Island residents
- Revenues are invested in transit improvements serving Treasure Island


# Our Challenges

- Developer's Operating Subsidy is limited and will run out in 12 - 13 years; revenue from toll and affordability system is required to sustain services
- Outside grants for operations is extremely limited, if at all available, in the near term
- Incremental implementation presents challenges for the Treasure Island community

# Looking Ahead



# Looking Ahead

An architectural rendering of a modern urban development. The scene features two prominent, tall, slender towers with a dark, textured facade and a grid of windows. These towers are surrounded by shorter, multi-story residential or commercial buildings with flat roofs and balconies. The development is situated on a waterfront, with a large body of water in the background. In the distance, a suspension bridge is visible, and the sky is a warm, golden color, suggesting a sunset or sunrise. The overall atmosphere is bright and optimistic.

- Engagement with residents and businesses
- Bikeshare launch this summer
- Full funding plan for electric ferry service
- Further refinement of the affordability program
- Groundbreakings and ribbon cuttings
- Updates to the TIDA Board later this year

# Thank you.

Sign up for our mailing list and stay in touch at **[timma.org](https://timma.org)**

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