

Treasure Island Mobility Management Agency Outreach Summary - through July 2016

Key Audience/Event	Date/Location	Collaborative Partner	Outreach Conducted
TIDA CAB	February 4, 2014 – City Hall	TIDA	Presented approach to policy study and policy options
TIDA Board	February 12 2014 – City Hall	TIDA	Presented approach to policy study and policy options
Board of Supervisors Budget and Finance Committee	March 26 2014 – City Hall	TIDA	Presented on TIMMA’s role
TIDA Board	July 9 2014 – City Hall	TIDA	Presentation on policy options
Community Meeting	August 20 2014 – Ship Shape	TIDA / Villages / TIHDI	Presented approach to policy study and policy options
SFCTA CAC	October 1 2014 – SFCTA offices	SFCTA / TIDA	Presented approach to policy study and policy options
TIDA CAB	October 7 2014 – City Hall	TIDA	Update on study and policy options
Transportation Survey	Q4 2014 - Conducted Survey – Door to Door Q2 2015 - Presented Survey Findings	TIMMA	Conducted in English, Spanish and Chinese 280 Participants
Community Meeting	March 18 2015 - Ship Shape	TIDA / Villages / TIHDI	Provided Presentation/Conducted Feedback Session
TIDA Infrastructure and Transportation Committee	May 26 2015 – Casa de la Vista	TIDA	Policy study initial findings and recommendations
TIDA CAB	June 2 2015 – City Hall	TIDA	Policy study initial findings and recommendations
Community Meeting and Business Meeting	July 14 and 15, 2015 – Ship Shape and at The Winery SF	TIDA / Villages / TIHDI	Policy study initial findings and recommendations
Focus Group Meetings	July 2015 – Ship Shape and at CHP	CHP/TIHDI	Sought input from residents,

	community room		workers and business owners
Food Pantry Outreach	July 2015 – Ship Shape	TIHDI/TIDA	Provided Table-Top information center
TIMMA Committee	July 30 2015 – City Hall	TIMMA / SFCTA	Draft policy recommendations
National Night Out on TI	August 2015 – On Island	TIMMA	Provided Table-Top information center
Current Resident/Worker Focus Groups	November 16, 2015 - Ship Shape November 18, 2015 - TIHDI	TIHDI	Conducted Listening Session to capture feedback/input
Weeknight Open House	November 18, 2015 - Casa de la Vista	TICD	Provided Project Update Information/Table Top Information Center
Weekend Open House	November 21, 2015 - Ship Shape	TIMMA	Provided Project Update Information/Table Top Information Center
TI- Based Business Listening Sessions	November 19, 2015 PM - Casa de la Vista November 20, 2015 AM - Casa de la Vista	TIMMA/TIDA	Direct Mail/Email Outreach Door to Door Outreach Phone Outreach Focus on Restaurants, Contractors and Non-Profits
TIDA ITC	January 27 2016 – City Hall	TIDA	Draft policy recommendations
Community Meeting Outreach Toll Program Update	May 18, 2016 - Ship Shape	TICD/TIHDI	Provided Multi-Lingual Materials in English, Spanish and Chinese Provided one-on-one interaction Highlighting Upcoming Meetings
TI-Based Business Outreach Toll Program Update	May 19, 2016 - Casa de la Vista	TICD/TIDA	Direct Mail/Email Outreach Door to Door Outreach Phone Outreach Focus on Restaurants, Contractors and Non-Profits
Community Meeting	June 15 2016 – Ship Shape	TIDA/Villages/TIHDI	Revised policy recommendations
TIDA Citizens Advisory Board Meeting	June 28 2016 – City Hall	TIDA	Revised policy recommendations – for Endorsement
TIDA Board	July 13 2016 – City Hall	TIDA	Revised policy recommendations – for Endorsement

TIMMA Committee Meeting	July 20, 2016 – City Hall	TIDA	Update on Toll Policy Recommendations and Program Updates
TIMMA Board Meeting	July 26, 2016 – City Hall	TIDA	Update on Toll Policy Recommendations and Program Updates

Treasure Island Mobility Management Agency Key Message Summary Analysis - through July 2016

Residents	Businesses
Regarding extending benefits to Pre-DDA Residents: "Opt-In" is confusing Language	Transition planning is very important - not just real estate transition but also transportation program
<i>- Many TI Residents feel they didn't knowingly 'Opt-In' to the Transportation Program when they move to TI.</i>	How will parking be allocated and managed in the transition period?
<i>- Pre-DDA Residents think that Pre-DDA designation is fine, but nomenclature of 'Opt-In' may be an issue.</i>	Businesses expressed interest in current YBI/TI projects such as YBI Ramps projects
<i>- Residents may not know whether they are Pre-DDA or not</i>	Businesses have questions concerning how Caltrans will respond to transportation developments (i.e. towing, emergency vehicles, etc)
<i>- Need to provide a date for DDA so residents know if they are Pre-or-Post DDA</i>	Businesses expressed concerns regarding impact of tolls taxing residents for being part of the community
Neutral Response to 'First Toll Free' concept.	Will tolling discourage potential customers from patronizing TI based businesses (no other neighborhood in SF has that)?
Feeling that transit for toll credit program won't help people who don't take transit every day	Businesses expressed concern over the cost of doing business on the island (i.e. employees/delivery services having to pay toll, construction workers/rigs)
Enthusiasm about potential delivery service discount and ability to reduce routine trips.	Businesses expressed an interest in getting together to form a 'Merchant Affiliation' like the SF Council of District Merchants

<p>Concern about existing non-resident low wage works (Job Corp, etc.) and impact of toll</p>	<p>Businesses expressed an interest in wanting to receive information from TICD/TIDA regarding overall development.</p>
<p>Concern about cost of living on the future redeveloped island and whether everyday needs such as grocery, and other services, will be affordable.</p>	<p>Businesses would like more specifics about timing of when the toll program will begin so that they can make business decisions</p>
<p>Request for further research on funding partners/support</p>	<p>Request for further research on funding partners/support</p>

Treasure Island Mobility Management Agency Outreach & Education Materials Overview

Key Outreach/Education Material	Key Audience
TIMMA Website	All Audiences
TIMMA FAQ Sheets	All Audiences Available on TIMMA website
TIMMA Fact Sheets	All Audiences English/Spanish/Chinese Available on TIMMA website
TIMMA Outreach Event Invitations/Flyers	All Audiences English/Spanish/Chinese Available on TIMMA website
TIMMA Presentations	All Audiences - Ongoing Available on TIMMA website
TIMM Study	All Audiences Available on TIMMA website
TIMMA Transportation Survey Findings	All Audiences Available on TIMMA website
TIMMA E-mail Subscribers Database	All Audiences Links to English/Spanish/Chinese language materials
Treasure Island Resident Database	Residents
Treasure Island Business Database	Businesses