

Toll Affordability Program: Equity Program Options

TIMMA Committee



TREASURE ISLAND
MOBILITY MANAGEMENT AGENCY

Agenda Item #4
December 8, 2020

Program Overview



Treasure Island Development Project will be the largest new housing development in San Francisco in decades.

Opportunities:

- Building a transit first community
- Delivering equitable solutions
- Prioritizing environmental sustainability

Potential Challenges and Risks:

- Automobile dependent environment
- Exacerbating bridge congestion
- Financial sustainability

Leverage Opportunities



Provide high-quality transit: More Muni service, new ferry service, new East Bay transit service, and an on-island shuttle.

Promote walking and biking: Bike lanes, pedestrian paths, bike stations.

Deliver Equity: Subsidized transit passes and discounts to services like car and bike share.

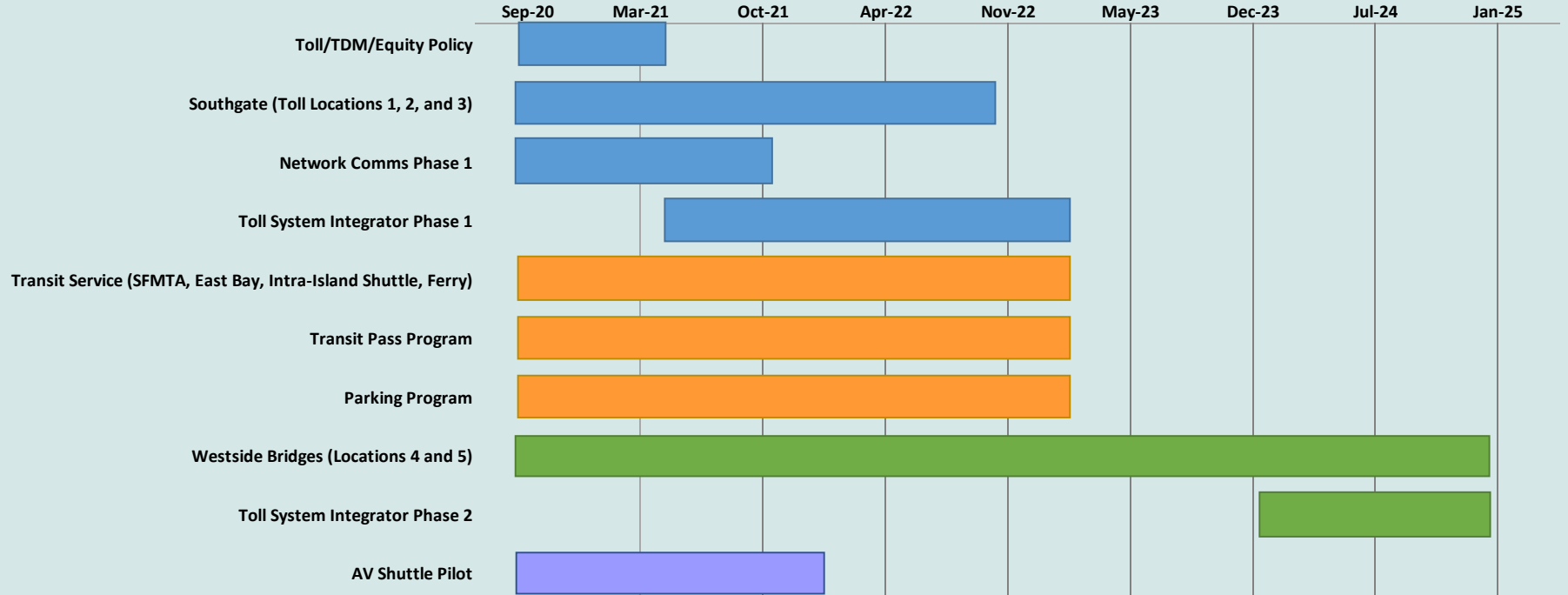
Manage Risks

Limit the need for a car: Provide multiple options for reliable, safe, and affordable multi-modal trips within and on/off the island.

Incentivize mode choices: Associate the cost of a trip based on its impact to travel time and air quality.

Afford options beyond Muni: Use revenue from drivers to pay for ferry and East Bay transit.

TIMMA Program Milestone Schedule



Equity Program Policy

Approved:

- Current Resident Exemption

In Progress for Approval:

- Mobility Support for Critical Housing & Food Services
 - Affordable Housing Nonprofits
 - Food Distribution & Service Establishments

Under Evaluation:

- Future Low-Income Travelers (residents and non-residents)



Equity Program Outreach

**1:1 facilitator interviews with
current businesses and workers**

Co-creation workshops with

- Affordable housing program workers
- Commercial businessowners and workers

**Resulted in “long list” of potential
affordability supports, both toll-
related and non-toll-related**



Toll Policy Development Objectives

Clarify operational details for toll system business rules

Consistency with land use plan

Prevent barriers to benefits for eligible residents

Reduce likelihood of fraud or abuse

Manage administrative cost and predict revenue effects



Current Resident Exemption



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Eligibility All Options

Lease dated on or before 11/19/2019 (policy approval) that is still valid at the time tolling commences

New leases that maintain the original leaseholder(s) who qualify for relocation assistance per TIDA

Policy to be revisited at 4000-unit development milestone (FY2029)

Option #1 One Toll Tag Per Lease

One free toll tag per lease Unlimited trips



Note: Tags only valid on Treasure Island; invalid form of payment for all other toll facilities.

Option #1 Program Enrollment

- TIDA will verify each eligible household (leaseholder)
- TIMMA contacts each leaseholder for enrollment.
- Requires leaseholder registration (with contact information) to receive a TIMMA-owned toll tag
- TIMMA distributes toll tags free of charge along with a License and Use Agreement
- Employees with existing toll tags may register their tag with TIMMA
- Annual registration renewal required



Option #2
Two License
Plates per
Lease

**TIMMA can exempt up to two
license plates per lease**

Requires proof of parking



Option #2 Program Enrollment

- TIDA will verify each eligible household (leaseholder) and vehicle
- TIMMA must contact each leaseholder for enrollment
- Requires leaseholder registration with license plate, proof of parking, and contact information
- Annual registration renewal required



Alternatives Analysis (Current Resident Exemption)



APPROACH	BENEFIT PRIORITIZES NEEDIEST	LAND USE PLAN CONSISTENCY	ADMINISTRATIVE EFFICIENCY	PREDICTABLE COST
One Toll Tag per lease				
Two Vehicle(s) with Parking Space (via license plate)				

Option #1 Program Cost

COST COMPONENT

5-YEAR TOTAL

Direct Expenses (upfront capital and ongoing operations)

- Purchasing FasTrak tags (if needed)
- Coordinating with BATA
- Setting up accounts
- Managing inventory and distributing tags
- Outreach
- Communicating with participants
- Program account database
- Setting up program reporting and evaluation

\$850k

Foregone Revenue (Estimated)

\$9M



Option #2 Program Cost

COST COMPONENT

5-YEAR TOTAL

Direct Expenses (upfront capital and ongoing operations)

- Purchasing FasTrak tags (if needed)
- Coordinating with BATA
- Setting up accounts
- Managing inventory and distributing tags
- Outreach
- Communicating with participants
- Program account database
- Setting up program reporting and evaluation
- *License plate and parking validation*

\$1M

Foregone Revenue (Estimated)

\$12M



Mobility Support for Critical Housing & Food Services



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**Eligibility:
Affordable
Housing
Nonprofits
and Food
Businesses**

One Treasure Island (OTI) member organizations, per the DDA

Includes Daycare run by Catholic Charities (OTI member)

Existing Food Distribution & Service Establishments

Policy to be revisited at development milestones (earlier of 2500 units or FY27)



Option #1 Mobility Cash

Quarterly (e.g.) cash payment to eligible businesses

Flexible use for commuters, visitors

Minimum share to support low-income workers

No toll tag handling required

Scaled at \$600 per quarter per FTE (one peak round trip 5x per week)



Option #1 Program Enrollment

TIDA will verify eligible businesses

**TIMMA will distribute Mobility
Cash to businesses**

Businesses will

- Verify number of FTEs
- Distribute Mobility Cash among commuters, suppliers, and/or customers
- Submit proof of cash disbursement to employees



Option #2 Toll Tags

One toll tag per low-income employee

Employees with existing toll tags may register their tag with TIMMA

Pre-filled to fund one round trip daily, 5 times per week



Business Responsibilities

Provide proof of number of low-income workers employed

Recover toll tags from workers upon termination of employment

Report missing toll tags to TIMMA for decommissioning

Redistribute toll tags to new hires



Option #2, Program Enrollment

TIMMA will

- verify number of low-income employees
- Register employees (with contact information) to receive a TIMMA-owned toll tag
- Distribute toll tags free of charge to each business, along with a License and Use Agreement

Businesses will

- Provide proof of employment and income



Mobility Support Options: Program Cost

OPTION

DIRECT EXPENSES, PROJECTED TOTAL OVER 5 YEARS

#1, Mobility Cash to
businesses based on FTEs

~\$1.67M

#2, Toll Tags for
Low Income Workers

~\$2M

Approach Analysis (Critical Housing and Food Services)



APPROACH	BENEFIT PRIORITIZES NEEDIEST	LAND USE PLAN CONSISTENCY	ADMINISTRATIVE EFFICIENCY	PREDICTABLE COST
Mobility Cash per FTE				
Toll Tag per low-income worker				

Next Steps

- Outreach to current residents, businesses, and workers
- Further develop policy for future low-income HHs, consistent with direction of Downtown SF Congestion Pricing Study
- Consider adoption of current resident and business benefits
- Fundraising



Proposed Outreach



BUSINESSES / EMPLOYEES

RESIDENT

December 2020 – January 2021

Direct conversations with

- Food services
- One Treasure Island members
- Treasure Island Organizing Committee

- Publicize toll exemption for current residents
- Survey preferences for exemption options

January 2021

Co-creation for businesses & workers to refine affordability program options

February 2021 – March 2021

TIMMA Committee considers adoption of Current Resident and Current Business affordability programs

Co-creation for the Downtown Congestion Pricing Study

Outreach Publicity

Participation at bi-monthly
housing providers' Community
Meeting

Mailers

Social media

On-Island flyers, including at Food
Pantry pickup

Existing email lists



Future Low-Income Travelers



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Future Residents and Employees

Potential Benefits (consistent with direction of the Downtown SF Congestion Pricing Study):

- Affordable transit pass (50% of market rate pass)
- Transit incentives
- Toll discount
 - 100% toll discount for Very Low Income HHs
 - 50% toll discount for Low Income HHs

Thank you.

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