

Toll Affordability Program: Businesses and Workers

TIMMA Committee



TREASURE ISLAND
MOBILITY MANAGEMENT AGENCY

Agenda Item #3

September 21, 2021

Affordability Program Policy

Approved:

- Current Resident Exemption

Recommended for Approval Today:

- Mobility Support for Critical Housing & Food Services
 - Nonprofits with on-Island leases
 - Food Distribution & Service Establishments

Under Evaluation:

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



Fall 2020 Proposals

Option #1: Quarterly cash payments to eligible businesses based on number of full-time employees

Option #2: One toll tag per low-income employee

Outreach



Spring 2021

4/3/21 Community Meeting

April TIDA CAB and Board meetings

4/24/21 On-Island Town Hall

Resident Survey on Toll Exemption technology

Summer 2021

6/4/21 One Treasure Island Member Organizations

6/22 and 6/25/21 Virtual Co-creation for employers & workers to refine affordability options

9/14/21 Virtual Presentation to share what we heard and draft revised recommendations.

How we spread the word

- Emails/phone calls to participants of past outreach
- Postcard to all TI businesses
- Flyers distributed to businesses
- E-mail list

What we Heard: Food Services

Additional
delivery costs will
amount to
thousands
per year

Desire to partner
with TIMMA
on public
communications

Concern about
administrative
burden

Preference for
cash subsidies

Creative Ideas: Food Services

“We could partner with TIMMA on a promotion for customers. We can offer to validate a customer’s toll for their first visit, but provide a promotion or incentive to take the ferry next time.”



What we Heard: Non-Profits

Preference for
providing toll tag
account value for
some visitors
(e.g., trainees)

Desire to
compensate
volunteers, food
bank deliveries,
etc.

Concern with
administrative
burdens

Preference for a
choice between
cash subsidies
and toll tag
account value for
workers

Creative Ideas: Non-Profits

“What if we had one-time promotional codes or QR codes that we could distribute to trainees or service providers that connect to FasTrak and reimburses them for their toll?”

Proposed Action

Adopt TIMMA business and worker affordability program:

- Eligibility for existing non-profits and food service employers (15 organizations)
- Flexible toll subsidy for employers based on number of employees
- Prioritize low-income employees for subsidies
- Subsidy may support other transportation costs

Evaluate and adjust program after 12 months



Revised Recommendation



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Eligible Organizations

All existing not-for-profit lessees,
incl all One Treasure Island (OTI)
members

Existing food distribution &
service establishments

Recommendation: Flexible Toll Subsidy

TIMMA provides each employer with a quarterly subsidy based on number of employees (FTEs)

Priority use to compensate low-income employees

Employer's discretion to provide benefit as toll tag account balance or cash

Remaining balance may be used to compensate deliveries, vendors, and/or customers

Audit compliance required

Evaluate and adjust program after 12 months to improve efficiency

Estimated Subsidy per Employer

NUMBER OF EMPLOYEES	EMPLOYEE COMMUTES	FLEXIBLE BALANCE*	ANNUAL TOTAL
5	\$12,000	\$3,000	\$15,000
10	\$24,000	\$6,000	\$30,000
15	\$36,000	\$9,000	\$45,000
25	\$60,000	\$15,000	\$75,000

*Flexible balance for non-employee uses



Program Direct Cost to TIMMA

EMPLOYER SIZE	NUMBER OF EMPLOYERS	ANNUAL TOTAL	5 YEAR TOTAL
5 employees or fewer	3	Up to \$48,750	\$243,750
6 – 15 employees	8	\$273,000	\$1,365,000
16+ employees	4	\$289,000	\$1,446,250
TIMMA administrative costs		\$108,000	\$540,000
TOTAL	15	\$719,000	\$3,595,000



Toll Policy Adoption Timeline



**Sept
2021**

TIMMA Committee Meeting

- Toll Affordability Program Business and Worker Recommendations (ACTION)

**Oct
2021**

TIMMA Committee Meeting

- TI Transportation Implementation Plan Update (INFORMATION)
- Base Toll Policy (INFORMATION)

Thank you.

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