Treasure Island Outreach

Businesses/worker toll policy
Tonight’s agenda

- Business/worker toll policy presentation
- Q&A
- Next steps
Decided in 2019:
Current TI residents are exempt from toll
Business/worker outreach

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
Goal of recent business/worker outreach

- Hear TI business/worker concerns, suggestions
- Incorporate what we hear into a proposed toll policy for TI businesses/workers
How we spread the word

- Emails/phone calls to participants of past outreach
- Postcard to all TI businesses
- Flyers to businesses
Which businesses/ workers does policy impact?

- All existing nonprofit lessees, incl. all One Treasure Island members (12 employers)
- Existing food distribution & service establishments (3 employers)
- Total: 15 eligible organizations
Initial toll policy options

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

Option #2:
One toll tag per low-income employee
What we Heard: Food Services

- Additional delivery costs will amount to thousands per year
- Preference for Mobility Cash (cash subsidies)
- Concern about administrative burden
- Desire to partner with TIMMA on public communications
“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)

Preference for a choice between Mobility Cash and Toll Tags for workers

Concern with administrative burdens

Desire to compensate volunteers, food bank deliveries, etc.

What we Heard: Non-Profits

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

Preference for a choice between Mobility Cash and Toll Tags for workers

Concern with administrative burdens

Desire to compensate volunteers, food bank deliveries, etc.
"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?"
Based on feedback: Mobility Cash

<table>
<thead>
<tr>
<th>TIMMA provides each employer with a quarterly subsidy based on number of employees</th>
<th>Employer should prioritize compensation for low-income employees</th>
<th>Employer’s choice to provide toll tags, with TIMMA’s assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remaining balance may be used to compensate deliveries, customers, etc.</td>
<td>Audit compliance required</td>
<td>Evaluate and adjust program after 12 months to improve efficiency</td>
</tr>
</tbody>
</table>
Mobility Cash program enrollment

TIDA will verify eligible employers
TIMMA will distribute Mobility Cash to employers

Employers will

- Verify number of FTEs
- Distribute Mobility Cash to low-income employees
- Distribute remaining Mobility Cash among other commuters, suppliers, and/or customers
- Submit proof of cash disbursement
## Estimated Subsidy per Employer

<table>
<thead>
<tr>
<th>NUMBER OF EMPLOYEES</th>
<th>EMPLOYEE COMMUTES</th>
<th>FLEXIBLE BALANCE*</th>
<th>ANNUAL TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>$13,000</td>
<td>$3,250</td>
<td>$16,250</td>
</tr>
<tr>
<td>10</td>
<td>$26,000</td>
<td>$6,500</td>
<td>$32,500</td>
</tr>
<tr>
<td>15</td>
<td>$39,000</td>
<td>$9,750</td>
<td>$48,750</td>
</tr>
<tr>
<td>25</td>
<td>$65,000</td>
<td>$16,250</td>
<td>$81,250</td>
</tr>
</tbody>
</table>

*Flexible balance for non-employee uses
Q&A
Call-ins: *9 to raise hand
Thank you.

www.timma.org
## Incorporating Feedback: Food Services

<table>
<thead>
<tr>
<th>Feedback from Food Service Employers</th>
<th>Recommendation</th>
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<tbody>
<tr>
<td>Preference for Mobility Cash to compensate employees</td>
<td>Mobility Cash will be the key form of benefit</td>
</tr>
<tr>
<td>Additional delivery costs will amount to thousands per year</td>
<td>Scale of benefit increased to allow flexible balance of up to $12,500 annually based on employer size</td>
</tr>
<tr>
<td>Concern about administrative burden</td>
<td>Mobility Cash balance may be used by the employer to cover administrative costs.</td>
</tr>
<tr>
<td>Desire to partner with TIMMA on public communications</td>
<td>TIMMA will partner with employers on creative ideas (publicity and marketing, visitor incentives)</td>
</tr>
<tr>
<td></td>
<td>Program will launch as a Pilot for a 12-month period subject to evaluation and revision to reduce administrative burdens.</td>
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</tbody>
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## Incorporating Feedback: Non-Profits

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<th>Feedback from Non-Profit Employers</th>
<th>Recommendation</th>
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<tr>
<td>Preference for a choice between Mobility Cash and Toll Tags for workers</td>
<td>Employers may opt to use Mobility Cash to pre-fill toll tags for employees, trainees, or other frequent visitors.</td>
</tr>
<tr>
<td>Preference to provide pre-filled toll tags to some visitors (e.g., trainees)</td>
<td>TIMMA will offer technical assistance in obtaining and handling toll tags.</td>
</tr>
<tr>
<td>Concern about administrative burden</td>
<td>Mobility Cash balance may be used by the employer to cover administrative costs.</td>
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<td>Need to compensate volunteers, food bank deliveries, etc.</td>
<td>Program will launch as a Pilot for a 12-month period subject to evaluation and revision to reduce administrative burdens.</td>
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<tr>
<td></td>
<td>Employers are required to use Mobility Cash to reimburse low-income employees for transit or toll commute costs.</td>
</tr>
<tr>
<td></td>
<td>Remaining Mobility Cash balance may be used by the employer to cover costs of any other travelers, including non-profit trainees.</td>
</tr>
</tbody>
</table>