

# Treasure Island Outreach

Businesses/worker toll policy



TREASURE ISLAND  
MOBILITY MANAGEMENT AGENCY

September 2021

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# Tonight's agenda

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- Business/worker toll policy presentation
- Q&A
- Next steps

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# Reminder about Treasure Island residents

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Decided in 2019:  
**Current TI residents are  
exempt from toll**

## 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

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## Goal of recent business/ worker outreach

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

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## How we spread the word

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- Emails/phone calls to participants of past outreach
- Postcard to all TI businesses
- Flyers to businesses

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## Which businesses/ workers does policy impact?

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

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## Initial toll policy options

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### **Option #1:**

Mobility Cash payments to eligible businesses based on number of full-time employees

### **Option #2:**

One toll tag per low-income employee



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# What we Heard: Food Services

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Additional  
delivery costs will  
amount to  
thousands  
per year

Desire to partner  
with TIMMA  
on public  
communications

Concern about  
administrative  
burden

Preference for  
Mobility Cash  
(cash subsidies)



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## Creative Ideas: Food Services

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*“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.”*

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# What we Heard: Non-Profits

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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  
Mobility Cash  
and Toll Tags for  
workers

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## Creative Ideas: Non-Profits

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*“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



**TIMMA provides each employer with a quarterly subsidy based on number of employees**

**Employer should prioritize compensation for low-income employees**

**Employer's choice to provide toll tags, with TIMMA's assistance**

**Remaining balance may be used to compensate deliveries, customers, etc.**

**Audit compliance required**

**Evaluate and adjust program after 12 months to improve efficiency**

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## Mobility Cash program enrollment

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**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

**DRAFT**

NUMBER OF EMPLOYEES	EMPLOYEE COMMUTES	FLEXIBLE BALANCE*	ANNUAL TOTAL
5	\$13,000	\$3,250	\$16,250
10	\$26,000	\$6,500	\$32,500
15	\$39,000	\$9,750	\$48,750
25	\$65,000	\$16,250	\$81,250

\*Flexible balance for non-employee uses

# Q&A

# Call-ins: \*9 to raise hand



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# Thank you.

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# Incorporating Feedback: Food Services



## FEEDBACK FROM FOOD SERVICE EMPLOYERS

## RECOMMENDATION

Preference for Mobility Cash to compensate employees

**Mobility Cash will be the key form of benefit**

Additional delivery costs will amount to thousands per year

**Scale of benefit increased to allow flexible balance of up to \$12,500 annually based on employer size**

Concern about administrative burden

**Mobility Cash balance may be used by the employer to cover administrative costs.**

**Program will launch as a Pilot for a 12-month period subject to evaluation and revision to reduce administrative burdens.**

Desire to partner with TIMMA on public communications

**TIMMA will partner with employers on creative ideas (publicity and marketing, visitor incentives)**

# Incorporating Feedback: Non-Profits



## FEEDBACK FROM NON-PROFIT EMPLOYERS

## RECOMMENDATION

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

Employers may opt to use Mobility Cash to pre-fill toll tags for employees, trainees, or other frequent visitors.

Preference to provide pre-filled toll tags to some visitors (e.g., trainees)

TIMMA will offer technical assistance in obtaining and handling toll tags.

Concern about administrative burden

Mobility Cash balance may be used by the employer to cover administrative costs.

Program will launch as a Pilot for a 12-month period subject to evaluation and revision to reduce administrative burdens.

Need to compensate volunteers, food bank deliveries, etc.

Employers are required to use Mobility Cash to reimburse low-income employees for transit or toll commute costs.

Remaining Mobility Cash balance may be used by the employer to cover costs of any other travelers, including non-profit trainees.