

Treasure Island Supplemental Transportation Study

District 6 Neighborhood Transportation Planning Project



TREASURE ISLAND
MOBILITY MANAGEMENT AGENCY



TIMMA Committee – Agenda Item 6
October 18, 2022

Study Purpose

Outreach

Survey Findings

Draft Strategies

Next Steps



Study Purpose

District 6 NTP Planning Project

Partnership with One Treasure Island



Outreach

Led by One Treasure Island

Working Group

Needs Survey

Focus Groups



Needs Survey Findings

Distributed by Working Group members and One Treasure Island members

10% of Island residents responded



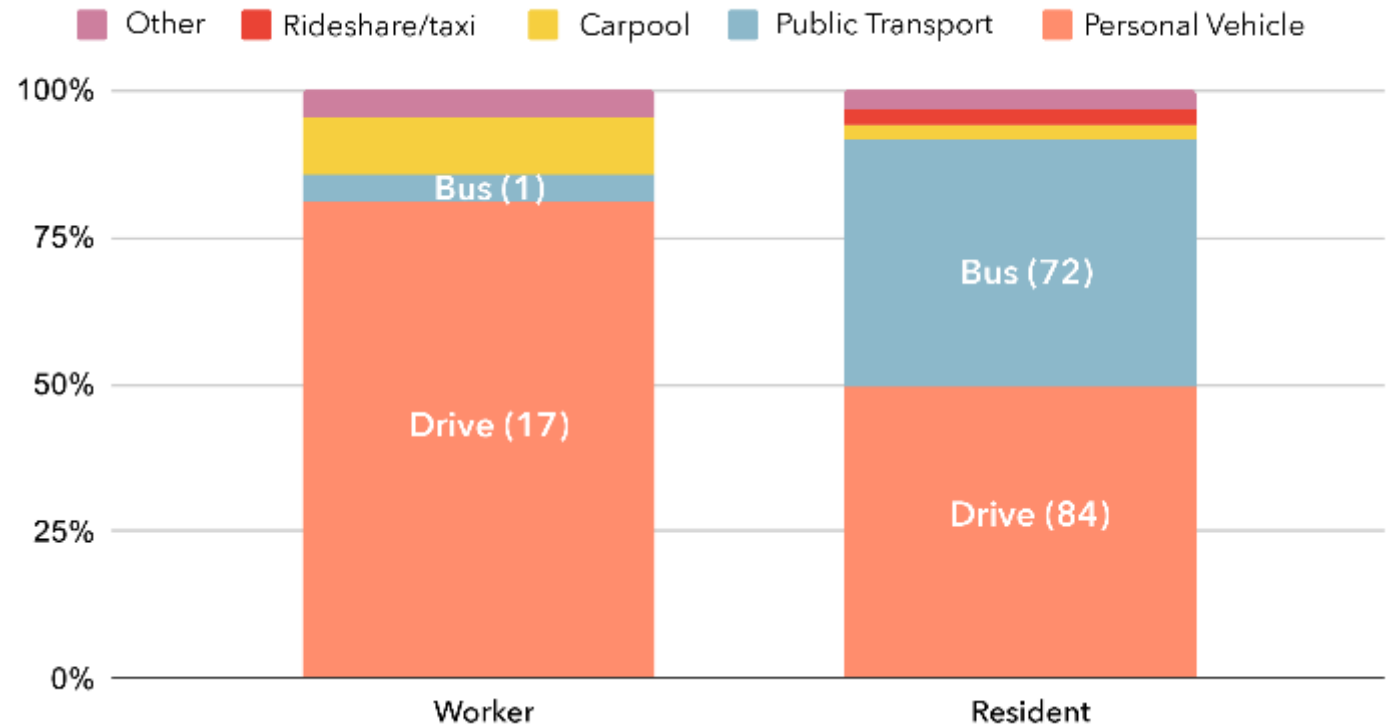
Mode of Travel on/off Treasure Island

Workers:

- 80% Drive
- 4% Transit

Residents:

- 49% Drive
- 42% Transit

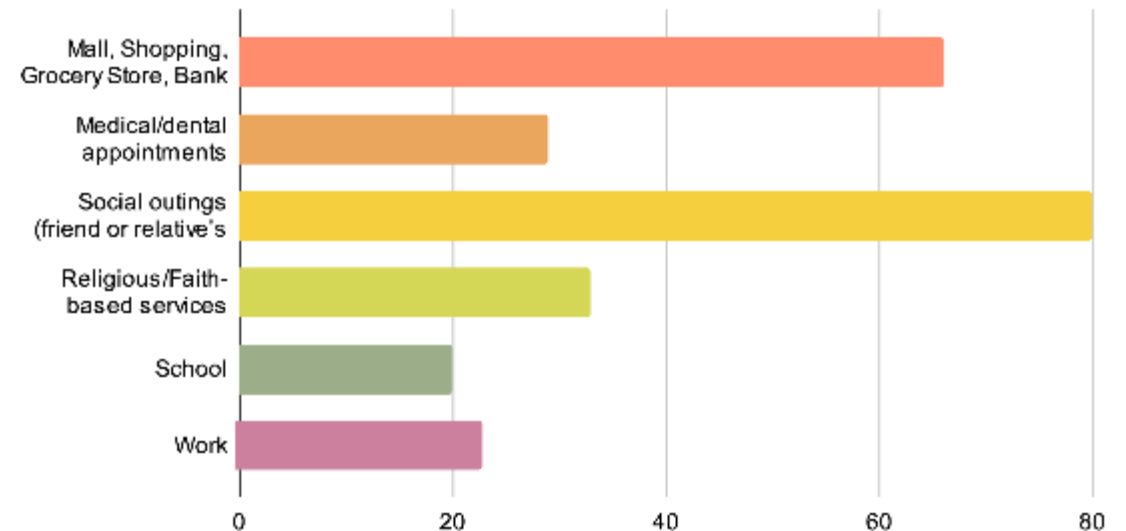


Barriers to Travel On/Off Treasure Island

Few everyday land uses on the Island

- Cannot afford gas, parking, or insurance
- Cannot afford taxi/private transportation
- Do not have bus services where I am or where I want to go
- Do not have a reliable vehicle

Destinations outside of the island not go to as often due to limited transportation options



Ideas for Transportation Improvements

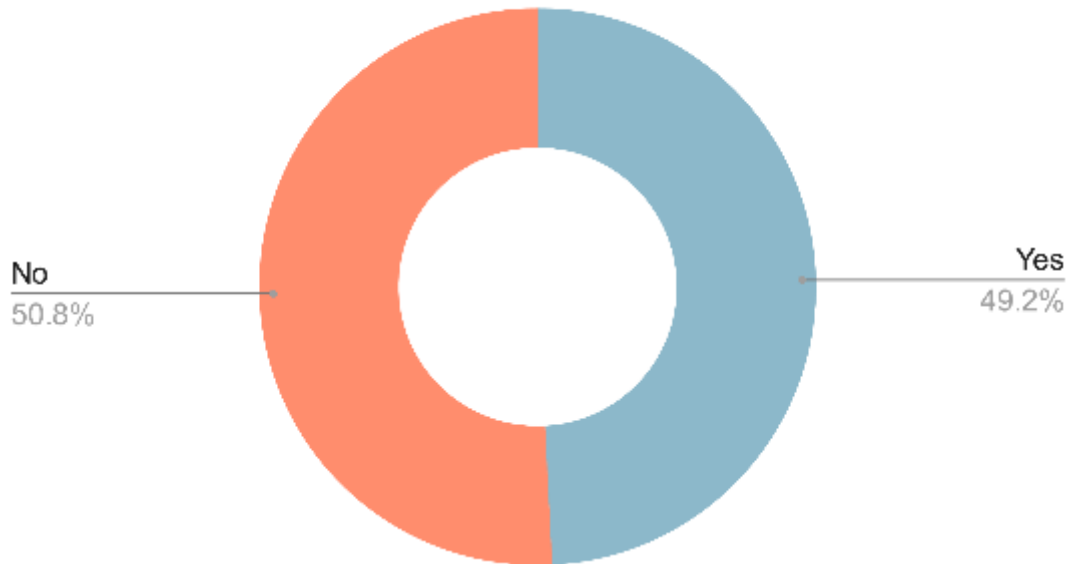


- More frequent bus services
- Expansion of fixed-route bus system, including more stops in San Francisco
- Improvements to bus stop amenities (benches, lighting, signs, or shelter)
- Ride vouchers or subsidies for private ride-hailing services

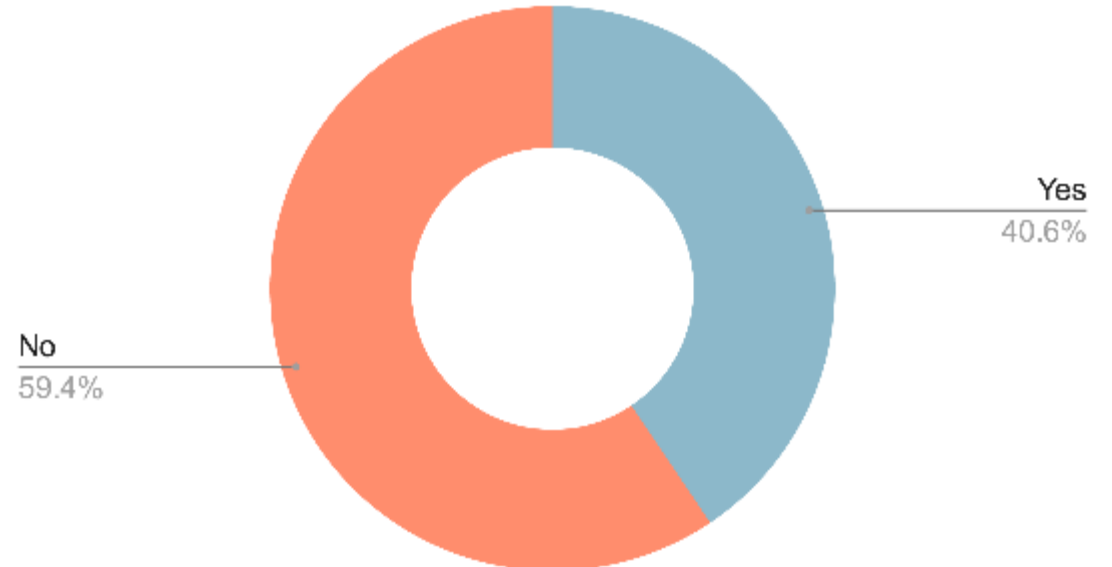
Interest in Alternative Mobility Options

- 50% No - Bike/Electric Scooter
- 49% Yes - Bike/Electric Scooter
- 59% No - Carpool service
- 40% Yes - Carpool service

Bike/scooter Rental on the Island

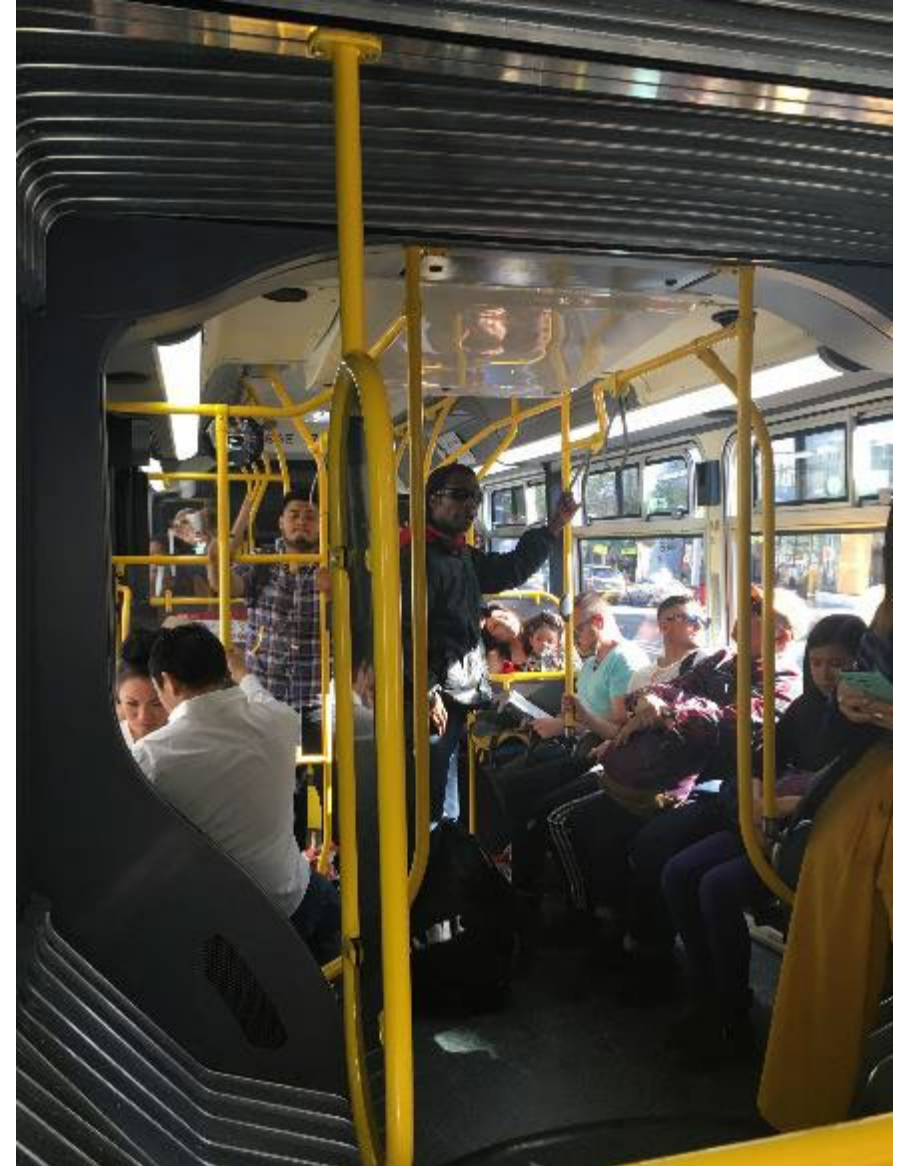


Self-managed carpool service among residents



Concerns with Personal Security

- 66% would like more lighting at bus shelters
- 53% would like more security cameras
- 43% would like extended security personnel on transit
- 90% would like a transportation alert service



Potential Supplemental Services



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Objectives for Supplemental Services

- Connectivity: Improve quality and availability of transportation options to/from key destinations in San Francisco, especially for residents and workers.
- Safety: Ensure transportation options to/from Treasure Island are safe for all community members.
- Community: Address the community's essential service access needs, especially for low-income residents and workers.
- Affordability: Maximize cost effectiveness for transportation users and providers and leverage existing resources.
- Action: Prioritize strategies that have opportunities for quick and sustained implementation.



Top Strategies

Community Ambassador program

Microtransit shuttle pilot

Expanded Muni service

Improve bus shelters

Marketing and communications for existing and new mobility services



Community Ambassador Program

Responds to personal security
concerns

Led by One Treasure Island



Microtransit Shuttle Pilot

Expand TIMMA-provided East Bay and on-Island shuttle services

Coordinate existing nonprofit transportation services



Expanded Muni Service

Destinations desired other than Salesforce Transit Center

Development Agreement calls for phased Muni service expansion



Improve Bus Shelters

Address personal security concerns

Provide real-time information

Ensure lighting, seating, maintenance, accessibility



Marketing and Communications

Publicize existing services (Van Gogh and Shop-a-Round Shuttles, Essential Trip Card)

Ferry service marketing and communications

Text alert system sponsored by One Treasure Island

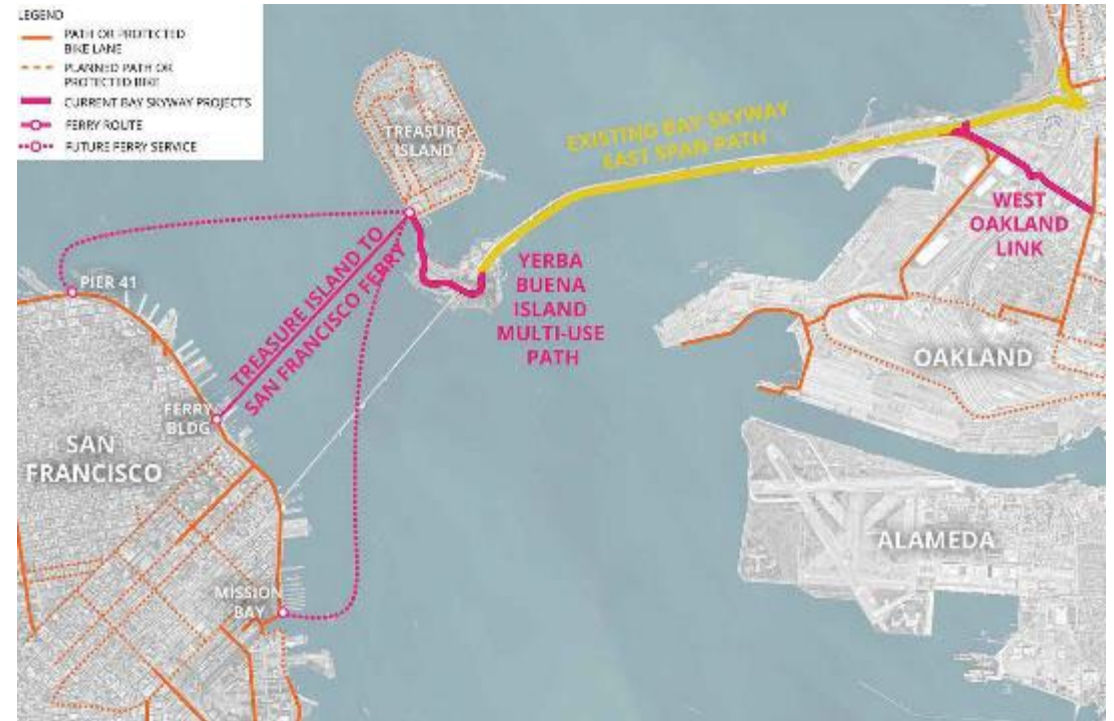


Next Steps

Recommend one top priority

Develop implementation steps for remaining strategies

SFCTA Board adoption of Study Final Report (Neighborhood Transportation Planning Project)



Thank you.

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