

Treasure Island Supplemental Transportation Study

[NTIP Planning]



San Francisco
County Transportation
Authority

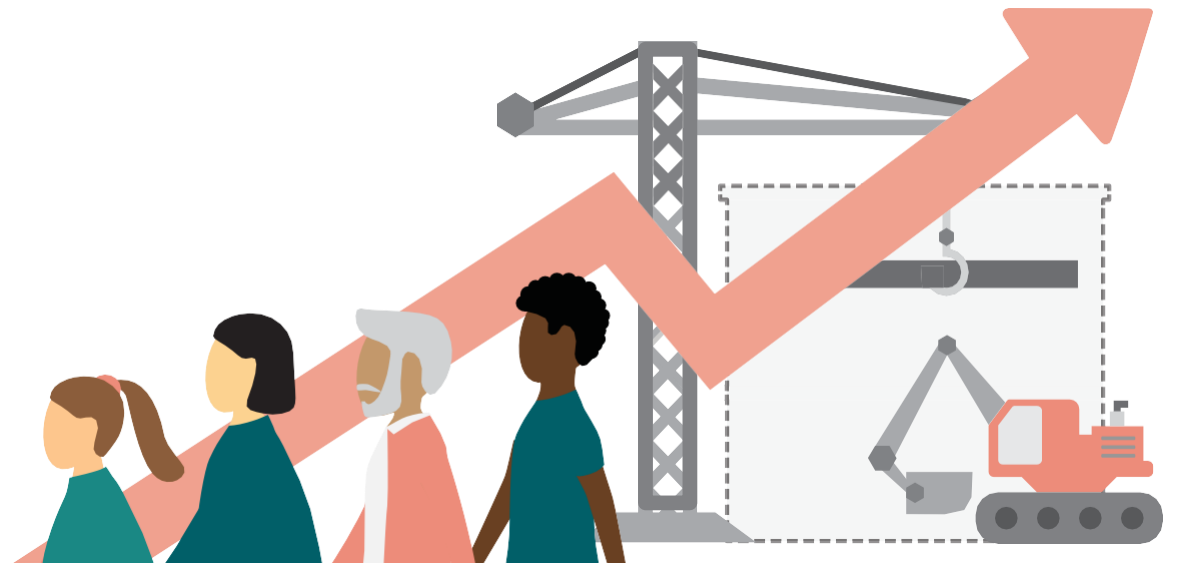


SFCTA Board — Agenda Item 8
September 12, 2023

Study Purpose

- Understand the transportation needs of existing Treasure Island residents and workers
- Identify near-term improvements to transportation services and supplemental transportation options

Treasure Island is undergoing a major redevelopment, which will grow the population from approximately 2,000 residents up to 20,000.



Study Objectives



Connectivity

Improve quality and availability of transportation options to/from key destinations in San Francisco, especially for residents and workers.



Community

Address the community's essential service access needs, especially for low-income residents and workers.



Safety

Ensure transportation options to/from Treasure Island are safe for all community members.



Affordability

Maximize cost effectiveness for transportation users and providers and leverage existing resources.



Action

Prioritize strategies that have opportunities for quick and sustained implementation.

Review of Existing Services

Several transportation programs in San Francisco are already available to Treasure Island residents and employees.

- Essential Trip Card
- Van Gogh Shuttle
- Shop-a-Round Shuttle
- Clipper START
- Lifeline Pass
- Free Muni for All Youth

There is an opportunity to increase awareness of and expand these programs.



Community Engagement

Workgroup

Met 8 times virtually over a year

Needs Assessment Survey

About barriers and preferences

Focus Groups

In-person meetings:
English, youth, Spanish, Cantonese

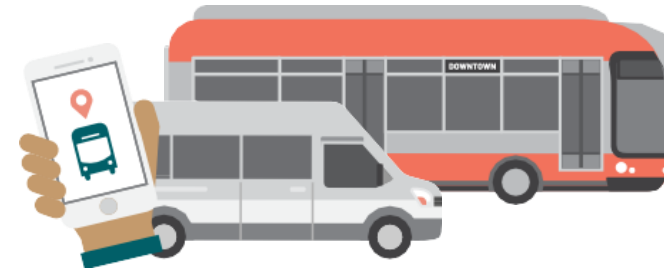


Recommended Actions

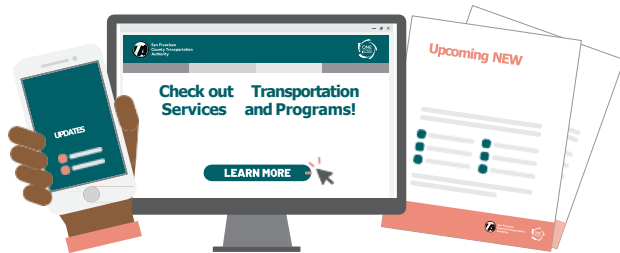
Actions are organized into four categories:



Safety



Improved Transportation Options



Communications



Affordability

Safety: Community Ambassador Program

Community Ambassador Program Description

- Welcome new residents and businesses
- Host community safety and leadership trainings
- Ambassadors could be stationed at transit stops

Implementation Notes

- Lead agency: Currently developed and delivered by One Treasure Island (OTI)
- Funding: Requires ongoing operating funding source



Safety: Improve Bus Shelters

Bus Shelter Improvements Description

- Increase personal safety and traffic safety at and around bus stops
- Improve lighting, seating, maintenance, and accessibility
- Applies to the 5 bus stops in the last Phase of development

Implementation Notes

- Lead agency: SFMTA
- Funding: Eligible for a variety of capital construction funding sources



Improved Transportation Options: Muni Service

Muni Service Expansion Timeframe

- Near term: restore service to pre-pandemic levels
- At 7000 new units: provide one-seat rides to more destinations in San Francisco*

Implementation Notes

- Lead agency: SFMTA
- Funding: Requires an ongoing source of operating funding. The Lifeline Transportation Program has previously funded service increases for the 25 Route.



* The Treasure Island Development Agreement calls for added Muni frequencies at the 7,000 new units milestone.

Improved Transportation Options: Microtransit

Microtransit

- Pilot a microtransit shuttle to provide on-demand service between Treasure Island and San Francisco mainland
- Model on SFMTA's turnkey-operated, grant-funded Bayview Community Shuttle pilot
- Coordinate this service with TIMMA's future on-island and East Bay shuttle services

Implementation Notes

- Lead agency: TIMMA or OTI
- Funding: Requires initial pilot and ongoing operating funding source(s)



Communications: Existing and New Services

Marketing and Communications Description

- For existing and upcoming new transportation services and programs
- Website updates, social media campaigns, transit advertisements, tabling at events, and more






Implementation Notes

- Lead agency: TIMMA and/or OTI
- Funding: This role is called for as part of the future TIMMA Travel Demand Management program.



Next Steps

NEXT STEPS	LEAD	SUPPORT
 Identify and track funding sources	TIMMA	OTI
 Develop funding applications	OTI/TIMMA	
 Facilitate ongoing community engagement	OTI	TIMMA

- All Actions except Bus Stop Improvements require ongoing operating funding
- For TI, the key potential source is TIMMA's ongoing mobility management program



Thank you.

sfcta.org/projects/treasure-island-supplemental-transportation-study

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