



# Memorandum

## AGENDA ITEM 7

**DATE:** August 31, 2023  
**TO:** Transportation Authority Board  
**FROM:** Rachel Hiatt - Deputy Director for Planning  
**SUBJECT:** 09/12/23 Board Meeting: Adopt the Treasure Island Supplemental Transportation Study [NTIP Planning] Final Report

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| <p><b>RECOMMENDATION</b>   <input type="checkbox"/> Information   <input checked="" type="checkbox"/> Action</p> <p>Adopt the Treasure Island Supplemental Transportation Study [NTIP Planning] Final Report.</p> <p><b>SUMMARY</b></p> <p>Former Transportation Authority Board Member Matt Haney requested the Treasure Island Supplemental Transportation Study, funded with District 6 Neighborhood Transportation Improvement Program (NTIP) funds, to identify near-term supplemental transportation services that can meet the needs of existing Treasure Island residents. The Transportation Authority partnered with One Treasure Island (OTI) to conduct outreach, which included a workgroup, survey, and focus groups that provided feedback on potential supplemental transportation options. The top five priority actions, based on technical evaluation and community input, are a community ambassador program, improved bus shelters, an off-Island microtransit service, expanded Muni service, and more marketing and communications about existing and upcoming new transportation services and programs. Most top priority actions require a new stable source of ongoing operating funding; one potential source is the Treasure Island Mobility Management Agency's (TIMMA's) travel demand management program, as called for in the Treasure Island Transportation Implementation Plan (TITIP).</p> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Fund Allocation</li> <li><input type="checkbox"/> Fund Programming</li> <li><input type="checkbox"/> Policy/Legislation</li> <li><input checked="" type="checkbox"/> Plan/Study</li> <li><input type="checkbox"/> Capital Project Oversight/Delivery</li> <li><input type="checkbox"/> Budget/Finance</li> <li><input type="checkbox"/> Contract/Agreement</li> <li><input type="checkbox"/> Other:<br/>_____</li> </ul> |
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## **BACKGROUND**

Treasure Island is undergoing a major redevelopment which will grow the population from approximately 2,000 residents up to 20,000. Planned transportation improvements include a new ferry service to and from the San Francisco ferry terminal; new AC Transit bus service to and from downtown Oakland BART stations; and expanded Muni service. These transit improvements will be phased in over time. In the interim prior to full project build-out, improvements to public transportation services and supplemental transportation options are needed to better serve existing low-income residents and workers without access or with limited access to a vehicle. The Treasure Island Supplemental Transportation Study aims to understand the transportation needs of Treasure Island residents and workers and to outline recommended near-term supplemental transportation options to fill identified gaps in service. We presented an informational study update with the survey findings and draft strategies to the TIMMA Committee in October 2022.

## **DISCUSSION**

**Case Study Review.** We conducted a case study review of existing programs in San Francisco and of innovative programs in four peer regions across the country. Several existing transportation programs, including the San Francisco Municipal Transportation Agency's (SFMTA's) Van Gogh and Shop-a-Round shuttles, are already available to Treasure Island residents and employees but could be expanded to better serve the island. The SFMTA operates these shuttles through its paratransit program. The former brings seniors and disabled persons to/from cultural events in the city and the latter brings these same populations to grocery stores and provides assistance carrying groceries. The development of draft strategies came from this case study review as well as through community engagement.

**Outreach.** Working with OTI, we convened a workgroup, conducted a needs assessment survey, and held focus groups to identify and prioritize transportation strategies that would serve existing Treasure Island residents. The workgroup was made up of Treasure Island residents who met virtually eight times over the course of one year. They provided feedback on the outreach plan and reviewed draft supplemental transportation strategies. The workgroup also helped develop and distribute the needs assessment survey, which asked respondents about barriers to travel on and off the Island and their level of support for potential supplemental transportation services. Lastly, we held in-person focus group meetings to gather input on how to tailor and prioritize draft strategies. OTI presented the final



recommended actions to the OTI Board of Directors – Island Development Committee in April 2023, the Treasure Island Development Authority (TIDA) Board of Directors in May 2023, and the TIDA Citizen Advisory Board in June 2023. The study was well received at those meetings.

**Evaluation.** We co-created evaluation framework criteria with the workgroup and held workshops to score and identify which actions will be most effective at meeting Treasure Island transportation needs in the short term. The evaluation criteria were categorized under the five project objectives: connectivity, safety, community, affordability, and action. Through the scoring process and feedback, we refined the initial 17 proposed strategies to 5 top priority actions.

**Top Priority Actions.** The following recommendations are the top five priority actions:

- Launch a community ambassador program that welcomes new residents and businesses and hosts community transportation trainings.
- Improve bus shelters to increase safety at and around bus stops.
- Pilot a microtransit shuttle to provide service between Treasure Island and San Francisco.
- Expand Muni service to provide one-seat rides to more destinations in San Francisco.
- Improve marketing and communications for existing and new transportation services and programs.

**Funding and Implementation.** The final report includes a table, starting on page 86, of potential initial funding sources for each action. One of the top priority actions, bus shelter improvements, is a capital cost that is eligible for a variety of local, regional, and state grant sources. However, all other top priority actions require ongoing operating funding to be sustained over time. Some grants can potentially provide startup or “pilot” operating funding, but the priority actions recommending transportation services will need a stable source or sources of operating funding to cover both match requirements and ongoing operations post-pilot. Generally, it is very difficult to identify and secure stable revenue sources for services or operations. However, for this particular study, one potential source is TIMMA’s travel demand management program, as called for in the TITIP. TIMMA will work with OTI to establish roles and responsibilities for each next step, including handing over follow-up responsibilities from SFCTA to TIMMA.



### **FINANCIAL IMPACT**

The recommended action would not have an impact on the adopted Fiscal Year 2023/24 budget.

### **CAC POSITION**

The CAC will consider this item at its September 6, 2023 meeting.

### **SUPPLEMENTAL MATERIALS**

- Attachment 1 - Treasure Island Supplemental Transportation Study Final Report