

Memorandum

AGENDA ITEM 3

DATE: October 24, 2025

TO: Treasure Island Mobility Management Agency Committee

FROM: Suany Chough – Assistant Deputy Director for Planning

SUBJECT: 10/28/25 Committee Meeting: SFMTA Parking Legislation for Treasure Island

RECOMMENDATION ☒ Information ☐ Action None. This is an information item. SUMMARY We have been working jointly with the San Francisco Municipal Transportation Agency (SFMTA) and the Treasure Island Development Authority (TIDA) to develop a comprehensive long-term parking management plan described in the Treasure Island Transportation Improvement Program (TITIP), in support of the Treasure Island/Yerba Buena Island Redevelopment Project. Parking management and enforcement is required on the new streets of Treasure Island, as new residents move into their units on both Islands and visitor trips rise, increasing demand for on-street parking spaces. SFMTA is proposing legislation (Attachment 1) to establish paid on-street parking regulations for Treasure Island and Yerba Buena Island, and will present these plans to the TIMMA Committee as part of their public outreach effort. This legislation covers the entire development area (Attachment 2) but would only take effect on newly built streets accepted by the city (Attachment 3).	☐ Fund Allocation ☐ Fund Programming ☒ Policy/Legislation ☐ Plan/Study ☐ Capital Project Oversight/Delivery ☐ Budget/Finance ☐ Contract/Agreement ☐ Other: _____
---	---

BACKGROUND

On April 1, 2014, the San Francisco Board of Supervisors adopted Resolution 110-14 designating the San Francisco County Transportation Authority (Transportation Authority) as TIMMA to implement elements of the TITIP which was adopted in 2011 to support the

Treasure Island/Yerba Buena Island Development Project. The TITIP calls for, and TIMMA will be responsible for implementing, the Treasure Island Mobility Management Program - a comprehensive and integrated program to manage travel demand on Treasure Island as the development project occurs, including an integrated congestion reduction program with vehicle tolling, parking pricing, and transit pass components.

The Board of Supervisors' Resolution 110-14 specifically authorized TIMMA to oversee the implementation of the TITIP, with the exception of the power to:

- Adopt regulations for on-street parking and for off-street parking within publicly owned facilities on Treasure Island that are open to the public, including regulations limiting parking, stopping, standing, or loading and establishing parking privileges and locations, parking meter zones, and other forms of parking regulation; and
- Adopt parking fees, fines, and penalties for on-street parking and off-street parking within publicly-owned facilities on Treasure Island that are open to the public and administer and collect all such on-street and off-street parking fees, fines, and penalties on Treasure Island.

Instead, SFMTA will provide these core parking services on the islands as it does in the rest of San Francisco including on-street parking legislation; installation of meters, paint, signage; meter operations and revenue collection; enforcement and citations. As provided by Resolution 110-14, all net parking fees, fines and penalties collected on the islands, excluding residential building-specific parking and hotel parking, will be returned to TIMMA to fund transit operations and support the Treasure Island Mobility Management Program generally.

DISCUSSION

Comprehensive Parking Management Plan. Parking management furthers the Treasure Island Mobility Management Program's twin goals of achieving financial self-sustainability and at least 50% sustainable mode share (transit, carpool, cycling, walking trips). The TITIP's parking policies are designed to comprehensively manage private automobile use through variable pricing, incentives, new technology, and effective monitoring programs. The TITIP also establishes parking maximums, rather than minimums, limited to one space per dwelling unit, and residential parking is unbundled from the cost of purchasing or renting a home.

Specifically, the TITIP calls for on-street parking to be priced and managed as follows:

- All on-street parking will be charged, using wireless technologies similar to those already in use for the SFpark variable parking pricing program;
- All on-street spaces will be available to visitors with charges assessed on an hourly basis and calculated to encourage short-term use;
- Spaces will be controlled by multi-space meters that take multiple forms of payment; and
- Charges will apply from early morning (7:00 am) to late evening (10:00 pm).

We are continuing to work with SFMTA and TIDA on a long-term plan for parking management, including reviewing scenarios for various approaches to incentives, innovative technology applications, affordability and other policies to support the twin goals. The three agencies are currently working to update the scenarios based on current development forecasts, updated expenses, and utilization data. The agencies are also finalizing the terms of a Memorandum of Understanding (MOU) to formalize roles and responsibilities.

Near Term Parking Management. While the comprehensive plan and MOU are in progress, development is advancing on the islands, with over 900 residents in 974 completed new units. Eleven new streets have been constructed and accepted by the City. In 2026, at least 370 new residential units are expected to start construction, and the next stage of new street improvements and infrastructure will begin on the south side of Treasure Island.

Property managers for residential buildings along these streets, as well as several residents, have expressed frustration with the lack of parking regulations and are concerned with the resulting "free-for-all" parking conditions.

The SFMTA has installed traffic control markings approved under the master development agreement, such as lane markings, loading zones and red curbs, traffic signals, and bike lanes, and has begun enforcement for those features. However, establishing and implementing on-street parking regulations requires legislative action by the SFMTA Board of Directors.

Legislation to authorize metering and time limits as needed to address safety and operational issues, including:

- Reduced turnover and availability: Vehicles remain parked long-term, limiting access for residents and visitors.
- Neglected appearance: Unmoved vehicles collect dirt and debris, creating an impression of blight and affecting perceptions of safety and cleanliness.
- Curbside misuse: Commercial vehicles and vehicles picking up or dropping off passengers often block lanes or park illegally due to the lack of regulated white and yellow curb loading areas.
- Unsafe parking behavior: Drivers may park in red zones, bike lanes, or too close to intersections when spaces appear unregulated.

SFMTA Paid Parking Legislation. SFMTA staff has drafted legislation to establish paid on-street parking on Treasure Island and Yerba Buena Island (Attachment 1) to address the parking management needs described above. This legislation covers the entire development area (Attachment 2) but would only take effect on newly built streets accepted by the city (Attachment 3). As new streets are constructed and accepted by the City, they would be subject to these on-street regulations, as adopted.

It is expected there would be approximately 200 meters installed on already-built and accepted streets, with approximately 850 meters in total after full build-out in about 2035.

Hours of meter operation are proposed to be 9 am to 10 pm, mirroring meter schedules already in use on Port of SF and Mission Bay streets.

Under the City's Transportation Code, meter rates are set through administrative authority granted to the Director of Transportation. The SFMTA proposal would start rates at \$1 per hour for on-street metered parking spaces, the agency's current minimum rate. From there, parking utilization will be monitored and rates will be periodically adjusted (or left unchanged) as demand warrants in 25-cent increments, to achieve a target minimum availability rate.

Rules and regulations around parking meters, including ways to pay, citations, and appeals, are consistent with SFMTA's citywide policies. Additionally, TIDA is working to establish a temporary parking lot for residents of new buildings, with a reduced rate for Below Market Rate building residents.

Outreach. Public outreach for the paid on-street parking proposal included three "Transition Talk" open house events held by TIDA: one held in November 2024 and two more in August 2025, at which SFMTA discussed Treasure Island parking resources and

policies with attendees. The SFMTA held a public hearing on October 17, 2025, which was noticed and promoted through a variety of channels, from conventional paper notices posted on recently built streets on the islands to an [SFMTA web page describing the proposal](#). The SFMTA meter proposal page was shared via TIDA's and One Treasure Island's mailing lists, digital channels, and in-person outlets. All of the outreach was available in multiple languages.

At the October 17 public hearing, the SFMTA received four comments, one of which was in person and three additional comments provided by email. One comment expressed support and three were opposed to the parking management proposal.

Approval Process. The SFMTA Board is expected to consider this legislation at its December 2, 2025 meeting. Once legislation is adopted, SFMTA will proceed to install parking meters, with enforcement estimated to begin in February 2026. During this early phase before implementation of the TIMMA-led comprehensive parking management plan, enforcement and other administrative costs will be borne by SFMTA as part of its citywide parking management responsibilities. SFMTA staff will return to the TIMMA Committee with an informational update on parking management operations in 2026.

FINANCIAL IMPACT

None. This is an information item.

SUPPLEMENTAL MATERIALS

- Attachment 1 – Public Hearing Notice (Draft Legislation)
- Attachment 2 – Map of New Streets (Treasure Island & Yerba Buena Island)
- Attachment 3 – Map of Accepted Streets (Treasure Island & Yerba Buena Island)

Attachment 1 Proposed Street Changes

Cambios Propuestos en la Calle | 街道改變建議 |
Ipinanukalang pagbabago sa kalsada

The following items have been environmentally cleared by the Planning Department on April 21, 2011,
Treasure Island/Yerba Buena Island Redevelopment Project (Case No 2007.0903E):

Treasure Island & Yerba Buena Island – Parking Meters

ESTABLISH – GENERAL METERED PARKING, NO TIME LIMIT, 9 AM TO 10 PM, EVERY DAY

- A. Avenue of the Palms, east side, from Pacifica Street to southern terminus
- B. Blossom Lane, both sides, from Macky Lane to Portway Passage
- C. Braghetta Lane, both sides, from Clipper Cove Avenue to Farallon Street
- D. Bruton Street, both sides, from Seven Seas Avenue to Avenue of the Palms
- E. Clipper Cove Avenue, south side, from Treasure Island Road to Seven Seas Avenue
- F. Clipper Cove Avenue, both sides, from Seven Seas Avenue to Phillips Lane
- G. Cravath Street, both sides, from Avenue of the Palms to Seven Seas Avenue
- H. Farallon Street, south side, from Macky Lane to western terminus
- I. Indies Place, both sides, from Peacemakers Street to Seven Seas Avenue
- J. Johnson Street, both sides, from Avenue of the Palms to Seven Seas Avenue
- K. Kelham Street, both sides, from Avenue of the Palms to Passiflora Way
- L. Macky Lane, east side, from Trade Winds Avenue to northern terminus
- M. Maybeck Street, both sides, from Avenue of the Palms to Passiflora Way
- N. Pacifica Street, south side, from Avenue of the Palms to Peacemakers Street
- O. Passiflora Way, both sides, from Maybeck Street to southern terminus
- P. Peacemakers Street, both sides, from Clipper Cove Avenue to Pacifica Street
- Q. Phillips Lane, east side, from Trade Winds Avenue to Blossom Lane
- R. Phillips Lane, both sides, from Trade Winds Avenue to Clipper Cove Avenue
- S. Portway Passage, west side, from Trade Winds Avenue to northern terminus
- T. Seven Seas Avenue, both sides, from Clipper Cove Avenue to Trade Winds Avenue
- U. Seven Seas Avenue, west side, from Trade Winds Avenue to Kelham Street
- V. Seven Seas Avenue, both sides, from Kelham Street to Pacifica Street
- W. Sotomayor Street, both sides, from Avenue of the Palms to Peacemakers Street
- X. Trade Winds Avenue, north side, from Portway Passage to Braghetta Lane
- Y. Trade Winds Avenue, both sides, from Braghetta Lane to Peacemakers Street
- Z. Trade Winds Avenue, south side, from Peacemakers Street to Seven Seas Avenue
- AA. Wurster Lane, east side, from Trade Winds Avenue to Blossom Lane
- AB. Yerba Buena Road, north side, along the entire length of the road
- AC. Zoe Dell Lane, east side, from Trade Winds Avenue to Blossom Lane

If you would like to comment on this proposed change, you may participate online or via phone or file your comments in writing by the end of the day of the public hearing:

- Email: To: Andy.Thornley@SFMTA.com with Subject line "Public Hearing"
- Public Hearing: **Friday, October 17, 2025, at 10:00 AM**
To join online to view shared material, please visit [SFMTA.com/ENGhearing](https://sfmta.com/ENGhearing).
To join by phone, please dial (415) 523-2709 and enter conference ID 836 632 456#

No decisions are made at the public hearing itself. Decisions are made within a week of the public hearing based on all feedback received.

G 415.646.4270: For free interpretation services, please submit your request 48 hours in advance of meeting. / 如果需要免費口語翻譯，請於會議之前48小時提出要求。 / Para servicios de interpretación gratuitos, por favor haga su petición 48 horas antes de la reunión. / Para sa libreng serbisyo sa interpretasyon, kailangan mag-request 48 oras bago ang miting.

All comments will be reviewed by project staff and the hearing facilitator and will be entered into the public record. Comments will be considered when a determination is made whether to implement the change. After the hearing, proposals marked with a diamond (◆) can be approved by the City Traffic Engineer. Otherwise, the SFMTA Board of Directors will make the final approval at a later date based on the outcome of the public hearing. Certain, final SFMTA Decisions, whether made by the City Traffic Engineer or the SFMTA Board, can be reviewed by the Board of Supervisors pursuant to [Ordinance 127-18](#). Information about the review process can be found at: https://sfbos.org/sites/default/files/SFMTA_Action_Review_Info_Sheet.pdf

◆ These items are California Environmental Quality Act (CEQA) Approval Actions for which the Planning Department has issued a CEQA exemption determination or negative declaration, which may be viewed online at www.sf-planning.org/ceqa-exemptions-map. Following approval of the item by the SFMTA City Traffic Engineer, the CEQA determination is subject to appeal within the timeframe specified in S.F. Administrative Code Section 31.16, typically within 30 calendar days of the Approval Action. For information on filing a CEQA appeal, contact the Clerk of the Board of Supervisors at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102, or call (415) 554-5184. Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or in written correspondence delivered to the Board of Supervisors or other City board, commission or department at, or prior to, such hearing, or as part of the appeal hearing process on the CEQA decision.

SFMTA.com/Engineering



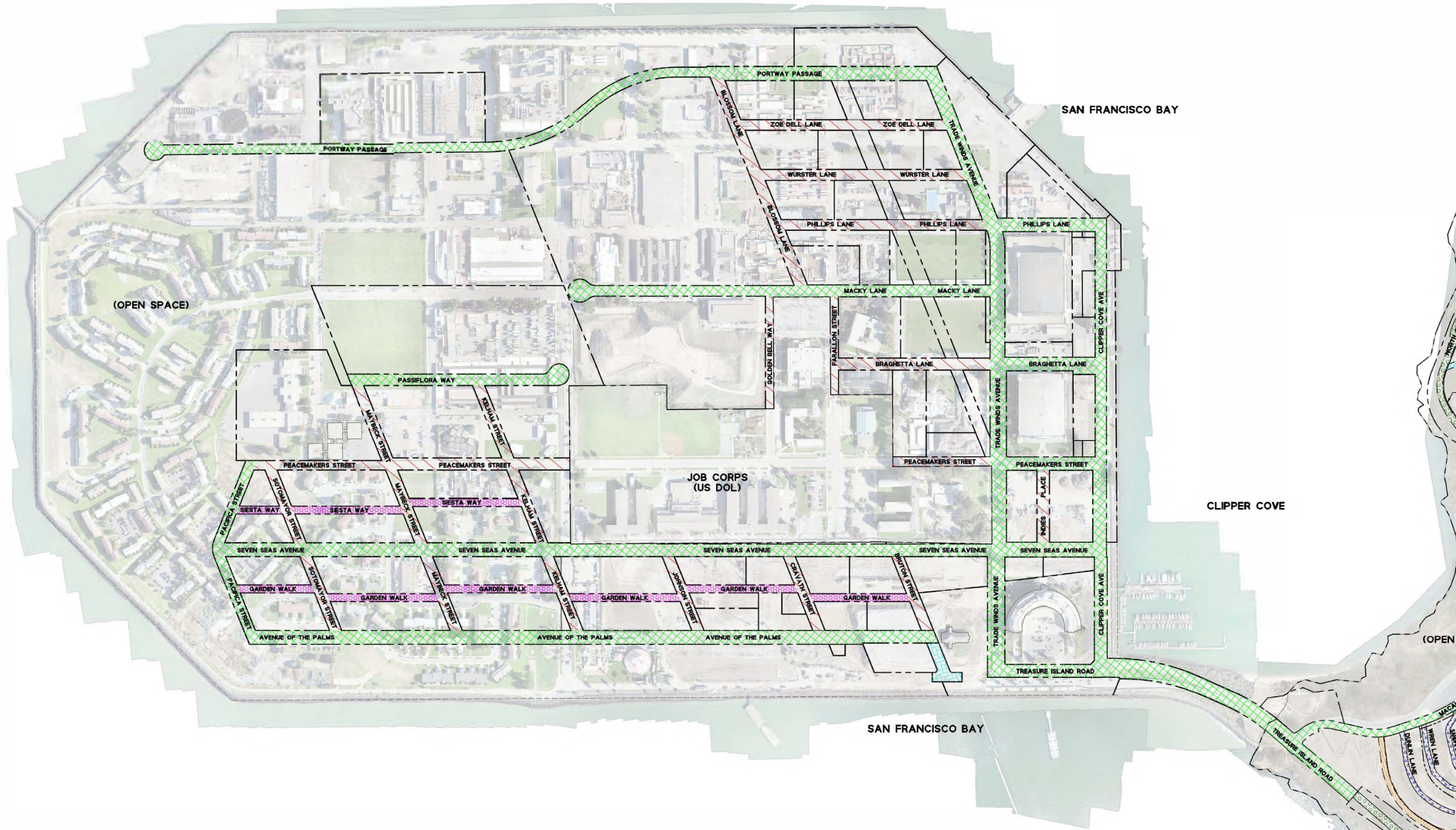
SFMTA

SAN FRANCISCO BAY

SAN FRANCISCO BAY

CLIPPER COVE

SAN FRANCISCO BAY

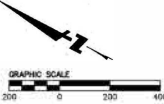


STREET NAMES	
EXISTING STREET NAME	NEW STREET NAME
TREASURE ISLAND ROAD	TREASURE ISLAND ROAD
PALM DRIVE	TREASURE ISLAND ROAD
CLIPPER COVE AVENUE	CLIPPER COVE AVENUE
CALIFORNIA AVENUE	CLIPPER COVE AVENUE
AVENUE C	SEVEN SEAS AVENUE
4TH STREET	BRUNTON STREET
5TH STREET	CRANWORTH STREET
6TH STREET	JOHNSON STREET
SHARED PUBLIC WAY	GARDEN WALK
CITYSIDE AVE	AVENUE OF THE PALMS

- LEGEND:**
- TDA OWNED LAND**
- CITY OWNED INFRASTRUCTURE**
- CITY MAINTAINED INFRASTRUCTURE**
- PUBLIC STREET
- PUBLIC STREET NOT TO CITY STANDARDS; REQUIRES EXCEPTION REQUEST
- PUBLIC STREET (NOT STATE TRUST)
- PUBLIC STREET NOT TO CITY STANDARDS

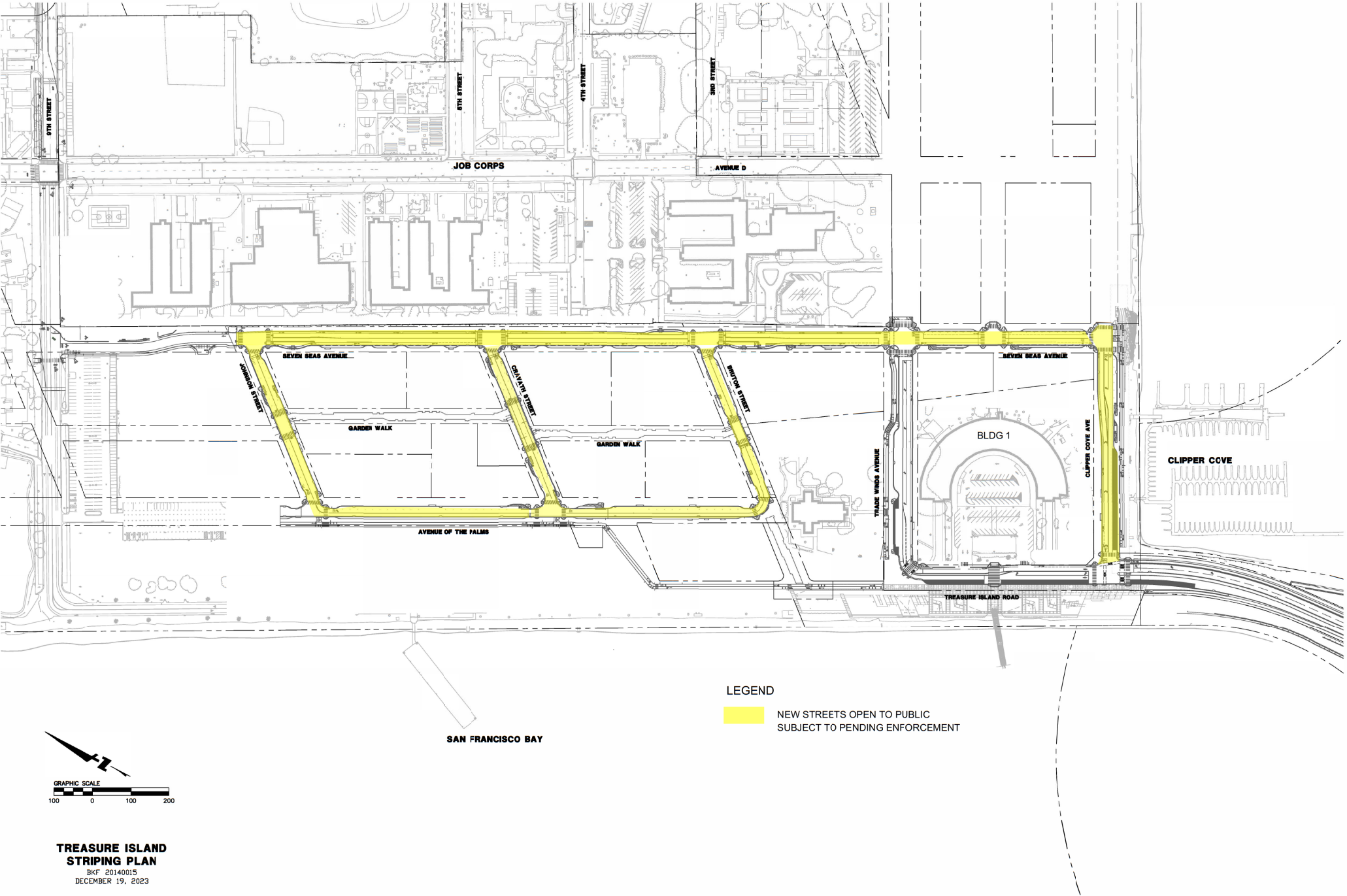
- TDA OWNED LAND**
- PIC OWNED AND MAINTAINED UTILITIES**
- TDA OWNED AND MAINTAINED UTILITY**
- PUBLIC STREET IN PUBLIC TRUST, OFFERED BUT NOT ACCEPTED BY CITY; NOT ACCEPTED FOR MAINTENANCE
- MAINTENANCE ROAD

- MISC**
- PRIVATE STREET (OWNED BY VERTICAL DEVELOPERS)
- COAST GUARD STREET
- CALTRANS ROW PERPETUAL ACCESS EASEMENT (CITY RESPONSIBLE FOR IMPROVEMENTS)
- TDA OPEN SPACE/ACCESS (NOT INCLUSIVE OF ALL TDA OPEN SPACE)

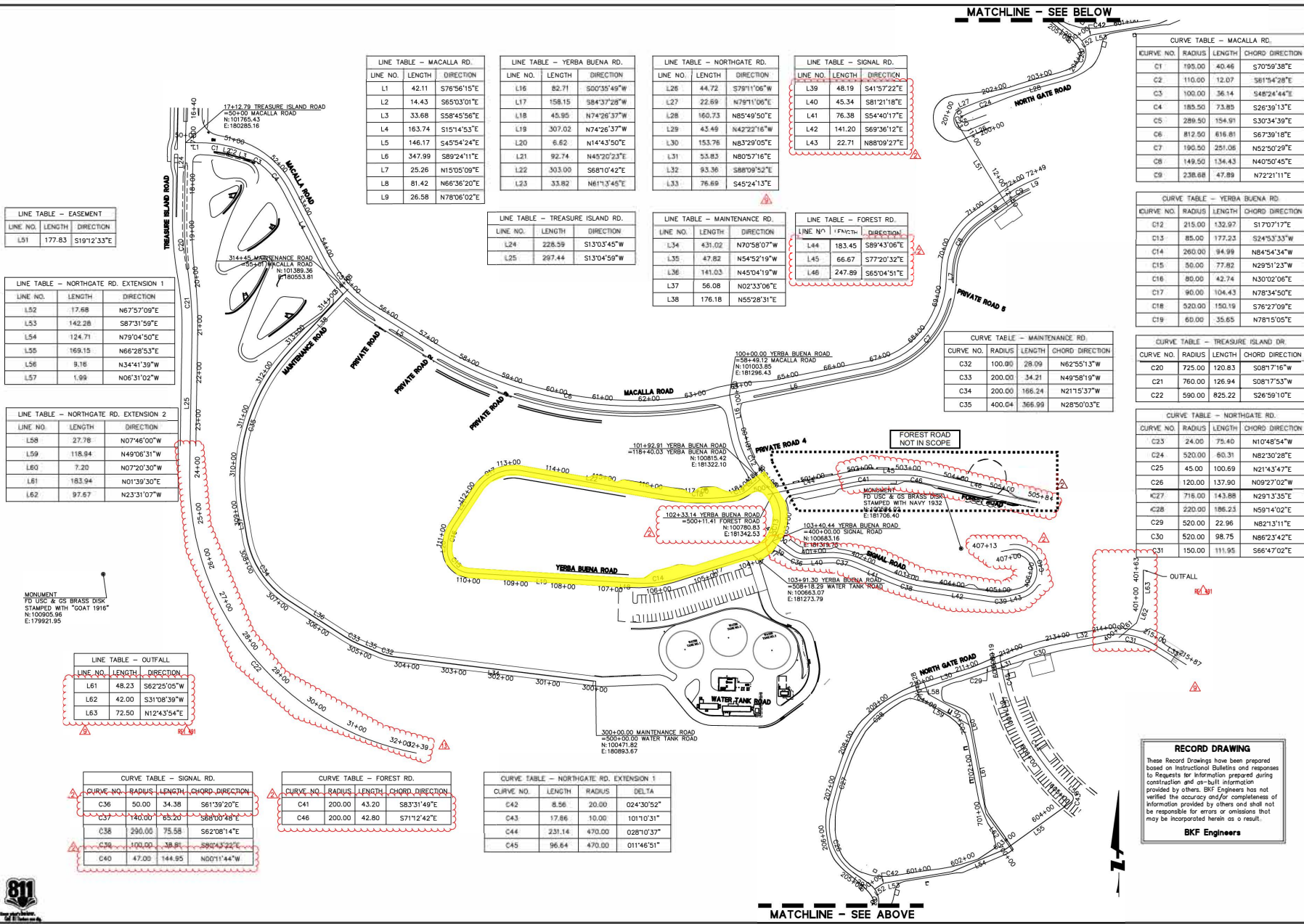


STREETSCAPE OWNERSHIP EXHIBIT

Attachment 3



DRAWING NAME: \\BKF-C\Users\Eng14140015\Drawings\12_Supphase 01\12_2_Infrastructure\Imp\YB_Plan\CD_07-1Y_BA.dwg
PLOT DATE: 08-22-22
PLOT BY: cent



TREASURE ISLAND DEVELOPMENT AUTHORITY
YERBA BUENA ISLAND
SUB-PHASE IYA & IYB IMPROVEMENT PLANS
CITY OF SAN FRANCISCO COUNTY OF SAN FRANCISCO CALIFORNIA 94130

STREETS
PERMIT SUBMITTAL

PROJECT #	DATE	REVISIONS	BY	DATE
20140615-2	2/22/2018			
20140615-2	2/22/2018			
20140615-2	2/22/2018			
20140615-2	2/22/2018			
20140615-2	2/22/2018			

ROADWAY ALIGNMENT PLAN

SHEET TITLE

SCALE: 1" = 40'

C0.07-1Y

DATE: 08-22-22

DRAWN BY: cent