

Treasure Island Supplemental Transportation Strategies Action Plan

EXECUTIVE SUMMARY

February 2023



San Francisco
County Transportation
Authority



What is the purpose of the Action Plan?

Treasure Island is a unique San Francisco island neighborhood where residents, workers, and visitors have limited transportation options to access essential services, jobs, and leisure activities on the mainland.

Currently, the only public transportation option is the Muni 25 bus, which has only one stop in Downtown San Francisco at the Transbay Terminal. Planned transportation improvements to support this development will be phased in over time, including new ferry service to and from the San Francisco ferry terminal, new AC Transit bus service to and from downtown Oakland BART stations, expanded Muni service, an on-island shuttle, and other supplemental services like carshare and bikeshare.

While these services are planned for the future, improvements to transportation services and supplemental transportation options are needed now to better serve low-income Treasure Island residents and workers who have limited or no access to a vehicle. **This Action Plan identifies a variety of public transportation improvements and supplemental transportation services that could be implemented on Treasure Island in the near-term.**

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



What are the Action Plan Objectives?

The transportation actions are designed to meet the **five objectives**, which were co-created with the Treasure Island community:



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.

How Did We Engage with the Community?

The project team conducted extensive community and stakeholder engagement throughout the study.

A **community workgroup** was established at the outset of the study to help shape the community and stakeholder engagement efforts, increase engagement in the needs assessment survey, and provide input on transportation needs and draft recommendations.



During the first phase of the study, the project team co-developed a **needs assessment survey** with the workgroup that asked residents, workers, and visitors about their current travel patterns to and from the island, barriers to travel, and perceptions of some potential supplemental transportation strategies.

During the next phase of the study, the project team held four **focus groups** (one English, one English youth-only, one Spanish, and one Chinese) to gather community input and recommendations on how to tailor and prioritize draft transportation strategies for Treasure Island. Input received from community members through each of these activities helped to shape and prioritize the transportation actions.



Recommended Actions

The recommended transportation actions are designed to enhance the safety, quality, availability, and affordability of transportation options for existing residents and workers on Treasure Island.

The actions were developed based on input from the community and on best practices from peer cities.

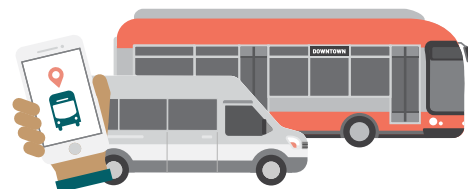
Actions are organized into four categories:

CATEGORY 1



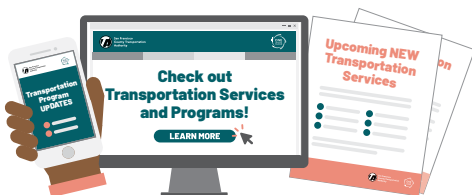
Safety

CATEGORY 2



Improved Transportation Options

CATEGORY 3



Communications

CATEGORY 4



Affordability

To collaboratively evaluate and prioritize potential actions, the project team developed an evaluation framework that assesses how well each action meets the five study objectives: **connectivity, safety, community, affordability,** and **action.** The top priorities are identified and described on the following pages, along with secondary priorities that could be considered as next steps.

Recommended Actions Key

IMPLEMENTATION TIMELINE:

Number of year(s) it will take to implement the action

COST ESTIMATE:

Estimated cost range for the actions

- \$ = Under \$100,000
- \$\$ = \$100,000 - \$250,000
- \$\$\$ = \$250,000 and above

CATEGORY 1

Safety

! PRIORITY

Community Ambassador Program

Launch a community ambassador program that welcomes new residents and businesses and hosts community safety and leadership trainings.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$\$

! PRIORITY

Improve Bus Shelters

Improve bus shelters to increase personal safety and traffic safety at and around bus stops, including improvements to lighting, seating, maintenance, and accessibility.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$\$

Travel Trainings

Host travel trainings with community members to help them feel safer and more comfortable when riding various transportation options.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$ - \$\$

Alert Systems

Implement an alert system (texting or call button) that would allow residents and workers to report when they feel unsafe on or near transportation services.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$ - \$\$

CATEGORY 2

Improved Transportation Options*

! PRIORITY

Microtransit

Pilot a microtransit transit service that provides service between Treasure Island and San Francisco. This service should be coordinated with Treasure Island Mobility Management Agency (TIMMA)'s plans to provide on-island shuttle service.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$\$\$

! PRIORITY

Expand Muni Service

Expand Muni service that serves Treasure Island to provide one-seat rides to more destinations in San Francisco.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$\$\$

Community Carshare Pilot

Pilot an affordable, community-based carshare program on Treasure Island for residents to use to get to destinations not accessible using public transit.

IMPLEMENTATION TIMELINE (YEARS):

A horizontal timeline with 8 circular markers. The 3rd and 4th markers are highlighted with a dark teal background and white text, indicating the implementation period.

COST ESTIMATE:

\$\$ - \$\$\$

Volunteer Driver Pilot

Pilot a volunteer driver program where volunteers drive either an organization-owned vehicle or their own vehicle and transport neighbors to work, medical appointments, or other trips.

IMPLEMENTATION TIMELINE (YEARS):

A horizontal timeline with 8 circular markers. The 1st and 2nd markers are highlighted with a dark teal background and white text, indicating the implementation period.

COST ESTIMATE:

\$\$

* Microtransit to the East Bay is a requirement in the development agreement. Therefore it is not included in this Action Plan.


CATEGORY 2 CONTINUED

Improved Transportation Options

Mobility Hub

Create a mobility hub that allows for seamless transfers between public transit, bike share, car share, scooters, and other mobility amenities on Treasure Island.

IMPLEMENTATION TIMELINE (YEARS):




COST ESTIMATE:
\$\$ - \$\$\$

Expand Existing Shuttle Programs

Expand existing SFMTA-operated shuttle programs, such as the Van Gogh Shuttle and Shop-Around, to support access between Treasure Island and San Francisco destinations.

IMPLEMENTATION TIMELINE (YEARS):




COST ESTIMATE:
\$\$

Treasure Island-Based Taxi Service

Establish a Treasure Island-based private taxi service that is incentivized to serve Treasure Island specifically.

IMPLEMENTATION TIMELINE (YEARS):




COST ESTIMATE:
\$\$

TNC Partnership

Partner with a Transit Network Company (TNC) company to provide discounted rides between Treasure Island and San Francisco.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:
\$ - \$\$

CATEGORY 3

Communications

! PRIORITY

Marketing and Communications

Improve marketing and communications about existing transportation services and programs and about upcoming new transportation services and programs. Marketing could include tabling, website updates, social media campaigns, transit ads, and more.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:

\$

CATEGORY 4

Affordability

Universal Basic Mobility Program

Pilot a universal basic mobility program for Treasure Island residents. This program would distribute a monthly stipend (most likely loaded on a Clipper card) to eligible residents.

IMPLEMENTATION TIMELINE (YEARS):



COST ESTIMATE:



\$\$ - \$\$\$



Next Steps

Going forward, One Treasure Island and TIMMA will need to work closely to implement the recommended transportation actions.

Actions may be implemented over the course of the next few years as funding becomes available. Critical next steps and the responsibilities (lead/support) of One Treasure Island and TIMMA are described below.

NEXT STEPS	LEAD	SUPPORT
 Identify and track funding sources	TIMMA	One Treasure Island
 Develop funding applications	One Treasure Island	San Francisco County Transportation Authority/TIMMA
 Facilitate ongoing community engagement	One Treasure Island	TIMMA

In the near-term, One Treasure Island and TIMMA will focus on implementing and, as needed, working with partners to implement the top five priority actions:

 **PRIORITY**

- **Community Ambassador Program**
- **Microtransit Shuttle**
- **Expand Muni Service**
- **Bus Shelter Improvements**
- **Marketing and Communications**

For more information:



1 Avenue of the Palms, Room 166
 San Francisco, CA 94130
TEL 415-274-0311
EMAIL contactus@onetreasureisland.org
WEB www.onetreasureisland.org



San Francisco County Transportation Authority

1455 Market Street, 22nd Floor
 San Francisco, CA 94103
TEL 415-522-4800
EMAIL info@sfcta.org
WEB www.sfcta.org