

Lifestyle and Neighborhood



Imagine a busy San Francisco street without cars and trucks. The bustle of people walking and bicycling has an air of tranquility. It is free of the noise of engines revving, horns honking, tires squealing, car alarms and the stench of exhaust. Outdoor dining is blissful. You hear the laughter of children, who can safely play in the street. You can feel your blood pressure dropping in the calmer atmosphere. Your kids and aging parents don't need chauffering, and your daily errands can easily be accomplished on foot or bike in your compact, pedestrian neighborhood. You feel better and have lost 10 pounds without even trying, thanks to the walking that is now part of your daily activities. You run into people you know in the street and have time to talk.

CarFree Treasure Island is the most desirable neighborhood in San Francisco. It offers all of the cultural advantages of urban life in the Bay area—plus great recreation and greenspace—all without the congestion and noise of car traffic. The pleasant and interesting street scene, attention to architectural detail, quality public outdoor space and stunning views of downtown combine to create an experience that attracts not only residents but visitors and tourists. Most of your everyday needs can be met on-island. A short ferry or bus ride connects you to BART, downtown and the east bay. And for those off-island trips that require a car, you just check one out from a carshare or rental agency. No more hassle with parking and car maintenance.

CarFree development benefits everyone. In addition to the convenience, health, aesthetic and mobility benefits for you and your family, there are wider benefits that even reach to the entire globe. Narrower streets and reduced parking decrease the developer's infrastructure costs and increase the buildable area. Local government revenues benefit from greater overall real estate value. Eliminating car crashes decreases the societal costs of cars and relieves the strain on local health care facilities. Decreased exhaust emissions improve



air quality and public health. Daily walking and biking help to overcome the obesity and diabetes epidemic, creating a healthier resident population. Urban sprawl into adjoining counties is minimized. And the project is a “can-do” response to oil addiction and global warming. The time for carfree development is now, and Treasure Island is the place!

Living and Shopping



CarFree Treasure Island differs from other development proposals by emphasizing local access to goods and services, so that most off-island car trips are simply unnecessary. The key to an enjoyable carfree lifestyle is to create “access by proximity”—providing as many frequent destinations on-island as possible. Nationwide, the Bureau of Transportation Statistics has found that 45% of daily trips are for shopping and errands, 27% are for socializing and recreation, and only 15% are for commuting to work¹. If 80% of the residents’ shopping, socializing and recreational needs are met on the island, traffic would instantly be reduced by 58% relative to typical Bay area communities².

On CarFree Treasure Island, you will find the following commercial, civic and recreational resources with easy walking or biking distance of your home:

- Offices and workplaces
- Elementary school
- Day care center
- Restaurants & cafes
- Bank
- Fitness center
- Parks & playing fields
- Library
- Post office
- Medical/dental offices
- Urgent care center
- Convenient buses and ferries
- Movie & live theaters
- Open space with spectacular views
- Diverse retail shops
 - Supermarket
 - Drugstore
 - Bicycles
 - Clothing
 - Hardware
 - Photocopy
 - Barber/beauty shop
 - CDs & tapes
 - Video rental

With streets full of people rather than cars, you often bump into people you know—or you can just enjoy watching people go by. Whatever your destination, getting there is no longer a dreaded chore—it’s half the fun! Life is much more convenient with most of your everyday needs close at hand. Not having to chauffer your kids frees up time, and not worrying about them getting hit by cars reduces stress. Life is easier!



¹ Bureau of Transportation Statistics’ National Household Travel Survey “quick facts”:
http://www.bts.gov/programs/national_household_travel_survey/daily_travel.html

² $(80\%)(45 + 27) = 58\%$

Transportation

Traditional transportation planning seeks to move large numbers of people to many dispersed destinations as efficiently as possible. Carfree development uses an entirely different strategy, which is to create access by proximity. In the case of Treasure Island, it focuses on minimizing the number of trips for which residents need to leave the island in the first place. This minimizes Bay Bridge traffic impacts through structural measures rather than relying on parking and congestion charges.

Getting Around on the Island



Options for getting around on CarFree Treasure Island include walking, biking, a local shuttle bus and bike taxis (pedicabs). Walking time from the transit depot or ferry landing to any point within the developed part of the island is less than 10 minutes. Shuttle buses travel along three interconnecting loops every 7-10 minutes until late evening. The shuttle bus is free—operating costs are covered by parking fees, bridge ramp tolls and homeowners dues.

Pedicabs are available much like taxis in the rest of San Francisco: hail one on the street or call the dispatch number to meet one at a particular place and time. The average travel time for a pedicab trip in the developed part of the island is 3 minutes. Recreation areas near the north end of the island can be reached in 10 minutes.



In a carfree development, moving objects is as important as moving yourself; and once again, multiple options are available to suit different needs and different people. For transporting small-to-medium sized loads—such as small children, groceries, or a couple of file boxes from the office—you can do it yourself with a day pack, wheeled luggage, stroller cart, bike basket, bike trailer, or a cargo bike. For larger loads—such as furniture, appliances, or camping gear—merchants will deliver it for you or you can hire a pedicab with a cargo bed for the short trip from the transit depot or ferry to your home.



Most commercial freight deliveries to the island arrive by truck at the freight transfer depot near the entrance road. There the goods are transferred onto electric tow-carts and pallet jacks that are walked to their final destination on the island. Motor vehicle access to the interior of the island is restricted to emergency vehicles, heavy vehicles (for example, construction

equipment) and vehicles whose contents cannot readily be offloaded onto tow carts (for example, moving vans and construction trade contractor's trucks). The freight depot provides temporary storage space for will-call freight pick-up and offers on-island bike delivery service. Businesses with high volumes of freight (supermarkets, UPS, etc.) operate their own fleets of non-automotive delivery vehicles.

Trips Off the Island



The most common off-island destinations can be reached by the ferry to the Embarcadero (13-minute trip departing every 10 minutes during peak periods and every 25 minutes during off-peak hours), by the existing Muni bus or by new shuttle buses to downtown San Francisco and Oakland. These all connect with BART and regional bus routes.

For trips to destinations not readily accessible by public transit, carshare and regular rental car vehicles are available in the parking garage at the transit depot by the entrance road. Lots of vehicles of many types are available for rent, thanks to the large, concentrated customer base. For those who frequently need a car for off-island trips, private parking spaces in the garage can be leased on a monthly basis.



Popular Appeal

Got Traffic Congestion?

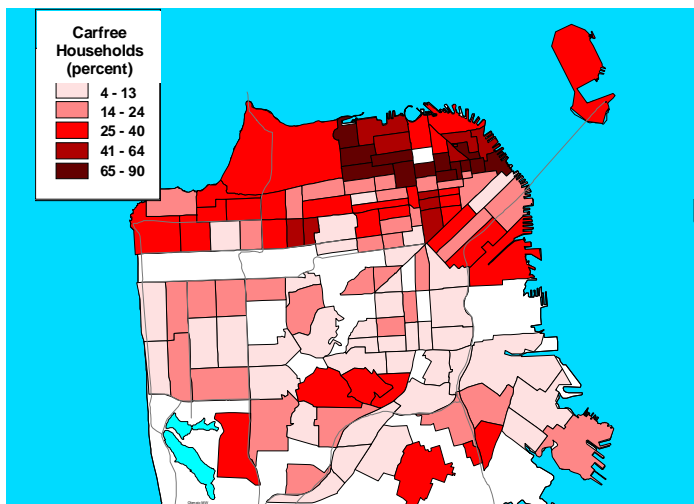
Conventional wisdom asserts that carfree living will not succeed because Americans have a “love affair with the automobile”. This broad generalization might have been true in the 1950s, but no longer. The dream of freedom and speed has become a nightmare of congestion and stop-and-go traffic. Many people drive not because they love the experience but because they have no other choice.



National opinion polls conducted in recent years confirm that a substantial percentage of the population would like to drive less. For example:

- The 2004 American Communities Survey found that a majority of Americans prefer smart growth communities with shorter commute times and places to walk as opposed to typical sprawl development.³
- A majority of Americans would prefer to walk more and drive less to reach their common destinations, and the primary reason they don't walk now is large distances and unsafe traffic conditions for pedestrians.⁴
- The desire for carfree living and decreased auto dependence cuts across socioeconomic boundaries, based on national and local surveys.^{5,6}

Many San Francisco Households are Already Carfree



Percent Carfree Households in 2000, by Census Tract

The best proof that there is market demand for Carfree Treasure Island is the large number of households in San Francisco that are already carfree. Data from the 2000 census reveals that 29% of households in the city have no car. This translates to 94,000 households. Carfree Treasure Island would increase the number of carfree households in San Francisco by only about 6%, which is hardly a radical proposition.

³ Belden, Russonello & Stewart. October 2004. 2004 American community survey: national survey on communities. Washington, D.C. Prepared for Smart Growth America and National Association of Realtors.

⁴ Belden, Russonello & Stewart. April 2003. American's attitudes towards walking and creating better walking communities. Washington, D.C. Prepared for the Surface Transportation Policy Project.

⁵ Pristin, T. November 2, 2005. Trading the car for the train. New York Times.

⁶ Informal observations of registrant ethnicity at Oakland Carfree Day event, September 23, 2004.

The census data further demonstrate that the choice to live carfree cuts across ethnic and economic categories. For all of the major ethnic groups, 25-41% of households were carfree. A map of census tracts (above) shows that areas with exceptionally high percentages of carfree households include relatively affluent neighborhoods in the northern part of the city. Consistently, 10-30% of households do not have a car in census tracts with median household income between \$50,000 and \$120,000.

Carfree and Car-Lite Examples in Other Areas

Many European cities have carfree districts near the historical city center, and these are prime destinations for American tourists. If people are willing to spend thousands of dollars to vacation in attractive carfree areas, why wouldn't they enjoy living in one the rest of the year? Some entire cities are carfree and prosperous, including Venice (Italy), Gulongyu (China) and Zermatt (Switzerland). In the United States, most existing examples of carfree or car-lite development are also islands. These include Catalina Island (CA), Mackinac Island (MI), Fire Island (NY) and Roosevelt Island (NY). In addition, many college campuses include a central area where vehicle access is prohibited or very restricted.

It's a Win-Win-Win

Carfree Treasure Island benefits everyone:

- **Residents**
 - Children can safely play in the streets and get around on their own
 - Streets are quieter and safer
 - Commuting and errands are more enjoyable
 - Air is cleaner
 - Fitness comes naturally from activities of daily living
 - Outdoor dining and socializing are more pleasant
 - Pocketbook protected from high gas prices
 - Decreased annual household transportation expenses

- **Merchants**
 - Lots of foot traffic—better than car traffic!
 - A customer base that shops locally

- **Developer**
 - Decreased land and capital costs for streets
 - Decreased land and capital costs for parking
 - Increased land area for construction
 - Support of environmental community

- **City and County**
 - Decreased emergency services costs due to decreased car accidents
 - Increased tax revenue from larger proportion of developed land
 - Decreased public health costs from decreased car accidents
 - Decreased public health costs related to air pollution and obesity
 - A new tourist destination
 - Reputation for environmental leadership

- **Drivers and Regional Transportation Agencies**
 - Decreased regional traffic congestion
 - Increased regional transit ridership
 - Minimum feasible impact on Bay Bridge congestion

- **Region, Nation and Globe**
 - Decreased regional air pollution
 - Decreased regional sprawl
 - Decreased national dependence on foreign oil
 - Decreased global warming