

**CarFree Treasure Island**  
**Summary of Wilson Meany & Sullivan Meeting on 6 February 2007**

1. Their market-rate units will cost \$800,000 and up. These customers would not consider buying a home without a place for a car. These customers have incomes >\$150,000/yr, which was the upper end of the scale on our census graph of % carfree households vs. median income.
2. Cars are America's passion and people's identity (i.e. the "love affair with the car" myth)
3. TICD is already way out on a limb with respect to market risk, by 1) unbundling parking from housing and charging a hefty fee for it, 2) by clustering parking so that people cannot simply park in or in front of the building they live in, 3) congestion charges for rush-hour bridge access, and 4) 30% affordable housing (not to mention mixing that population cheek-to-jowl with the market-rate folks).
4. We are "cutting-edge" environmental thinkers. Our ideas are good, they make sense, they need to happen. But the market isn't there yet, or at least not the market for homes that cost \$800,000 and up on Treasure Island.
5. To add more DU's they don't necessarily need more land area, they can build up instead. So the land area savings from smaller streets and parking garages aren't a compelling benefit.
6. They can't simply increase the number of DU's and residents to make the project pencil out because CalTrans doesn't believe the residents won't drive and clog the bridge. CalTrans could essentially veto the project based on Bay Bridge impact concerns.
7. Mr. Loke thought that the island setting made having a car more essential, not less, because the local retail offerings would be small and residents would not be instantly connected by many transport options to all parts of the City (as mainland neighborhoods are).
8. He asserted that the population needed to support a normal supermarket is about 25,000 people. Safeway has already declined to open a store. I had heard that the threshold was about 7,000. Brittany Montgomery had heard a number closer to 20,000.
9. Mr. Loke said that TICD expects to have to subsidize retail to some extent. 12,000 people is simply too small to support many businesses.
10. Mr. Loke showed little interest in benefits related to increased tourism. Selling homes is clearly their main focus.
11. The operating costs of the transportation plan—which had seemed to be the main focus of the Board of Supervisors—appeared to be just one of many issues of concern to him.
12. They would like to build less parking, which they consider to be a money-loser. But they are committed to 1:1 spaces per DU. Mr. Loke mentioned that except for the downtown area, SF requires a ratio >1:1.
13. Mr. Loke noted that TI redevelopment includes huge up-front "horizontal" development costs before the first home can be built. These include seismic stabilization of the entire island perimeter and replacing all of the underground

utilities on the island. He acknowledged that a more compact carfree development would decrease those costs slightly.

14. He plans to investigate the transportation analysis parameters we found “questionable”: 1) \$1400/hr ferry cost, 2) zero internal work trips for service personnel, and 3) whether a third ferry is really necessary just to meet a single hour of demand in the p.m. peak.