



TMASF CONNECTS 2016 PORTFOLIO TIMELINE

SUPPORTING DOCUMENTATION FOR THE 2016 TMASF CONNECTS STATUS REPORT JANUARY 2016 – SEPTEMBER 2016

Submitted for Approval to
City and County of San Francisco
Planning Department and Commission

Submitted by
Kimberly B. Martinson, CAE
Chief Executive Officer, TMASF Connects

NOVEMBER 2016



TMASF Connects 2016 Portfolio Timeline

To view the communication program offered by TMASF Connects between January 2016 and September 2016, please refer to our [Calendar of Updates](#) and the [TMASF Connects 2016 Portfolio](#).

To see our entire Super Bowl efforts and outreach materials, please click [here](#).

Please click on the links below to be taken to each individual communication piece.

January 2016

- 7 [Super Bowl 50 Update](#)
- 8 [TMASF Connects Text Alerts](#)
- 14 [Advisory: MLK Day Transit Schedules](#)
- 14 [Super Bowl 50 Update](#)
- 14 [Super Bowl 50 Overview Briefing Sheet](#)
- 15 [Advisory: BART Entrance at Spear during SB50](#)
- 20 [SB50 Pedestrian and Bike Detours](#)
- 21 [Super Bowl 50 Update](#)
- 22 [Advisory: SB50 Advisory for 1/25 Commute](#)
- 27 [Alert: BART Major Delay System-wide](#)
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- 28 [Advisory: Super Bowl 50 Safety Tips](#)
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February 2016

- 2 [Alert: Interstate 80 Ramp Closure](#)
- 3 [Advisory: Super Bowl 50 Protests Update](#)
- 4 [Super Bowl 50 Update](#)
- 10 [Advisory: President's Day Transit Schedules](#)
- 10 [Early Re-opening of Roads Post Super Bowl](#)

18 [Advisory: Chinese New Year Parade](#)

March 2016

7 [Alert: BART Major Delay at SF Stations](#)
8 [SFUSD Internship Information](#)
9 [Advisory: St. Patrick's Day](#)
16 [Alert: BART System-wide Delays](#)
17 [Advisory: BART Service Update](#)
17 [Advisory: Commute Options in Addition to BART](#)
21 [SFUSD Internship Reminder #1](#)
22 [Know Your Commute Alternatives](#)
22 [Advisory: Hillary Clinton's Bay Area Visit](#)
22 [Advisory: BART Weekend Track Closure](#)
24 [Connector: Commuter Update](#)
24 [Commuter Safety and Security](#)
28 [SFUSD Internship Reminder #2](#)
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31 [Alert: BART Major Delay on Pittsburg/ Bay Point Line](#)

April 2016

4 [SFUSD Internship Deadline Extension](#)
4 [Alert: Giants Home Opener](#)
4 [Advisory: Warriors and A's Home Games](#)
6 [Walk to Work Day Reminder](#)
6 [Advisory: President Obama's San Francisco Visit](#)
8 [Reminder—President Obama's Visit and BART Weekend Track Closure](#)
14 [Enter to Win Warriors Round 1 Game One Tickets](#)
14 [Enter to Win Warriors Round 1 Game Two Tickets](#)
19 [BART Blue Sky Promotion and Warriors Giveaway](#)
20 [Advisory: Giants Day Game](#)
22 [Enter to Win Warriors Round 1 Game 5 Tickets](#)
22 [Alert: BART Delay on Richmond Line](#)
22 [BART Weekend Track Closure](#)
25 [Enter to Win Warriors Round 1 Game 5 Tickets #2](#)
25 [Alert: BART trains not stopping at Downtown Berkeley](#)
28 [Advisory: GOP Convention](#)
28 [Advisory: Critical Mass](#)

May 2016

- 3 [Alert: BART trains not stopping at Embarcadero](#)
- 5 [BART Weekend Track Closure](#)
- 5 [Bike to Work Day 2016](#)
- 9 [Enter to Win Warriors Round 2 Game 5 Playoff Tickets](#)
- 9 [Connector: 2016 Bay to Breakers Weekend](#)
- 16 [Enter to Win Warriors Round 3 Game 2 Playoff Tickets](#)
- 17 [Alert: Suspicious Activity on Mission between 3rd and 4th](#)
- 17 [Advisory: Events that may impact PM Commute](#)
- 19 [Advisory: Major Bay Area Events \(Sports & Community\)](#)
- 23 [Enter to Win Warriors Round 3 Game 5 Playoff Tickets](#)
- 24 [Alert: Bill Clinton's Bay Area Visit](#)
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- 25 [Advisory: Memorial Day Weekend](#)
- 31 [Bernie Sanders Rally in Palo Alto](#)

June 2016

- 1 [Alert: Donald Trump and Bernie Sanders Rallies](#)
- 3 [Alert: Bernie Sanders in San Francisco 6/6](#)
- 3 [Advisory: Spare the Air Day](#)
- 6 [Alert: Bill Clinton & Bernie Sanders Bay Area Events](#)
- 9 [Advisory: GGT & SF Bay Ferry Commuters](#)
- 9 [Advisory: Bay Area Sporting Events](#)
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- 15 [Alert: Vallejo Ferry Service for PM Commute](#)
- 21 [Advisory: SF Pride Weekend Events](#)
- 22 [Alert: BART Major Delay in Downtown Oakland](#)
- 23 [SF Pride Weekend Updates](#)
- 23 [Alert: President Obama's Bay Area Visit](#)
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- 27 [Advisory: Hillary Clinton in San Francisco](#)
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July 2016

- 06 [Alert: Police Activity on Market and Jones Street](#)
- 08 [Alert: Major Accident on NB-880 and EB-80 in Emeryville](#)
- 08 [Alert: Protest and Justin Herman Plaza \(One Market\)](#)
- 11 [Alert: Vallejo Ferry Service for PM Commute](#)
- 13 [Advisory: San Mateo-Hayward Bridge Deck Repair](#)
- 20 [Advisory: BART Weekend Track Closure between Daly City and Glen Park Stations](#)
- 20 [Advisory: Pokemon Go Crawl](#)
- 20 [Alert: SF Muni Service Delays on Market](#)
- 25 [Spare the Air Alert](#)
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- 25 [Advisory: Weekend Events Impacting the Commute](#)
- 26 [Spare the Air Alert](#)
- 27 [Spare the Air Alert](#)
- 27 [Connector: Summer 2016 Events August 1st- September 15th](#)
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- 29 [Spare the Air Alert](#)
- 29 [SFBT Commercial Real Estate Ad](#)

August 2016

- 2 [Alert: SFMTA/Muni Delays](#)
- 4 [Advisory: Weekend Commute Update](#)
- 11 [Spare the Air Alert](#)
- 11 [Advisory: BART Weekend Track Closure](#)
- 12 [Spare the Air Alert](#)
- 13 [Spare the Air Alert](#)
- 15 [Alert: 5:30 PM Vallejo Ferry Cancelled](#)
- 18 [Spare the Air Alert](#)
- 18 [Advisory: BART Weekend Track Closure](#)
- 19 [Spare the Air Alert](#)
- 23 [Alert: Major Collision at Sansome and Sutter](#)
- 24 [Advisory: Labor Day Weekend](#)
- 25 [Advisory: Critical Mass](#)
- 29 [BART Meet the Fleet](#)

September 2016

- 1 [Advisory: Updated Labor Day Weekend](#)
- 6 [Spare the Air Fact Sheet](#)
- 7 [Spare the Air Alert](#)
- 13 [Connector: Fall 2016 Events – Part 1](#)
- 16 [Advisory: BART Weekend Track Closure](#)
- 26 [Spare the Air Alert](#)
- 27 [Spare the Air Alert](#)
- 27 [Alert: All Lanes Blocked on Eastbound I-580 Richmond-San Rafael Bridge](#)
- 27 [Alert: Highway Closures on US-101 and I-580](#)
- 30 [Advisory: Reminder- Major Upcoming Events](#)



January 2016

Please click on each document within this calendar to see materials released in January 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMA SF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7 Super Bowl Update	8 TMA SF Connects Text Alerts	9
10	11	12	13 SFDEM Text Alerts	14 MLK Day Transit Schedules Super Bowl 50 Update SB50 Overview	15 BART Entrance at Spear during SB50	16
17	18	19	20 SB 50 Pedestrian & Bike Detours	21 Super Bowl 50 Update	22 Super Bowl 50 Advisory	23
24	25	26	27 BART Major Delay Critical Mass 1/29	28 Super Bowl 50 Safety Tips Super Bowl 50 Update	29 Super Bowl 50 Protests	30
31						



February 2016

Please click on each document within this calendar to see materials released in February 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMAF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
		180 Ramp Closure	Super Bowl 50 Protests	SB50 Calendar Super Bowl 50 Update		
7	8	9	10	11	12	13
			President's Day Transit Schedules Super Bowl Advisory			
14	15	16	17	18	19	20
				Chinese New Year Parade 2/20		
21	22	23	24	25	26	27
28	29					



March 2016

Please click on each document within this calendar to see materials released in March 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMAF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7 BART Delay	8 SFUSD Internship Information	9 St. Patrick's Day Advisory	10	11	12
13	14	15	16 BART Alert	17 BART Service Update Commuter Options in Addition to BART	18	19
20	21 SFUSD Internship Reminder #1	22 Hillary Clinton's Bay Area Visit BART Weekend Track Closure Know Your Commute Alternatives	23	24 Commuter Update Connector Commuter Safety and Security	25	26
27	28 SFUSD Internship Reminder #2	29	30 Walk to Work Day 4/7	31 BART Alert		



April 2016

Please click on each document within this calendar to see materials released in April 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMASF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
	SFUSD Internship Deadline Extension Giants Home Opener Warriors and A's Home Games		Walk to Work Day 4/7 Obama Visit		Commuter Advisory	
10	11	12	13	14	15	16
				Enter to Win #2 Enter to Win #1		
17	18	19	20	21	22	23
		BART Blue Sky 4/20	Giants Day Game		Enter to Win BART Alert BART Weekend Track Closure	
24	25	26	27	28	29	30
	Enter to Win BART Alert			California GOP Convention Critical Mass 4.29		



May 2016

Please click on each document within this calendar to see materials released in May 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMAF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 BART Alert	4	5 BART Weekend Track Closure Bike to Work Day 5/12	6	7
8	9 Enter to Win Bay to Breakers Weekend Connector	10	11	12	13	14
15	16 Enter to Win	17 Suspicious Activity Alert Commuter Advisory	18	19 Major Bay Area Events	20	21
22	23 Enter to Win	24 Bill Clinton Bay Area Visit	25 Hillary Clinton Bay Area Visit Memorial Day Weekend	26	27	28
29	30	31 Sanders in Palo Alto				



June 2016

Please click on each document within this calendar to see materials released in June 2016.

Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMA SF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Trump and Sanders Rallies	2	3 Spare the Air Alert Sanders in SF 6/6	4
5	6 Bill Clinton & Bernie Sanders in Bay Area	7	8	9 GGT & SF Bay Ferry Commute Advisory Bay Area Sporting Events 6/13	10	11
12	13 Apple Conference	14	15 Vallejo Ferry Service for PM Commute	16	17	18
19	20	21 SF Pride Weekend Events	22 BART Major Delay in Downtown Oakland	23 SF Pride Weekend Updates President Obama Bay Area Visit	24 TMA SF Connects Ad in SF Business Times Structures Issue TMA SF Connects Commuter Guide	25
26	27 Hillary Clinton in SF	28 Independence Day Weekend	29	30		



July 2016

Please click on each document within this calendar to see materials released in July 2016.
 Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMAAF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6 Police Activity on Market and Jones Street	7	8 Major Accident on NB-880 and EB-8 in Emeryville Protest at Justin Herman Plaza (One Market)	9
10	11 Vallejo Ferry Service Alert	12	13 San Mateo-Hayward Bridge Deck Repair	14	15	16
17	18	19	20 BART Weekend Track Closure between Daly City and Glen Park Stations Pokemon Go Crawl SF Muni Service Delays on Market	21	22	23
24	25 Spare the Air Alert BART System-wide Delay Weekend Events Impacting the Commute	26 Spare the Air Alert	27 Spare the Air Alert Summer 2016 Events Connector	28 Spare the Air Alert	29 Spare the Air Alert TMAAF Connects Ad in SF Business Times Commercial Real Estate Issue	30
31						



August 2016

Please click on each document within this calendar to see materials released in August 2016.
 Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMAF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
		SFMTA/Muni PM Delays		Weekend Commute Update		
7	8	9	10	11	12	13
				Spare the Air Alert	Spare the Air Alert	Spare the Air Alert
				BART Weekend Track Closure		
14	15	16	17	18	19	20
	5:30 PM Vallejo Ferry Cancelled			Spare the Air Alert	Spare the Air Alert	
				BART Weekend Track Closure		
21	22	23	24	25	26	27
		Major Collision at Sansome and Sutter	Labor Day Weekend Advisory	Critical Mass 8/26		
28	29	30	31			
	BART Meet the Fleet					



September 2016

Please click on each document within this calendar to see materials released in September 2016.
 Please also see the full editorial calendar on our [website](#) containing all materials released since December 2015 and the [TMA SF Connects 2016 Portfolio](#) with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Updated Labor Day Weekend Advisory	2	3
4	5	6 Spare the Air Fact Sheet	7 Spare the Air Alert	8	9	10
11	12	13 Fall 2016 Events Part 1	14	15	16 BART Weekend Track Closure	17
18	19	20	21	22	23	24
25	26 Spare the Air Alert	27 Spare the Air Alert Lanes Blocked on Richmond-San Rafael Bridge Highway Closures on 101 and 580	28	29	30 Reminder: Major Upcoming Events	



SAN FRANCISCO BAY AREA
02.07.2016

Super Bowl 50

February 7th, 2016

Project outreach began in December 2015 and ended in February 2016.

Included is an editorial calendar of released TMA SF Connects Super Bowl 50 outreach material.

Click here to view a [flipbook](#) of our entire Super Bowl 50 efforts.





December 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
			TMASF Connects Text Alerts			
			Super Bowl 50 Meeting			
6	7	8	9	10	11	12
				Super Bowl 50 Update		
13	14	15	16	17	18	19
	Super Bowl 50 Overview			Super Bowl 50 Update		

- 2 [TMASF Connects Text Alerts](#)
- 2 [Super Bowl 50 Meeting](#)
- 10 [Super Bowl 50 Update](#)
- 14 [Super Bowl 50 Overview](#)
- 17 [Super Bowl 50 Update](#)

January 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
				Super Bowl Update	TMASF Connects Text Alerts	
10	11	12	13	14	15	16
	Super Bowl 50 Meeting		SFDEM Text Alerts	Super Bowl 50 Update SB50 Overview	BART Entrance at Spear during SB50	
17	18	19	20	21	22	23
			SB 50 Pedestrian & Bike Detours	Super Bowl 50 Update	Super Bowl 50 Advisory	
24	25	26	27	28	29	30
				Super Bowl 50 Safety Tips Super Bowl 50 Update	Super Bowl 50 Protests	Super Bowl City Opens to the Public

- 7 [Super Bowl 50 Update](#)
- 8 [TMASF Connects Text Alerts](#)
- 11 [Super Bowl 50 Meeting](#)
- 13 [SFDEM Text Alerts](#)
- 14 [Super Bowl 50 Update](#)
- 14 [Super Bowl 50 Overview](#)
- 15 [SB 50: BART Entrance at Spear](#)
- 20 [SB 50: Pedestrian and Bike Detours](#)
- 21 [Super Bowl 50 Update](#)
- 22 [SB50 Advisory for Jan 25th Commute](#)
- 28 [Super Bowl 50 Safety Tips](#)
- 28 [Super Bowl 50 Update](#)
- 29 [Super Bowl 50 Protests](#)
- 30 [Super Bowl City Open to Public](#)

February 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
			Super Bowl 50 Protests	SB50 Calendar Super Bowl 50 Update		
7	8	9	10	11	12	13
Super Bowl 50			Super Bowl Advisory			

- 3 [Super Bowl 50 Protest Update](#)
- 4 [Super Bowl 50 Calendar](#)
- 4 [Super Bowl 50 Update](#)
- 7 [Super Bowl 50](#)
- 10 [Re-opening of Roads Post-Super Bowl](#)