



2012 TMASF CONNECTS STATUS REPORT JANUARY 2012– DECEMBER 2012

2012 TMASF Connects Commute Status Summary Report
City Planning Commission Case Number 2010.0081 U

2012 TMASF Connects Work Status Report
City Planning Commission Case Number 2010.0081 U

**SUBMITTED FOR APPROVAL TO
THE CITY AND COUNTY OF SAN FRANCISCO
PLANNING DEPARTMENT AND COMMISSION**

**SUBMITTED BY
TMASF CONNECTS STAFF
KIMBERLY B. MARTINSON, CAE**

DECEMBER 2012

TMASF Connects encourages you to visit our website www.tmasfconnects.org/annualreports to view this report and supporting core documentation, following acceptance by the City and County of San Francisco Planning Department and Commission.

TMASF at a Glance

<i>History</i>	Founded in 1989 to promote commute alternatives to driving alone. TMASF Connects serves 61 of San Francisco's commercial buildings representing 20,000,000 square feet of real estate, 2,500 employers and more than 60,000 employees and does not accept any public funding.
	Award winning commute assistance programs, nationally recognized program models, stable staffing and board of directors, state of art website, mapping and resources, many available as a public service. Extensive workforce development tools.

<i>Mission Statement</i>	The TMASF is a privately funded not-for-profit association of commercial real estate owners and managers in San Francisco who work together through the Connects program to promote local workforce development and trip reduction strategies delivered through sustainable and state of the art technologies building a mobile and environmentally conscious community.
--------------------------	--

<i>Current Programs</i>	TMASF Connects Commute is a full service commute assistance program and offers a state of the art map matched to traffic conditions and public transit options for commuters and those in need of paratransit services.
	TMASF Connects Work offers employers tools, guides and links to local hiring sources. Job seekers and employees will find links, events and tips to help boost the skills necessary for maximum employment at any stage of the worklife cycle.
	TMASF Connects Community helps residents and visitors assess their daycare needs from caring for children to senior citizens.

<i>Program Results</i>	Independently administered trip reduction surveys indicate that only 7.9% of all trips to member buildings are taken by commuters choosing to use single occupant vehicles. Program has placed more than 200 workers from civic rehabilitation programs into temporary employment. Program qualifies TMASF Connects members for maximum trip reduction credit for US Green Building Council Leadership in Environmental and Engineering Design (LEED) certification.
------------------------	---

<i>Resources, Publications and Information</i>	Website: www.tmasfconnects.org
	Mobile Site: m.tmasfconnects.org (for current traffic conditions and transit alternatives)
	Reports: www.tmasfconnects.org/annualreports

**TMASF Connects
Board of Directors**

Paul E. Paradis, LEED AP
Chairman
Hines

Bonnie S. Pybus, RPA, FMA, LEED GA
President
Boston Properties

Tawni Frank Sullivan
Executive Vice President
Chief Financial Officer
CAC Real Estate Management Company

Paul C. Richards, CPM, RPA
Executive Vice President Association Affairs
Wilson Meany

Mark V. Buckingham
Vice President Connects Work
Hines

Randy Valdez
Vice President Connects Commute
McCarthy Cook & Company

Albert J. Maher, CPM
Emeritus
Maher Consulting

Replacement Director 2013

**TMASF Connects Work Executive
Committee Members**

Mark V. Buckingham
Vice President Connects Work
Hines

Doug Baker
GLL BIT Fremont Street Partners, L.P.

Brad Collins
GLL Real Estate Partners

Katy Florance
Jones Lang LaSalle

Stacia Keisner
CB Richard Ellis

Andrea Labutan
Jones Lang LaSalle Americas, Inc

Paige Salazar
Terwilliger Management Company

Peter Shenon
Hudson Pacific Properties

TMASF Connects Staff Members

Kimberly B. Martinson, CAE
Executive Director
kmartinson@tmasfconnects.org

Stuart M. Coltrell
Program Associate
scoltrell@tmasfconnects.org

Joyce Liu
Program Assistant
jliu@tmasfconnects.org



TMA SF CONNECTS 2012 MEMBER BUILDINGS

- | | | |
|----------------------------|-----------------------|-----------------------------|
| 1. 275 Battery | 22. 75 Hawthorne | 43. 90 New Montgomery |
| 2. 750 Battery | 23. 400 Howard | 44. 235 Pine * |
| 3. 185 Berry (Berry Bldg.) | 24. 405 Howard | 45. 350 Rhode Island |
| 4. 185 Berry (Wharf) | 25. 500 Howard * | 46. Rincon Center |
| 5. 333 Bush | 26. 875 Howard * | 47. 353 Sacramento |
| 6. One California | 27. 88 Kearny | 48. One Sansome |
| 7. 101 California | 28. 222 Kearny | 49. 343 Sansome * |
| 8. 150 California * | 29. 388 Market | 50. 55 Second * |
| 9. 345 California | 30. 455 Market | 51. 101 Second * |
| 10. 580 California | 31. 685 Market | 52. 303 Second |
| 11. 600 California * | 32. 901 Market | 53. 501 Second |
| 12. Ferry Building | 33. 1155 Market | 54. 100 Spear |
| 13. 201 Filbert | 34. 201 Mission | 55. 160 Spear |
| 14. 100 First * | 35. 555 Mission * | 56. 201 Spear |
| 15. 22 Fourth Street * | 36. 560 Mission * | 57. 345 Spear/Hills Plaza * |
| 16. 50 Fremont | 37. 250 Montgomery | 58. 49 Stevenson |
| 17. 199 Fremont * | 38. 456 Montgomery | 59. 71 Stevenson |
| 18. One Front | 39. 505 Montgomery | 60. 550 Terry Francois |
| 19. 601 Gateway | 40. 555 Montgomery | 61. 260 Townsend |
| 20. 651 Gateway | 41. 655 Montgomery | |
| 21. 600 Harrison | 42. 33 New Montgomery | |



REPORT CONTENT

TMASF CONNECTS ASSOCIATION – 2012 YEAR IN REVIEW

2012 TMASF CONNECTS COMMUTE STATUS SUMMARY REPORT

2012 Year in Review and Looking Forward
Program Requirements Fulfillment Statement

2012 TMASF CONNECTS WORK STATUS SUMMARY REPORT

2012 Year in Review and Looking Forward
Program Requirements Fulfillment Response Statement

PAST ANNUAL COMPLIANCE REPORTS AND SUPPORTING DOCUMENTATION

TMASF CONNECTS ASSOCIATION

2012 YEAR IN REVIEW AND LOOKING FORWARD

The Transportation Management Association of San Francisco (TMASF) was incorporated in 1989 and began offering services to commuters in member buildings during late 1990. Since the original work plan was submitted in 1990, the TMASF program has remained in compliance with the terms of the governing authorizations granted by the City and County of San Francisco (CCSF) Planning Commission without interruption. The association has grown from a charter membership of 24 buildings in 1990 to 61 in 2012 -- an increase from our 2011 roster of 59 members.

During a public hearing in October 2010, the CCSF Planning Commission authorized the TMASF Connects program to provide commute program services for member buildings. These programs are designed for compliance with CCSF Planning Code Section 163 through 2021, and, a local workforce development program in support of CCSF Planning Code Section 164 through 2016. This report is intended to provide an update to the CCSF Planning Staff and Commission about our program activities from January 2012 through December 2012. In summary, we have fulfilled our program obligations as described to the CCSF Planning Staff and Commission without substantive change.

To learn more about the TMASF Connects Commute and Work programs, please visit www.tmasfconnects.org. Materials, reports and survey findings are published at www.tmasfconnects.org/annualreports.

In 2011, TMASF Connects Commute completed the required biennial survey of commuter behavior. We provided these results to the CCSF Planning Staff. We were pleased to report a 1.4% decrease in the drive-alone rate since 2009. Our total solo occupant vehicle percentage is 11.6%, with 3.7% who use their car for work and making the total drive-alone by choice 7.9%.

Public transit is used by more than 73% of all TMASF Connects commuters with BART and SF Muni as dominant services used. Our survey also provided updated data to be submitted to the United States Green Building Council (USGBC) for approval of our program for Leadership in Energy and Environmental Design (LEED) points for our members. The Average Vehicle Ridership (AVR) determined in the survey of 7.1 qualifies member properties with the maximum allowable points in the credit. The survey results from 2011 have been incorporated into our current program services.

During 2013, we will conduct the next association wide survey of commuter behavior. Our survey consultant will administer the survey per the terms of our agreement with CCSF Planning guidelines – 1% random sample of all members; surveys that are not returned are assumed to be in the drive-alone mode; and, all tabulations and report writing will be done independently through the survey consultant. City Planning and TMASF Connects staff and directors will be provided with the independently prepared report.

As 2012 ends, TMASF Connects is finalizing completion of our website rebuild. The new site features expanded mapping capabilities. At the end of 2011, TMASF Connects had entered into a contract for subscription services provided by Beat the Traffic to offer uninterrupted incident reporting and public transit alternatives identification from our website. Although Beat the Traffic was acquired during 2012, their service will continue to feed information to our real-time map located at www.tmasfconnects.org.

According to Bloomberg Research, commercial office space has increased during 2012, well up from the lowest rates since 2009. San Francisco is among the U.S. cities with the largest demand for office space. 2012 saw several well-established and a few startup companies move into commercial office space in the Financial District, South of Market and Mid-Market areas.

TMASF Connects Work program awarded the first series of scholarships through a competitive jury selection. San Francisco Unified School District (SFUSD) students were eligible to compete based on grade point average (GPA), participation in an internship or working 100 hours in a TMASF Connects member building and extra-curricular activities. Students continuing any form of post-secondary education were eligible to compete in the scholarship award program.

The TMASF Connects Work program also conducted an extensive survey of employers located in member buildings. The survey focused on projected job creation and reduction, employee characteristics, recruiting techniques, knowledge of local job training programs and use of TMASF Connects member services. Results of this survey are provided in detail in the *TMASF Connects Work 2012 Year in Review and Looking Forward* section of this report.

During 2012, TMASF Connects Work activities continued to focus on developing resources and adding information to our website about job training, employee readiness and school-based opportunities for students.

We will begin 2013 by adding more resources to our program services. The newly built website will feature expanded tools for both employers, employees, students and job seekers. The TMASF Connects Work website will be refined to better meet the needs of our members based on the information gleaned during the survey being administered in January 2013.

TMASF Connects Commute and Connects Work programs remain robust, topical and engaged in our community. Further detail is provided for both programs in their respective sections of this report. As of this writing, we remain funded through membership fees only and do not accept public funding. TMASF Connects membership fees were increased for 2012 to cover expanded program costs. A roster of members in good standing is included in this report. Copies of representative and significant promotional, advisory and service-oriented materials are included in the 2012 Portfolio.

TMASF Connects continues to work with City entities as requested. Changes in the CCSF Planning Code for transportation demand management programs of the future are significant.

Although the TMASF Connects program continues to operate under authorization from the CCSF Planning Commission, we are studying how to best meet the spirit of the new requirements through expansion or refinement of our current programs. 2013 brings projects and events that will impact our members and their commute trips. We anticipate focusing program efforts around the *America's Cup* races, re-opening of the Bay Bridge, and, continued work on major projects including the Central Subway and Transbay Terminal.

We continue to work in partnership with the City and County of San Francisco and within the region; we remain committed and supportive of the City's *Transit First* policy, local workforce development and trip linking efforts to contribute to a sustainable city of the future.



TMASF CONNECTS

Commute

2012 TMASF CONNECTS COMMUTE STATUS SUMMARY REPORT

CITY PLANNING COMMISSION CASE NUMBER 2010.0081 U

TMASF CONNECTS COMMUTE 2012 YEAR IN REVIEW AND LOOKING FORWARD

The TMASF Connects Commute program continues to meet the spirit of the requirements of City and County of San Francisco (CCSF) Planning Code 163. We offer a robust program for our member properties that is proven effective through consistently expanding membership and drive-alone rates that remain below 15%. The TMASF Connects Commute program is approved by the CCSF Planning Commission through Case Number 2010.0081U through 2021. The program fulfilled and exceeded all of the planned activities identified in the program plan schedule.

During 2012, the TMASF Connects Commute program hosted two major commuter events that were open to the public. We worked with consultants to professionally rebuild our website, www.tmasfconnects.org. We continued with an aggressive campaign of electronic outreach to our members, and the public as needed. As we have new program staff in 2012, a significant portion of our efforts focused on community outreach and agency relations efforts.

During the Fall and Summer of 2012, TMASF Connects hosted two significant commuter events. Both were open to the public and featured representatives from approximately 20 of the Bay Area's major public transit agencies, rideshare groups and environmental organizations. Each participant staffed their own table and provided event attendees with agency-specific information to better improve the daily commute in a financial, environmental and timely manner.

Members continue to apply for LEED-EBOM certification with the assistance of TMASF Connects. Our Commute program is approved by the United States Green Building Council (USGBC) to receive points for the alternative trip reduction credit. In 2012, three member buildings requested LEED packages, and received the completed package ready for approval.

Early in 2012, TMASF Connects began to rebuild our website. Our unique real-time traffic map, with accompanying transit and paratransit options remains the central focus of the site. In addition to the map, we have refined other site offerings topics, such as Traffic and Transit Solutions, Paratransit and Carsharing. The site also features a video tutorial about how to most fully utilize the mapping services.

The site includes a wide array of broader trip reduction strategies including local workforce development options and daycare information. The new site features topics grouped together in convenient and polished ways from our home page. In early-to-mid 2013, a new section of the website, *Members Only* is planned to open. The new section is being designed to provide for an expanding array of tools that will allow member building representatives to quickly find commute fact sheets, past materials, promote job opportunities within their building and view past membership account information.

During 2012, TMA SF Connects worked closely with many of the Bay Area's public transit and government agencies. We work together to promote system features that allow San Francisco-bound travelers to fully use public and share transportation options. We also worked diligently to inform our members and the public about major construction projects impacting regional traffic and transit services. These included major structure closures such as the *Presidents Day* weekend closure of a portion of the Bay Bridge, Doyle Drive for the new Presidio Parkway project, and the beginning phases of construction on the new Transbay Center and Central Subway.

TMA SF Connects worked closely with Caltrans, SFMTA and other agencies to assure that our members were educated about the impact and benefits of these long-term projects. 2012 also saw the first year of the *America's Cup* races in San Francisco, and TMA SF Connects worked with SFMTA and 511 to provide information about transit disruptions and alternative routes to the event. TMA SF Connects also participated in the Second Annual BART *Blue Sky Festival* for Earth Day at Justin Herman Plaza. As a non-profit participant in this festival, we also participated in a lengthy campaign to win free advertising on BART, which we ultimately placed sixth out of ten organizations but competed closely with several larger organizations.

TMA SF Connects participated and hosted more than a dozen building events in 2012. Many of these events occurred just before and immediately after Earth Day. We continue to promote the importance and viability of alternatives to driving alone for environmental reasons. , The TMA SF Connects program was also promoted through the campaign in the BART *Blue Sky* contest managed through Facebook. The prize of \$50,000 worth of advertising through BART stations and vehicles provided a strong incentive for cross promotion.

We hosted four interns from the San Francisco Unified School District (SFUSD) during the Summer of 2012. Student interns involved in the TMA SF Connects Work program accompanied staff to building events and helped distribute promotional items and public transit schedules to member building tenants. In the Fall of 2012, TMA SF Connects purchased new pop-up kiosks for the purpose of displaying transit information and promotional items in the lobbies of member buildings for weeks at a time. Placing kiosks within member buildings located outside of San Francisco was designed to help bolster the TMA SF Connects presence and promote our services. TMA SF Connects typically arranges for a raffle or other incentives such as gift cards to be rewarded to tenants who stop by our tables and kiosk.

We maintained an aggressive program of electronic communication for members in 2012. An estimated 50,000 tenants received in excess of 75 separate alerts, advisories, promotions of campaigns with incentives, and information requests delivered through email, website, and social media outlets. Topics covered included service disruptions, major events, and special occurrences that were expected to impact travel. Representative topics included: BART service disruptions due to protest activity and major system-wide breakdowns and four Bay Area visits from President Obama including three to San Francisco. We provided information about the San Francisco Giants victory parade down Market Street, holiday weekend closures of major

regional bridges and roadways such as the Bay Bridge, Dumbarton Bridge, San Mateo-Hayward Bridge and Doyle Drive. Alerts and advisories also addressed scheduled, large-scale weekend events such as Outside Lands, the Chinese New Year's Parade, the San Francisco Pride Festival and the monthly Critical Mass bike ride.

Facebook took on a larger role within TMASF Connects promotional platform during 2012 because of our participation in the BART *Blue Sky* contest. This was a poll conducted on Facebook that measured votes for favorite non-profit organizations. First prize was free advertising on BART. Staff and interns worked tirelessly during building events to drive traffic to Facebook to vote for TMASF Connects as their favorite Bay Area non-profit. We also conducted an extensive e-mail and phone campaign to member building tenants. We ultimately placed sixth in the contest.

LOOKING AHEAD

TMASF Connects continues to target messages and develop programs that will remind commuters to stay informed and help them select their most efficient commute options. We will continue to meet our requirements and fulfill planned activities from the Program Plan 2011-2021. TMASF Connects strives to stay on the leading edge of technology and plans to incorporate new technologies to better reach and serve our members.

As we look to 2013, we see many transportation projects and events that will require a great deal of outreach and innovation on behalf of TMASF Connects. These include the 2013 *America's Cup* races, continued construction for Transbay Center, Central Subway and new BART stations in Warm Springs, San Jose and Livermore, and the new eastern span of the Bay Bridge which is scheduled to open Labor Day weekend.

The launch of our new website in early 2013 is expected to increase the number of people visiting our site for daily commute and workforce information. We continue to promote the benefits of TMASF Connects and encourage new membership amongst other buildings in the C-3 section of downtown. We are pleased to have added two new members to our roster during 2012 – One Front and One California Street properties.

The launch of the new site will be bolstered through an increased presence on Facebook and Twitter. We will also be conducting the *TMASF Connects 2013 Commuter Behavior Survey* and look forward to working with new survey data. The survey will query the number of tenants residing in our member buildings and the behavior patterns they exhibit during their daily commutes.

PROGRAM REQUIREMENTS FULFILLMENT STATEMENT

NUMBER ONE **Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance**

SUMMARY *Events; Informational and Promotional Communications; Alerts; Advisories; Promotions and Fact Sheets; Facebook and Twitter; Promotional Materials*

During 2012, TMASF Connects Commute program conducted aggressive promotion and assistance activities. Our efforts included a mix of events, electronic campaigns and development of promotional materials and website refinement.

Events

For Earth Day 2012, TMASF Connects participated in four environmentally-themed events held in member buildings and one large public event, the BART *Blue Sky Festival*. The first of these events was held on March 8th at 560 Mission Street for their *Green Event*. A large collection of nonprofits and environmentally-focused organizations were present. TMASF Connects promoted the use of our new real-time traffic map on our website. Using a laptop computer, we demonstrated the navigation of www.tmasfconnects.org map and site. Our purpose was to explain how commuters could find the most useful information to help reduce their dependence upon driving alone. We identified the unique features of our real-time traffic map, such as the corresponding listings for transit and paratransit options. TMASF Connects awarded prizes to attendees that included a chance to win a TMASF Connects messenger bag, a \$100 Sports Basement gift card, and a \$50 Visa gift card. We also provided a significant amount of TMASF Connects promotional giveaways including cell phone holders, pens, LED keychain lights and chocolate mints.

We attended a similar event on April 18th at our next Earth Day event held at 75 Hawthorne Plaza. During this event we heavily promoted our participation in the BART *Blue Sky Festival* Facebook poll to win free advertising on BART.

The BART *Blue Sky Festival* was held on April 19th at Justin Herman Plaza. TMASF Connects participated with other nonprofit organizations, government agencies and environmentally-focused companies promoting their services to help reduce the carbon footprint caused by daily commute trips. This was by far the largest event TMASF Connects participated in for 2012. We distributed thousands of incentive items and transit agency materials to the numerous people whom stopped by our table.

As a nonprofit organization participating in this festival, we also accepted an invitation to participate in the first Facebook poll contest for Bay Area residents to vote for their favorite

local nonprofit. The voting ended on May 4th, and TMASF Connects finished sixth out of ten organizations. This placement rendered us ineligible for free advertising on BART. We were able to increase awareness of TMASF Connects through this campaign and placed a respectable showing amidst competition against much larger organizations.

During the BART *Blue Sky Festival*, we also participated in an Earth Day event at 100 First Street that was attended by our senior staff.

After the conclusion of the BART *Blue Sky Festival*, TMASF Connects continued participating in Earth Day events hosted by member buildings. Building events were held at 333 Bush Street on April 20th and 345 California Street on April 23rd. TMASF Connects also hosted tables in a member building lobbies during the lunch hour to promote Earth Day awareness.

Intern Events

Between June and July of 2012, TMASF Connects hosted four SFUSD high school interns. Our interns staffed promotional events that included distributing TMASF Connects phone sleeves and chocolates to thank tenants for choosing alternatives to driving alone and to promote www.tmasfconnects.org. Three member buildings were able to host these intern events: 185 Berry (Berry Building), 201 Spear and 235 Pine. Our interns also staffed a TMASF Connects table at AC Transit's *Rise Above It All* kickoff event and at the TMASF Connects Summer Commuter Festival.

Commuter Events

During 2012, TMASF Connects hosted two large commuter events in member buildings. Each of these events featured representatives from the Bay Area's major public transit agencies, rideshare groups and environmental/cycling organizations. Event participants staffed their own table and provided attendees with information to help illustrate improved daily commutes through shared transportation. The financial, environmental and time savings benefits of using shared transportation were highlighted. Events featured a large raffle, with prizes consisting of donated incentives from the participating agencies and gifts purchased by TMASF Connects. Both events were open to the public and promoted by the TMASF Connects and our hosting member property.

The first of these large scale public events was held on July 19th at the Rincon Center Atrium. The event was sponsored by TMASF Connects member, Hudson Pacific Properties. Representatives from 17 local groups were present, including BART, AC Transit, San Francisco Bay Ferry, Golden Gate Transit and Ferry, Zipcar, Caltrans, Clipper and SFDOE. In addition, the San Francisco Unified School District (SFUSD) was present to talk about their Pathways internship program and cross promote the TMASF Connects summer internship program.

The second commuter festival was held on October 25th at the Citigroup Center at One Sansome Street, in the outdoor plaza. The event was co-sponsored by TMASF Connects member, Barker Pacific Group. Representatives from 19 local groups were present, including BART, AC Transit, Golden Gate Transit and Ferry, San Francisco Bay Ferry, San Francisco Bicycle Coalition, City Car Share, Caltrans and SFDOE. This event also featured a raffle with prizes awarded by TMASF Connects. We also featured raffles of donated incentives from the participating agencies. Highlighting the donations was a free corporate account with Zipcar and a free membership to Walk San Francisco. It also featured the first public use of our new pop-up kiosk, and the accompanying sounds of Morningstar Entertainment.

More details about these events can be viewed in the 2012 Portfolio.

Informational and Promotional Communications

TMASF Connects Commute program staff also work with regional and City organizations to help keep commute issues in the minds of commuters and provide on-going assistance through issuing alerts, advisories, promotions and fact sheets. When we issue these communications, we send them electronically to our member building representatives, who in turn distribute them to the tenants in the buildings. This results in a reach of an estimated 50,000 commuters, based on the tenant count from the *2011 TMASF Connects Commuter Behavior Survey*.

Alerts

When an incident occurs that severely disrupts transit or traffic for downtown-bound commuters, TMASF Connects makes every effort to distribute an email with an attached Alert notice for member building tenants. The Alert describes the problem and identifies resources for commuters to find information about the latest conditions and find alternative commute modes if necessary. In 2012, roughly 24 of these alerts have been released. Examples of these Alerts included the early reopening of the Bay Bridge after the *Presidents Day* weekend closure, updates on the West Oakland BART station fire that stopped Transbay Tube service on June 14th, and several protest activities in downtown San Francisco.

Advisories

TMASF Connects distributes electronic advisories for tenant distribution to members regarding major planned disruptions that impact travel options. These advisories provide detailed information about the expected disruption and links to original sources of the information. Examples of these Advisories include notice about the four Bay Area visits from President Obama including three to San Francisco, and the SF Giants victory parade down Market Street. We also addressed holiday weekend closures of major regional bridges and roadways such as the Bay Bridge, Dumbarton Bridge, San Mateo-Hayward Bridge and Doyle Drive. TMASF Connects provides updates about scheduled, large-scale weekend events such as Outside

Lands, the Chinese New Year Parade, the San Francisco Pride Festival and the monthly Critical Mass bike ride.

Promotions and Fact Sheets

We share information with members about regional campaigns such as BART *Blue Sky*, *Bike to Work Day*, and *Spare the Air*. These promotions include direct information from the agency administering the campaign. Promotions also include communication and additional incentives from TMASF Connects. During the *BART Blue Sky* promotion we promoted raffles and events held were sponsored on a regional basis in addition to hosting our own contest.

A compilation of representative electronic materials described above can be found in the 2012 Portfolio.

Facebook and Twitter

In 2012, TMASF Connects Commute continued using Facebook and Twitter for communication with members or anyone wishing to follow or friend us. Our Facebook page is located at: www.facebook.com/TMASFConnects and our Twitter profile is found at @TMASFConnects. We use these social media outlets accomplish several tasks:

Issuing immediate releases about breaking news information such as a BART delay or major Bridge problem;

Sharing information from regional agencies or news sources are posting regarding interesting facts, helpful tools, etc.; and,

Administering contests and prizes for specific promotions.

We used our Facebook page in 2012 during the promotion of the BART *Blue Sky* contest. Bay Area residents with an active Facebook account could visit the official Facebook page of the BART *Blue Sky* contest and vote for TMASF Connects as their favorite local nonprofit organization. This contest was heavily promoted by BART in all mediums as well as by TMASF Connects.

Promotional Materials

TMASF Connects distributed thousands of pieces of promotional materials in 2012, including phone sleeves, key chains, ball point pens, and card holders. All pieces have our logo and website listed to direct people to use our site for their travel needs. Our promotional items are always very popular when distributed. More information about the pieces distributed is in *Program Requirement Number Three*.

NUMBER TWO

Focus activities on education regarding commute options; assistance in selecting and learning to use the most appropriate commute options; and incentives to use the most efficient and appropriate options in the context of building or employee needs

SUMMARY

Website, Alerts & Advisories, Events, Promotions & Incentives, Partnership

Over the years, TMASF Connects, as a stand-alone program, has worked diligently to differentiate education, assistance and incentives in a well defined manner. Developing a cohesive program with elements that work together in a small program with a defined message creates both opportunity and challenge. TMASF Connects programs generally target specific commute-related issues rather than a particular type of commuter. During 2012, we expanded our efforts to more fully focus on bicycle commuters and to help promote awareness of the Bicycle Access Plan (BAP). The BAP, which was drafted by the Building Owners and Managers Association (BOMA), the San Francisco Bicycle Coalition (SFBC), and San Francisco Department of the Environment (DOE), requires all new and existing commercial buildings to accommodate secure bicycle parking (details on the BAP can be found [here](#)).

With a drive-alone rate by choice consistently below 10%, we have frequently been able to parse one message into a form that educates, provides assistance and indirectly establishes an incentive for commuters to continually assess their commute trip options. TMASF Connects has educated, assisted and incentivized commute programs including topics of commuter benefits, *Spare the Air* programs, bicycle campaigns, and other issues. We provide information about a particular topic and offer related prizes to urge members to participate in the campaigns or try new alternative forms of transportation.

Our electronic communication and real-time traffic map has been developed to allow us to even more finely coalesce all of the elements in *Program Requirement Number Two* (education, assistance and incentives).

TMASF Connects implements major communication and program strategies consistently. The programs are refined and targeted to most closely address informational needs in relation to issues being communicated or ideas being promoted.

Website

The TMASF Connects website, www.tmasfconnects.org provides education about travel options in the Bay Area through links to both popular options and the lesser known alternatives. We also assist users with planning trips and finding transit alternatives to traffic incidents. In addition, links are provided on the website that describe incentives to choose alternatives to driving alone including gas money savings, environmental benefits, time savings, exercise gain through self powered modes, etc. For example, the page titled "Financial

Incentives” on our website, explains how a commuter could pay for transit using pre-tax dollars, as well as calculators that show how much money can be saved by using transit instead of driving.

Alerts & Advisories

A TMASF Connects Alert is designed to provide immediate information about a situation that impacts the next commute trip. Depending upon the nature of the message, an Alert directs commuters to various alternatives or resources and provides assistance. Incentives to try a new method of traveling to work can also be derived from repeated alert messages that prompt reconsideration of travel mode.

The advisories that TMASF Connects distributes provide information about longer-term efforts that educate commuters about large-scale projects such as Bay Bridge, Transbay Terminal and Doyle Drive construction or major events that affect travel such as the San Francisco Giants World Series victory parade or President Obama’s visits to the Bay Area. Educating the public about planned traffic disruptions encourages people to learn to check the status of their commute mode and to know their alternatives. Assistance for large projects usually follows through events and outreach. Unless sponsoring governmental agencies are offering a financial incentive, an Advisory is largely confined to education and assistance.

Events

Broadly defined, events are either building or message-specific themed. Events are rarely incident specific, unless they center on closure of a major structure for a planned period. Regardless of the nature of an event, education, assistance and incentives are the three areas which TMASF Connects strives to address. More information about the events conducted this year is in *Program Requirement Number One*.

Promotions & Incentives

TMASF Connects shares regional transportation campaigns with its membership that focus on choosing alternatives to driving alone. Social media promotions and electronic campaigns are becoming more frequently used to quickly address changes in services, needs to communicate information and to assess member/public opinion about specific subjects.

Promotions also include prizes that are raffled or randomly distributed. Incentives are used to either garner a larger response to an information request such as a survey, or used to encourage a certain behavior. TMASF Connects creates incentive prizes to best promote the issue at hand. For instance, we hosted our new pop-up kiosk for two weeks at The Gateway Blvd campus in South San Francisco. Gateway is our only member building campus outside of San Francisco. Our main objective was to promote the means of public transportation to this specific area, with an emphasis on the new Alameda/Oakland-South San Francisco ferry now serving the Oyster

Point Marina/Park. A raffle was held in conjunction with the kiosk to reward Gateway Center participants, with a chance at winning one of ten \$50 Visa gift cards.

Partnership

TMASF Connects has a rich history of working with local, regional and state entities to provide a complete set of information for our members and the public. Our association has hosted multi-partner events, participated in regional outreach and events, and bundled available information with pieces to offer a complete view of an issue, service, incentive campaign, idea or change in transportation structure. As an example, TMASF Connects hosted two large commuter events featuring 20 of the Bay Area's major public transit agencies, rideshare groups and environmental organizations.

TMASF Connects also participated in many regional outreach events such as the BART *Blue Sky Festival*, San Francisco Bay Ferry's inaugural run of its new Alameda/Oakland-South San Francisco route, and AC Transit's *Rise Above It All* kickoff at the Temporary Transbay Terminal. TMASF Connects Commute also regularly attended outreach meetings organized by 511 Rideshare and the Regional Mobility Management Group, as well as transit-related public policy forums at the San Francisco Chamber of Commerce.

During 2012, messages distributed included repeated BART station disruptions due to protest activities and most notably the West Oakland fire on June 14th. We also provided information about bridge and major roadway closures, alternative transit information, descriptions of announced new bus lines and terminal openings, and a variety of other subjects. Message delivery options expanded to include posting information and photos on Facebook, tweeting promotional messages and helpful information on Twitter, hosting events, and holding contests and raffles with incentive prizes to coincide with the issue at hand.

TMASF Connects employed both print advertising and partnered with local and regional agencies to deliver messages designed to educate, assist and provide an incentive to commuters to know their most efficient options for getting to work. More specific information about the education, assistance and incentive activities that encourage commuters to know their travel options are described in *Program Requirement Number One*.

NUMBER THREE Ensure that activities are conducted at a level of effort that will assure contribution to gradual modal shift over time, such that past goals for overall downtown commute patterns, established by the Downtown Plan, may continue to be attained

SUMMARY *Events, Promotions & Prizes, Electronic Communications*

The *TMASF Connects 2011 Commuter Behavior Survey* showed that the travel mode split among our members is very low in commuters who choose to drive alone – 7.9%, and is on a decreasing trend, while transit usage continues to increase and is now at 73.1%. The mode split shown on our survey demonstrates the accomplishment of the goals of downtown commute patterns established by the *Downtown Plan*, and we hope to continue to improve these statistics even further over time.

The complete survey report can be viewed in this report and by visiting the link www.tmasfconnects.org/annualreports. Survey findings are discussed in more detail in *Program Requirement Number Five*. The next TMASF Connects survey of commuter behavior will be conducted during the early part of 2013. Report findings will be shared with the City and County of San Francisco (CCSF) Department of Planning.

Based on results from the 2011 commuter survey, the TMASF Connects program has designed network of services to help remind commuters about travel options. Dozens of advisories, alerts, promotional materials and fact sheets are sent electronically to commuters in member buildings. Alerts and other articles and tips that commuters would find interesting are also posted on our Facebook and Twitter pages. These activities are aimed to contribute to the available resources for commuters to help them make decisions to choose alternatives to driving.

During 2012, the TMASF Connects level of effort to promote our program and the use of alternatives to driving through our major methods includes the following:

Events

These events serve to help inform and educate the public about Bay Area commute options. A secondary purpose is to increase awareness and participation in the set of TMASF program services. Events held during 2012:

Three Intern commute

Six Earth Day

One BART *Blue Sky Festival*

Two major commute festivals hosted by TMASF Connects

Promotions & Prizes

These prizes serve both as incentives for participants in TMASF Connects events and promotional campaigns. A secondary benefit is that promotions also serve as public reminders about TMASF Connects programs and services. During 2012, we distributed and awarded:

5000 cell phone holders

1000 logo LED flashlight key chains

1000 Silver Curvaceous Pens

1000 Frosted ID Pouches w/ purple imprint

1000 25-sheet Post-It notes w/ full color

50,000 web cards

One \$500 Visa gift card

Eight \$100 Visa gift cards

Ten \$50 Visa gift cards

\$300 Joseph Cozza gift certificate

Three \$100 gift cards to various San Francisco restaurants, winner's choice

Three \$100 MLB gift cards

Two \$50 Specialty's gift cards

Electronic Communications

These communications serve as courtesies to our member building tenants to ensure they take the best precautions possible under abnormal circumstances related to their daily commute.

24 Alerts

52 Advisories

Six Fact Sheets

More details about the above activities conducted during 2012 can be viewed *in Program Requirement Numbers One, Two and Four*. Materials are also represented in the 2012 Portfolio.

NUMBER FOUR Develop and implement activities that provide for targeting commute groups in order to produce the most effective marketing and education efforts, and if necessary, the most effective incentives to induce commute pattern change

SUMMARY *Message Development, Website Refinement & Rebuild*

With a drive-alone by choice rate of only 7.9%, per the 2011 Commuter Behavior Survey, we understand that commuters in our member buildings already enjoy using the benefits of transit, rideshare, and other alternatives to driving. To best reach our members, we choose to primarily target efforts toward commute incidents and projects rather than focusing solely on commuter groups.

The *TMASF Connects 2011 Commuter Behavior Survey* reports origin and destination information and modes of travel being used by TMASF Connects members. We use this information to provide the most relevant travel information based on impacts to those modes. For example, more than half of TMASF members commute trip involves riding either BART or SF Muni. This information prompts us to increase our focus on these services. The full survey report is included in this report or can be viewed at www.tmasfconnects.org/annualreports. The level of effort expended to keep commute options in the forefront of member's minds is detailed extensively in *Program Requirement Number Three*.

Message Development

Messages are designed to encourage commuters to understand transit and rideshare options and understand and use a secondary transit or rideshare option in the event that primary source is temporarily or suddenly unavailable. It is important that we promote other options to driving alone in the event of a disruption to the primary commute mode. During 2012, commute issues concern centered on system disruptions that required commutes to find alternative routes. Events such as repeated protests impacted the BART system and downtown street disruptions also concerned commuters. Our marketing and education efforts are discussed in further detail in *Program Requirement Numbers One and Two* and can be seen in representation in the 2012 Portfolio.

Website Refinement & Rebuild

The TMASF Connects website is continually refined to reflect member interest and address commuter needs. We take pride in the website remaining topical and reflecting current technologies and commute concerns. Daily trip concerns identified in 2011 remain of interest during 2012. Issues of commute cost and time considerations continue to be major factors for commuters. Our website includes cost calculators and eco-footprint calculators to allow commuters to determine the financial and environmental benefits of alternatives to driving. By

providing the latest technologies for simplifying commuting such as trip planning and real time traffic and transit reporting, TMA SF Connects is targeting the commuter's value of technology.

During 2012, we began the process of rebuilding our website. Working with a professional communications firm and experienced website developer, we created specifically targeted messages, themes, and features. Including options of local hiring allowed us to promote the TMA SF Connects Work program while advancing an option that would tend to reduce the number of single occupant vehicles entering into the downtown on a daily basis.

A series of video/tutorials is planned to be incorporated into the new site. These will target messages about using paratransit services, Clipper cards, mapping services and trip planning. The website further differentiates between types of public transportation, car and ridesharing options, cycling information and finding local employment. In an environment of increasingly targeted messages and instant delivery, message differentiation among a population with a drive-alone rate of less than 10% continues to focus on promoting back-up alternatives to the usual mode of travel.

NUMBER FIVE

Monitor program effectiveness and progress at regular intervals

SUMMARY

New memberships, 2013 Commuter Behavior Survey & LEED

Associations and non-profit entities measure program effectiveness through a series of metrics. These can include meeting fundraising goals and increasing memberships, pledges or participation in a particular area. Metrics can also include advancing certain legislative agendas, shifting public perception about an issue or correcting an image that is negative to the overall goals of the association.

TMASF Connects has defined a series of metrics that directly apply to our membership. These include expanding membership. They also include monitoring trip modes to determine the daily travel profile of our member commuters. Additional measures of program effectiveness include board, committee, staff and member participation, continued reliance of membership fees and not public funds to keep the program running and partnerships that are sustained or developed.

New memberships

During 2012, two existing buildings in the downtown area became members of our association. These are existing high-rise structures that are pursuing LEED certification. They do not have CCSF Planning Code Section 163 requirements. Both new properties joined our association in order to participate in what they view to be an effective and important amenity for their tenants, participate in a broader effort to promote a mobile and clean downtown, and to be recognized for their participation by the United State Green Building Council's (USGBC) LEED program.

Membership in TMASF Connects qualifies a property management firm that is pursuing LEED certification to obtain the maximum number of credits for participation in an alternative transportation program. Both members have expressed a commitment to long-term membership and participation.

2013 Commuter Behavior Survey & LEED

On odd numbered years, TMASF Connects hires an independent survey consultant to conduct a commuter behavior survey to monitor member travel behaviors. The survey findings represent a key measure of program effectiveness and compliance with CCSF authorization of TMASF Connects program.

During 2011, TMASF Connects hired KEMA Services, Inc. an independent consultant to develop and administer the commuter behavior survey. KEMA staff determined a random sample methodology for conducting the commuter behavior survey that follows CCSF survey protocols. They identified the 1% random sample and created paper surveys for distribution

according to that formula. During the *TMASF Connects Commute 2013 Commuter Behavior Survey*, KEMA will again use the established protocols to determine mode shares among member building commuters. Our survey consultant will share this independently gathered information with both the TMASF Connects board, staff and CCSF Planners.

The *2011 Commuter Behavior Survey* also calculates Average Vehicle Ridership (AVR). This additional measurement of the number of people commuting per vehicle is one that the USGBC uses as to determine whether a program or building qualifies for the Alternative Commute Transportation credit awarded by LEED. The AVR among TMASF Connects member buildings was found to be 7.1, which continues to qualify all TMASF Connects members for full points toward this credit. In 2009, the US Green Building Council accepted TMASF Connects program and survey data as acceptable for full points for TMASF Connects members.

As we end 2012, we are preparing for our pre-survey of TMASF Connects property management members to ascertain an approximate number of employers and employees working in each building. From that information, the survey consultant will devise the 1% random sample of people to be surveyed.



TMASF CONNECTS

Work

2012 TMASF CONNECTS WORK STATUS REPORT

CITY PLANNING COMMISSION CASE NUMBER 2010.0081 U



TMASF CONNECTS WORK 2012 YEAR IN REVIEW AND LOOKING FORWARD

The TMASF Connects Work program is pleased to report notable accomplishments during 2012 on behalf of the employment, training and educational aspects of our efforts. During 2012, we conducted an employer survey of hiring trends. We worked with Caltrans and St. Anthony's Foundation to place more than 50 of their San Francisco resident job training participants in temporary positions during the Bay Bridge construction. We also awarded our first scholarships to students from the San Francisco Unified School District (SFUSD) through competitive award and jury selection process.

During 2012, the TMASF Connects Work program included conducting a comprehensive survey of member buildings to ascertain projected hiring trends, number and nature of jobs added or withdrawn, and query scholarship interest. We also focused on building a new website, expanding our student internship promotion that began in 2011 and our inaugural scholarship awards. As employment is rebounding, we anticipate creating a job and internship opportunity feature to our website during 2013.

The TMASF Connects Work program continues to expand upon workforce development and educational opportunities for both students and employees. Both the website rebuild of 2012 and community/member relations efforts to encourage hiring of San Francisco residents will continue to be refined and developed during 2013.

The TMASF Connects association enjoyed 100% membership renewal and extended the Work program opportunities to all members. During 2012, our association grew from 59 to 61 member properties. Both new member properties were permitted prior to requirements for either CCSF Planning Code Sections 163 or 164, but have an interest in pursuing LEED certification. TMASF Connects Work program is available to all members regardless of permit considerations.

Job creation as a result of new building construction among TMA SF Connects members did not occur in 2012. Although San Francisco is attracting new employers and expanding the number of jobs based in the City, opportunities relating to added office development did not occur within our membership. Much of the job growth occurred in areas outside of our membership area – Mid-Market, Mission Bay and outlying areas.

CCSF Planning Code Section 164 identifies several program strategies to help contribute to the overarching goal of helping reduce traffic congestion through increased participation in the workforce by San Francisco residents. These strategies work together by helping to contribute to a prepared and competitive workforce through educational opportunities, promoting San Francisco's residents and local job training programs to employers in TMA SF Connects member buildings, and, by remaining flexible to work with CCSF Planning staff to address issues as they arise. All of these activities are tied to the creation of jobs that arise from new commercial office space development.

2012 brought changes to San Francisco's Planning Code. The revised goals for new development, centering on development of the Transbay Terminal District are being reviewed by our association. Continued refinement of TMA SF Connects services is a key component of our effectiveness and we are looking forward to expanding our programs in new and innovative directions.

TMA SF Connects continues to promote opportunities for San Francisco students to find internship placement. During 2012, we offered financial incentives to our members to participate in the SFUSD summer internship program for high school students. We used written materials, direct contact and events to promote the program. Our association engaged four interns for the Class of 2013.

The 2012 student internship featured student interviews with professionals based on stated student interests. The interviews were designed to help students consider which course of study would prepare them for jobs in civil engineering, homeland security, tourism & hospitality, public transportation, criminal justice, law and finance. Tours of facilities including San Francisco International Airport, biotech firms and the local SMART Car showroom were also offered to students. TMA SF Connects surveyed the students at the end of the internship for feedback that will help us refine our future internship programs. The internship was viewed favorably and several ideas of how to best maximize the abilities of each intern to contribute were provided. TMA SF Connects will plan to engage two student interns in 2013 and focus on providing a more robust experience shared by a smaller number of people.

During 2013, TMA SF Connects will continue promotion of SFUSD's summer internship programs for high school students and other local career-readiness efforts. We continue to monitor job creation and are building our website to meet the needs of a changing workforce.

SFUSD has had a significant change in senior staffing of the Pathways program. One of the major features of the SFUSD program is participation in the Linked Learning Business Leadership Forum, a coalition of businesses, educators, CCSF agencies and workforce development entities. We look forward to working with this group and others to explore areas where we can partner with other groups to help continue existing efforts to create a competitive and prepared local workforce.

The highlight of our efforts on behalf of students was the offering of our first round of scholarships awarded to recipients in the Class of 2012. Student eligibility was tied to overall Grade Point Average (GPA), extra-curricular activities, participation in an internship or working for 100 hours in a TMASF Connects member building. Students who are both career-ready and college-bound are eligible for scholarship consideration.

Scholarship funds were collected from our membership through dues payment. This is a popular program for our members and we look forward to our next award for the Class of 2013. We will be promoting both the internship and scholarship programs within our membership and encouraging members to engage summer interns and help prepare the next generation workforce through early experience in the job market.

During 2013, we hope to help promote the *34th America's Cup*, Bay Bridge opening and other activities to the local schools and civic groups as a means to employ San Francisco residents and students.

During 2012, TMASF Connects conducted a membership wide survey about projected employment trends. We queried building member tenants about several issues: workforce expansion/contraction expectations for the next 18 months, knowledge and use of local non-profit and civic organizations that have applicants who have completed job training programs, service and information needs from TMASF, and, interest/perception of local student internship programs. Findings from the survey will be incorporated into our new and refined website and program services.

More than 30% of all survey respondents work in the architectural, real estate, construction, development or property management fields. Nearly 20% work in the financial services sector, and slightly less than 11% work in the transportation and engineering fields. Clerical/Administrative, Management & Executive, Technical and other professional job categories are most likely to be created or expanded during 2012 and 2013. Interestingly, the survey also found that an equal, but different set of employers were planning to reduce jobs in essentially the same disciplines at the same rates.

Employee referral is the dominantly preferred method of employee recruitment with Internet job banks only garnering a 34% of the total. As expected, the appropriate education, experience with a competitor and employee referral are the most likely features to help an applicant land a job. Nearly 60% of all employers cite business etiquette among employees is critically lacking. Nearly half of all employers identified business communication skills and grammar as being deficient. A full 40% cited professional grooming as an area that needs improvement.

Services identified as being important to visitors to our site and should be expanded by TMASF Connects included identifying local sources for employment, referrals for returning-to-work and entry level employees and education and vocational training. Nearly 90% of all survey respondents correctly identified local community services that offer job training programs. Approximately 25% of respondents have heard of programs, but not worked with them.

Lastly, we queried employers about interest in student internship programs. Less than half of the survey respondents answered questions about internships. Those responses indicate that less than half of surveyed employers have hosted a high school internship. Of those employers who have hosted interns, nearly 60% plan to do so again. Reasons cited for not hosting internships were closely split between not enough work and not enough time to train. When offered inducements to engage interns, 40% could not be swayed. Nearly a third would be motivated by a financial incentive and 25% were interested in learning more about the benefits of summer internship programs to the overall workforce.

Findings from the survey will continue to help define the direction, emphasis and content of our association programs and website resources.

During 2012 as we began to build our new website, we also studied the most effective methods that will allow our members to post available jobs and announce internships. We expect to offer a job bank/intern posting services as a viable feature of the new site to be launched in 2013.

The TMASF Connects Work program continues to meet the spirit of the requirements of CCSF Planning Code 164. We offer a robust program, survey our members, expand our website and actively look for ways to help develop a competitive, prepared workforce of San Francisco residents that is known to employers in member buildings.

We continue to combine the commute and work program elements together to advance the image and message that San Francisco is a *Transit First* city with qualified and competitive workforce. TMASF Connects remains committed to reducing traffic congestion through local workforce development and continued expansion of our core commitment to increasing information and options to driving alone.

Additional information about compliance with specific program requirements identified in CCSF Planning Code Section 164 is provided on the following pages.

**CCSF PLANNING CODE SECTION 164 PROGRAM REQUIREMENTS
TMA SF CONNECTS FULFILLMENT RESPONSE STATEMENT
JANUARY 2012 – DECEMBER 2012**

NUMBER ONE To determine the number and nature of jobs that will become available as a result of added downtown office development

During 2012, no new office development was added to TMA SF Connects membership. We attracted two new members, but they were existing older properties that have not added space to the overall inventory of commercial office buildings. New members included One Front and One California Street properties.

During 2013, we do not anticipate openings of new buildings, but our membership remains open to all downtown commercial office properties. As members join TMA SF Connects to pursue LEED certification, their membership automatically includes participation in our Work program.

NUMBER TWO To publicize to San Francisco residents the availability of those jobs

The TMA SF Connects Work staff continues to monitor job creation data from the SF Chamber of Commerce, Workforce Investment Board, Employment Development Department and other sources. As jobs become available in our member buildings, we will begin to promote the availability of those jobs to San Francisco residents from our website. As discussed in the *2012 Year in Review and Looking Forward* section of the report, our survey indicated that existing TMA SF Connects members were creating, filling and reducing positions at rates that essentially resulted in no new jobs.

We are developing a mechanism in place to promote San Francisco job opportunities from our website. We intend to have a public relations firm guide us through website promotion and feature our member's services including future job bank features.

NUMBER THREE To work with local schools and job training programs to create a labor pool of San Francisco residents qualified to obtain jobs created by added downtown office development

As discussed in the *2012 Year in Review and Looking Forward* section, TMA SF Connects continues to actively promote student intern opportunities, job shadowing and feature our scholarship program. Building on our 2011 activities, we continued our message to promote SFUSD student internship programs through extensive outreach effort within our membership.

TMASF Connects hired four interns and constructed a summer program that was used as a model for other summer intern programs.

NUMBER FOUR To work with employers in the building to encourage their hiring of qualified San Francisco residents

During 2012, we conducted an extensive survey of employment trends among our membership. Those findings are being used to refine our website and create a better understanding of how to most effectively promote local hiring.

Our efforts to encourage hiring of qualified San Francisco residents centered on promoting the local resources available through our website. TMASF Connects does not work with specific job candidates to fill particular positions. Our efforts center on promoting local job training, rehabilitation and educational programs which feature qualified applicants.

NUMBER FIVE To carry out other activities determined by the Department of City Planning, or its designee, to be reasonable and appropriate in meeting the purpose of this requirement

Volunteers from St. Anthony's Foundation were recruited and hired in January and February 2012 to assist TMASF Connects and Caltrans staff an awareness campaign. This effort was undertaken to inform the public about an upcoming closure of the Bay Bridge. Sporting signature TMASF Connects messenger bags, these volunteers stationed themselves at downtown BART station entrances and distributed official Caltrans fact sheets regarding information about the Bay Bridge Seismic Safety Projects and details about the closure and alternative transportation.



TO VIEW PREVIOUSLY AUTHORED REPORTS:

www.tmasfconnects.org/annualreports

2011

[2011 TMASF Connects Status Report](#)

Proposed by TMASF Connects for Approval by the City and County of San Francisco Planning Department and Commission

(To view the 2011 Portfolio, containing the Supporting Documents, please request a physical or electronic copy from TMASF Connects.)

2010

Fourth Quarter Update

[TMASF Connects 2010 Status Reports - Fourth Quarter Update- December 2010](#)

[2010 Portfolio- Fourth Quarter Update- December 2010](#) (PDF)

Portfolio of Materials distributed October 2010 - December 2010.

TMASF Connects Program Plans

[TMASF Connects Program Status and Proposed Program Plans](#)

Proposed by TMASF Connects for Approval by the City and County of San Francisco Planning Department and Commission

[Supporting Documentation](#) (PDF)

Documents to support the TMASF Connects Program Status and Proposed Program Plans. Includes 2009 Commuter Behavior Survey, TMASF AVR Memo, Hiring Trends Survey 2008-2009, and 2010 Portfolio.

2009

[2009 Abbreviated Commuter Behavior Survey](#)

A shortened version of the 2009 Commuter Behavior Survey Report

[TMASF AVR Memo](#)

[TMASF Hiring Trends Summary 2008-2009](#)

A summary of findings from the 2008 Employer Survey

[Transmittal Letter](#)

Letter transmitting this link to the San Francisco City Planning Department.

[2009 Connects Executive Summary \(PDF\)](#)

Brief summary of TMASF Connects Annual Status Reports filed in 2009.

[2009 Annual Status Report \(Commute\) \(PDF\)](#)

Final yearend report for Planning Code Section 163 filed with the City and County of San Francisco Planning Department in January 2010.

[2009 Annual Status Report for Planning Code 164 and 165 \(Work and Daycare\) \(PDF\)](#)

Final yearend report for Planning Code Sections 164 and 165 filed with the City and County of San Francisco Planning Department in January 2010.

[TMASF Portfolio 2009 \(Flash\)](#)

An electronic magazine of all materials distributed in 2009. (Please be patient, this is a large file and may take a minute to load.)

[TMASF Portfolio 2009 \(PDF\)](#)

A PDF version of the TMASF Portfolio for those who cannot view the above Flash document.

[TMASF 2009 Commuter Behavior Survey \(PDF\)](#)

This is the full report of findings from the 2009 TMASF Commuter Behavior Survey. For more information about Average Vehicle Ridership (AVR) data from the survey, you can view the [TMASF AVR Memo \(PDF\)](#).

2008

[2008 Annual Status Report \(PDF\)](#)

Final report filed with the City and County of San Francisco in January 2009.

[TMA SF Portfolio: 2008 \(Flash\)](#)

The Portfolio of TMA SF work in 2008, filed with the City and County of San Francisco in January 2009.

[Works Report 2008 \(PDF\)](#)

Report for Planning Code Section 164, filed with the City and County of San Francisco in January 2009.

[TMA SF Hiring Trends Summary 2008-2009 \(PDF\)](#)

A summary of findings from the 2008 Employer Survey

Permanent Documents

[Planning Code Section 163](#)

City and County of San Francisco Planning Department

[Planning Code Section 164](#)

City and County of San Francisco Planning Department

[TMA SF Significant Milestones](#)

An overview of TMA SF milestones from the past 20 plus years

[Resolution 17210](#)

2006

[Resolution 11249](#)

1988

[Resolution 10187](#)

1984