

TMASF CONNECTS 2016 PORTFOLIO TIMELINE

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

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

Submitted by
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Chief Executive Officer, TMASF Connects

DECEMBER 2016



TMASF Connects 2016 Portfolio Timeline

To view the communication program offered by TMASF Connects during 2016, please refer to our <u>Calendar of Updates</u> and the <u>TMASF Connects 2016 Portfolio</u>.

To see our entire Super Bowl efforts and outreach materials, please click <u>here</u>.

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
27	Advisory: Critical Mass
28	Advisory: Super Bowl 50 Safety Tips
28	Super Bowl 50 Update

February 2016

29

2	Alert: Interstate 80 Ramp Closure
3	Advisory: Super Bowl 50 Protests Update
1	Super Bowl 50 Undate

Advisory: Super Bowl 50 Protests

- 10 Advisory: President's Day Transit Schedules
- 10 <u>Early Re-opening of Roads Post Super Bowl</u>

18 Advisory: Chinese New Year Parade

March 2016

- 8 SFUSD Internship Information
- 9 Advisory: St. Patrick's Day
- 16 <u>Alert: BART System-wide Delays</u>
- 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 <u>Connector: Commuter Update</u>
- 24 Commuter Safety and Security
- 28 SFUSD Internship Reminder #2
- 30 Walk to Work Day
- 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 <u>Alert: BART trains not stopping at Downtown Berkeley</u>
- 28 Advisory: GOP Convention
- 28 <u>Advisory: Critical Mass</u>

May 2016

- 3 Alert: BART trains not stopping at Embarcadero
- 5 BART Weekend Track Closure
- 5 <u>Bike to Work Day 2016</u>
- 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
- 25 Alert: Hillary Clinton's Bay Area Visit
- 25 Advisory: Memorial Day Weekend
- 31 Bernie Sanders Rally in Palo Alto

<u>June 2016</u>

- 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
- 13 Advisory: Apple Worldwide Developers Conference
- 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
- 24 SFBT Structures Ad
- 24 TMASF Connects Commuter Guide
- 27 Advisory: Hillary Clinton in San Francisco
- 28 Advisory: Independence Day Weekend

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 <u>Advisory: Pokemon Go Crawl</u>
- 20 Alert: SF Muni Service Delays on Market
- 25 Spare the Air Alert
- 25 Alert: BART System-wide Delay
- 25 <u>Advisory: Weekend Events Impacting the Commute</u>
- 26 Spare the Air Alert
- 27 Spare the Air Alert
- 27 Connector: Summer 2016 Events August 1st- September 15th
- 28 Spare the Air Alert
- 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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sat	Fri	Thu	Wed	Tue	Mon	Sun
	1					
	TMASF Connects Text Alerts	Super Bowl Update	6	5	4	3
1		14	13	12	11	10
	BART Entrance at Spear during SB50	MLK Day Transit Schedules	SFDEM Text Alerts			
		Super Bowl 50 Update				
2	22	SB50 Overview	20	19	18	17
	Super Bowl 50 Advisory	Super Bowl 50 Update	SB 50 Pedestrian & Bike Detours	15	10	17
3	29	28	27	26	25	24
	Super Bowl 50 Protests	Super Bowl 50 Safety Tips	BART Major Delay			
		Super Bowl 50 Update	Critical Mass 1/29			
						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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2			5	6
		180 Ramp	Super Bowl 50	SB50 Calendar		
		Closure	Protests	Super Bowl 50 Update		
					-	
7	8	9		11	12	1
			President's Day Transit Schedules			
			Super Bowl Advisory			
14	15	16	17		19	2
				Chinese New Year Parade 2/20		
21	22	23	24	25	26	2
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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
6	7 BART Delay	8 SFUSD Internship Information	9 St. Patrick's Day Advisory	10	11	1
13	14	15	16 BART Alert	17 BART Service	18	1
				Update Commute Options in Addition to BART		
20	21	22	23	24	25	2
	SFUSD Internship Reminder #1	Hillary Clinton's Bay Area Visit		Commuter Update Connector		
		BART Weekend Track Closure		Commuter Safety and		
		Know Your Commute Alternatives		Security		
27		29		31		
	SFUSD Internship Reminder #2		Walk to Work Day 4/7	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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	
3		5	6	7		
	SFUSD Internship Deadline		Walk to Work Day 4/7 Obama Visit		Commuter Advisory	
	Extension Giants Home		Obama VISIC			
	Opener Warriors and					
	A's Home Games					
10	11	12	13	14 Enter to Win	15	1
				#2		
				Enter to Win #1		
17	18	19	20	21	22	2
		BART Blue Sky	Giants Day		Enter to Win	
		4/20	Game		BART Alert	
					BART Weekend Track Closure	
24	25	26	27	28	29	ä
	Enter to Win			California GOP		
	BART Alert			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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
		BART Alert		BART Weekend Track Closure		
				Bike to Work Day 5/12		
8	9	10	11	12	13	1
	Enter to Win					
	Bay to Breakers Weekend Connector					
15	16	17	18	19	20	2
	Enter to Win	Suspicious Activity Alert		Major Bay Area Events		
		Commute Advisory				
22	23	24	25	26	27	2
	Enter to Win	Bill Clinton Bay Area Visit	Hillary Clinton Bay Area Visit			
			Memorial Day Weekend			
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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

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



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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	
3	4	5	6	7	8	
,			Police Activity on Market and Jones Street	•	Major Accident on NB-880 and EB-8 in Emeryville	
					Protest at Justin Herman Plaza (One Market)	
10	Vallejo Ferry Service Alert	12	5an Mateo- Hayward Bridge Deck Repair	14	15	1
17	18	19	20	21	22	2
			BART Weekend Track Closure between Daly City and Glen Park Stations			
			Pokemon Go Crawl			
			SF Muni Service Delays on Market			
24	Spare the Air Alert	Spare the Air Alert	Spare the Air Alert	Spare the Air Alert	Spare the Air Alert	1
	BART System- wide Delay		Summer 2016 Events		TMASF Connects Ad in	
	Weekend Events Impacting the Commute		Connector		SF Business Times Commercial Real Estate Issue	
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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

1	SFMTA/Muni PM Delays		(4 Weekend Commute Update	5	6
8	PM Delays		(Commute		
8				- р		
0	9	1	0	11	12	13
	,	1		Spare the Air Alert	Spare the Air Alert	Spare the Air Alert
				BART Weekend Track Closure		
15	16	1	7	18	19	20
30 PM Vallejo erry Cancelled					Spare the Air Alert	
22	23	2	4	25	26	27
	Major Collision at Sansome	Labor Day Weekend				
	and Sutter	Advisory				
29	30	3	1			
ART Meet the						
	29 ART Meet the	22 23 Major Collision at Sansome and Sutter 29 30 ART Meet the	22 23 2 Major Collision at Sansome and Sutter 29 30 3 ART Meet the	15 16 17 30 PM Vallejo erry Cancelled 22 23 24 Major Collision at Sansome and Sutter Labor Day Weekend Advisory 29 30 31 ART Meet the	Track Closure 15 16 17 18 Spare the Air Alert BART Weekend Track Closure 22 23 24 25 Major Collision at Sansome and Sutter 29 30 31 ART Meet the	Track Closure Track Closure 15 16 17 18 19 Spare the Air Alert Alert BART Weekend Track Closure 22 23 24 25 26 Major Collision at Sansome and Sutter Advisory Critical Mass 8/26 Advisory ART Meet the



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 <u>website</u> containing all materials released since December 2015 and the <u>TMASF Connects 2016 Portfolio</u> with materials issued from January 2016 through September 2016.

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



Super Bowl 50

February 7th, 2016

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

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

Click here to view a <u>flipbook</u> of our entire Super Bowl 50 efforts.





December 2015

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

TMASF Connects Text Alerts
Super Bowl 50 Meeting

10 Super Bowl 50 Update

2

2

14

17

<u>Super Bowl 50 Overview</u> <u>Super Bowl 50 Update</u>

January 2016

Sat	Fri	Thu	Wed	Tue	Mon	Sun
2	1					
9	8	7	6	5	4	3
9	TMASE	Super Bowl	0	5	4	3
	Connects Text Alerts	Update				
	Alerts					
16	15	14	13	12	11	10
10	BART Entrance	Super Bowl 50	SFDEM Text	12	Super Bowl 50	10
	at Spear during	Update	Alerts		Meeting	
	SB50	SB50 Overview				
23	22	21	20	19	18	17
	Super Bowl 50 Advisory	Super Bowl 50 Update	SB 50 Pedestrian &			
			Bike Detours			
30	29	28	27	26	25	24
Super Bowl City Opens to the	Super Bowl 50 Protests	Super Bowl 50 Safety Tips	21	20		-7
Public		Super Bowl 50 Update				

Super Bowl 50 Update

TMASF Connects Text Alerts

Super Bowl 50 Meeting

SFDEM Text Alerts

Super Bowl 50 Update

Super Bowl 50 Overview

SB 50: BART Entrance at Spear

SB 50: Pedestrian and Bike

Detours

Super Bowl 50 Update

SB50 Advisory for Jan 25th

Commute

Super Bowl 50 Safety Tips

Super Bowl 50 Update

Super Bowl 50 Protests

Super Bowl City Open to Public

February 2016

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

Super Bowl 50 Protest Update

Super Bowl 50 Calendar Super Bowl 50 Update

7 Super Bowl 50

3

4

4

10 <u>Re-opening of Roads Post-</u>

Super Bowl



TMASF CONNECTS 2016 PORTFOLIO TIMELINE Q4 UPDATE

SUPPORTING DOCUMENTATION FOR THE 2016 TMASF CONNECTS STATUS REPORT OCTOBER 2016- DECEMBER 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

DECEMBER 2016

TMASF Connects posts annual reports to our <u>website</u> following acceptance by the City and County of San Francisco Planning Department and Commission.



TMASF Connects 2016 Portfolio Timeline Q4 Update

October 2016- December 2016

Table of Contents

Below is a list of our communications issued October 2016- December 2016 organized chronologically by month as of December 9th, 2016. Please note that communications coincide with the date they were issued. Please click on each month to be taken to its section in the Portfolio. All of the below materials are also represented on the TMASF Connects Calendar of Updates.

October 2016

7	Advisory: Giants Postseason Games
12	Alert: Market Street Closure
13	Advisory: Hillary Clinton in San Francisco
14	Alert: BART Major System-wide Delay
14	Alert: US-101 Lane Closures
18	Enter to Win Warriors Opening Night Tickets
19	Alert: BART Major Delay at Embarcadero
20	Alert: I-80 Closure near 7th and Bryant Streets
20	Alert: Incident Resolved and Roads Reopened

November 2016

10	Alert: Protest on Market Street
15	Introducing the new tmasfconnects.org!
17	Alert: Suspicious Package near Mission and Fremont
17	Alert: Incident near Mission and Fremont Resolved
18	Advisory: Thanksgiving Transit Schedules & Updates
30	Alert: Vehicle Accident near Civic Center
30	Alert: I-580 Ramp Closures in Oakland

December 2016

- Advisory: Van Ness Improvement Project
- 8 TMASF Connects Work Guide
- 9 Alert: Fourth and Howard Streets Intersection Closed
- 13 *Enter to Win Warriors Tickets Promotion #1
- *Enter to Win Warriors Tickets Promotion #2
- 15 *Connector: Holiday Events and Transit Updates -- DRAFT
- *Enter to Win Warriors Tickets Promotion #3

*Denotes materials that are currently in progress and have not yet been distributed.



October 2016

Please click on each document within this calendar to see materials released in October 2016. Please also see the full editorial calendar on our <u>website</u> containing all materials released since December 2015.

Mon	Tue	Wed		Thu	Fri
3	4		5	6	
					Giants Postseason Games
10	11		12	13	1
		Market Street Closure		Hillary Clinton in San Francisco	BART Major System-wide Delay
					US-101 Lane Closures
17	18		19	20	
	Enter to Win Warriors Opening Night Tickets	BART Major Delay at Embarcadero		I-80 Closure Near 7th and Bryant	
				Incident Resolved and Roads Reopened	
24	25		26	27	2
		Halloween Weekend Events Advisory			



November 2016

Please click on each document within this calendar to see materials released in November 2016. Please also see the full editorial calendar on our <u>website</u> containing all materials released since December 2015.

Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	
7	8	9		11	1
			Protest on Market Street		
14	15	16		18	1
	Introducing the New TMASF Connects		Incident near Mission and Fremont Resolved	Thanksgiving Transit Schedules (in effect 11/24 & 11/25)	
	Website		Suspicious Package near Mission and Fremont	& 11/25)	
21	22	23	24	25	2
		Warriors vs. Lakers. Win Tickets!			Warriors vs. Timberwolves. Win Tickets!
Warriors vs. Hawks. Win Tickets!	29	Vehicle Accident Near Civic Center			
		I-580 Ramp Closures in Oakland			



December 2016

Please click on each document within this calendar to see materials released in December 2016. Please also see the full editorial calendar on our <u>website</u> containing all materials released since December 2015.

Mon	Tue	Wed	Thu	Fri	Sat
			Warriors vs. Rockets. Win Tickets!	2	Warriors vs. Suns. Win Tickets!
5 Warriors vs. Pacers. Win Tickets!	6	7 Van Ness Improvement Project	TMASF Connects Work Guide	Fourth and Howard Streets Intersection Closed	1
12	13	14	15		Warriors vs. Trailblazers Win Tickets!
19	20	21	22	23	
	Warriors vs. Jazz. Win Tickets!				
.26	27	Warriors vs. Raptors. Win Tickets!	29	Warriors vs. Mavericks. Win Tickets!	2