



**TMASF CONNECTS
2019 ANNUAL STATUS REPORT
FOR
JANUARY 2019 - DECEMBER 2019**

In consideration of

[City and County of San Francisco Planning Commission Resolution Number 17210](#) (Commute)

[City and County of San Francisco Planning Commission Resolution 19911](#) (Career)

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 2019



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TMA SF Connects 2019 Calendar of Events and Materials Produced

TMA SF Connects posts annual reports to our [website](#) following acceptance by the City and County of San Francisco Planning Department and Commission.

Please [click here](#) to access the TMA SF Connects 2019 Calendar of Events and Materials Produced.



**TMASF CONNECTS
2019 ASSOCIATION INFORMATION
DECEMBER 2019**

Mission Statement
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Supporting Documentation Includes:
Roster of Member Buildings in Good Standing



TMASF Connects Mission Statement

To build our current and future workforce to be mobile and competitive

TMASF Connects Program Commitment Statements

[Commute program](#) *guides the workforce by linking creative, eco-conscious campaigns, promotions, and programs with member outreach to increase personal mobility*

[Career program](#) *guides current and future workforce to resources designed to increase productivity, employability, and support life-long learning opportunities*

[Community program](#) *guides the workforce to daycare options for children, seniors, and pets*



Organizational History

December 2019

The Transportation Management Association of San Francisco ([TMASF](#)) was incorporated in November 1989 and began offering transportation demand management compliance services to commuters in member buildings during 1990. The regulatory impetus for the program can be found in the history of codes and resolutions of the City and County of San Francisco (CCSF) Planning Department and Commission. 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 CCSF Planning Commission without interruption. The association has grown from a charter membership of 24 buildings in 1990 to 82 members in 2019.

During a public hearing in October 2010, the CCSF Planning Commission authorized TMASF to provide a new transportation demand management strategy through a workforce development for local residence program in support of CCSF Planning Code Section 164. This authorization was issued through 2016. During 2017, the CCSF Planning Commission re-authorized the TMASF Connects Career program 2018-2021 under [Resolution 19911](#).

This report is intended to provide an update to the CCSF Planning Staff and Commission about TMASF Connects Commute and Career programs from January 2019 through December 2019. In summary, we have fulfilled our requirements from CCSF Planning Commission for our program plan and have fulfilled our obligations for both the TMASF Connects Commute (Planning Code Section 163) and TMASF Connects Career (Planning Code Section 164) without substantive change in either intent or commitment. Our level of effort continues to be aggressive and strives to create programs that fulfill requirements while leading to changes in travel behavior and improvements in local resident employment and training options.

*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 continues to be 100% financed through collection of membership fees and does not accept public funding.*

To learn more about the TMASF Connects Commute and Career programs, please visit tmasfconnects.org. Materials, reports, and survey findings are published in the [Programs and Results](#) section of our website.



Association Facts

Legal Name	TMASF Connects
Non-Profit Status	501(C) 4
Inceptions	Incorporated November 1989/ Operation April 1990
Funding	Private; Membership Fees Only
Members	82 Buildings
Board of Directors	Elected; Volunteer
Attorney of Record	Andrew Weill; Weill & Mazer
Staff	Kimberly B. Martinson, CAE, CEO/Executive Director Jennifer Pollard, Deputy Director Jeffrey Lee, Program Associate
Services	Developer compliance programs for CCSF Planning Code Sections 163 (Transportation Demand Management) and 164 (SF Residents Jobs and Training) All tenants and their employees in member buildings are encouraged to use TMA SF Connects programs and services
Programs	Commuter Guide commuters with programs to increase mobility Career Guide current and next generation workforce to resources Community Daycare options for children, seniors, and pets
Features	Surveys, building events, promotions, comprehensive website with advanced mapping, extensive links and resources for commute, workforce development, job training, and daycare options for children, seniors, and pets available



Governance 2019

TMASF Connects Board of Directors

Bonnie S. Pybus, RPA, FMA*	<i>Co-President</i>	
Tawni Frank Sullivan	<i>Co-President</i>	CBRE
Paul C. Richards	<i>Executive Vice President Association Affairs</i>	Wilson Meany
Mark V. Buckingham	<i>Chief Financial Officer</i>	Hines
Randy J. Valdez	<i>Vice President Commute</i>	
Stacia Keisner	<i>Director</i>	The Swig Company
Amber Brown, RPA, FMA, LEED GA	<i>Director</i>	Boston Properties
Brad Collins	<i>Director</i>	CommonWealth Partners
Paige Salazar	<i>Director</i>	CBRE

*Founding Directors

Paul E. Paradis, LEED AP, Hines

Albert J. Maher, CPM

Staff

Kimberly B. Martinson, CAE	<i>CEO/Executive Director</i>	kmartinson@tmasfconnects.org
Jennifer E. Pollard	<i>Deputy Director</i>	jpollard@tmasfconnects.org
Jeffrey K. Lee	<i>Program Associate</i>	jlee@tmasfconnects.org

TMASF Connects Member Buildings December 2019

TMASF Connects proudly serves tenants in 82 of San Francisco's premiere commercial office buildings.

**Career Program member buildings*

275 Battery	685 Market	71 Stevenson
750 Battery	799 Market	550 Terry Francois
185 Berry (Berry Bldg.)	800 Market	665 Third
185 Berry (Wharf)	901 Market	260 Townsend
333 Brannan	1155 Market	
345 Brannan	101 Mission	
505 Brannan	123 Mission	
333 Bush	201 Mission	
One California	350 Mission*	
101 California	535 Mission	
150 California*	555 Mission*	
201 California	560 Mission*	
345 California	One Montgomery	
550 California	250 Montgomery	
580 California	420 Montgomery	
600 California*	456 Montgomery	
Ferry Building	505 Montgomery	
201 Filbert	555 Montgomery	
100 First*	655 Montgomery	
22 Fourth*	33 New Montgomery	
50 Fremont	90 New Montgomery	
199 Fremont*	235 Pine*	
One Front	One Post (Crocker Plaza)	
601 Gateway	350 Rhode Island	
651 Gateway	Rincon Center	
600 Harrison	353 Sacramento	
75 Hawthorne	Salesforce Tower*	
400 Howard	One Sansome	
405 Howard	343 Sansome*	
500 Howard*	475 Sansome	
505 Howard*	55 Second*	
875 Howard*	101 Second*	
88 Kearny	222 Second*	
222 Kearny	303 Second	
One Maritime Plaza	501 Second	
One Market	160 Spear	
333 Market	201 Spear	
388 Market	345 Spear (Hills Plaza)*	
455 Market	49 Stevenson	



TMASF CONNECTS
YEAR-IN-REVIEW AND LOOKING FORWARD
DECEMBER 2019

In consideration of

[City and County of San Francisco Planning Commission Resolution Number 17210](#) (Commute)

[City and County of San Francisco Planning Commission Resolution 19911](#) (Career)



TMA SF Connects 2019 Year-in-Review and Looking Forward

Program Overview & Integration Association Update

*The three major elements of the TMA SF Connects 2019 Annual Status Reports are **Commute Status Responses**, **Career Status Responses**, and the [Calendar of Events and Materials Produced](#). In these sections, we have detailed our program offerings for 2019. Levels of effort, targeting, surveying, promoting and monitoring are presented for both programs in their respective sections.*

Year-in-Review

Program Overview & Integration

TMA SF Connects continues to offer programs that work together to create a cohesive message of related strategies to reduce single occupant vehicle trips into member buildings and expand the participation of San Francisco residents in local hiring and training opportunities.

To reiterate our mission statement of our reason for being –

To build our current and future workforce to be mobile and competitive

Our programs actively engage with members through developing electronic promotions, hosting campaigns and events of varied nature and message, and refining our website offerings. For a glance at the overall TMA SF Connects level of effort during 2019, please refer to the Program Requirement Responses section for both the Commute and Career programs.

We have organized our materials for review to be as streamlined as possible. Materials are available for viewing through the [Calendar of Announcements](#) on our website.

During 2019, we tracked the website visitors use and habits. Unquestionably, promotions of local sporting events and opportunities to win tickets drive people to the site. The average user spent more than two minutes per site visit according to Google Analytics. Our team participated in many seasonal events for *Bike to Work*, *Walk to Work*, *Spare the Air*, *Earth Day* and other efforts to increase awareness and use of options rather than driving alone in a car to work.

TMASF Connects Commute Program

Two new campaigns to encourage commuters to continue using public transportation and encouraging the formation of rideshare arrangements were implemented following the closure of the Salesforce Transit Center. The campaigns began at the beginning of October 2018 and ended June 30th, 2019, when the Salesforce Transit Center reopened. A total of 123 carpools formed and 1,144 commuters pledged that they were continuing to take public transportation to the former transbay terminal during the closure. TMASF Connects was a finalist for an award from the Association for Commuter Transportation (ACT) for our efforts to promote ridesharing during these campaigns.

Helping to encourage involvement of the greater public in this campaign was strengthened through the support of a national network of radio stations operating within our region. During 2019, more than 94,000 repeat visitors were logged on our [website](#).

A program highlight of 2019 was the development of a number of fact sheets designed to provide commuters with more in-depth understanding about issues relating to transportation choices. These topics included the history of the Bay Area ferry services as well as current commute services, *Spare the Air*, and daycare and afterschool programs in San Francisco that are near transit connecting to downtown SF. Informational campaigns were conducted during the year to help fully incorporate awareness of the power of personal choice in relationship to the community and the environment.

TMASF Connects Career Program

This year, TMASF Connects Career Program was rebranded as the Career Program to better emphasize our focus on career readiness and development. Efforts included a renovation of services – a rebranding of the Professional Development Network to the Career Network, the relaunching of an expanded option for the Scholarship Awards Program, as well as a pilot of new services and features including Network Socials. The Career Program also produced a number of fact sheets in addition to the updated [Career Guide](#) including a [Guide to Modern Business Etiquette](#) and [Local Career Fairs Fall 2019](#).

The Network Socials are a series of career-oriented events hosted in our office, where local students, job-seekers, and professionals in our member buildings had the opportunity to discuss social and professional behaviors in the workplace.

The relaunched Scholarship Awards Program broadens opportunities for more immediate microgrants and sponsorships. Microgrants allow for smaller infusions of money into situations that will make a true difference in the employment readiness of an applicant. Sponsorships allow professionals to nominate a candidate for consideration. Through the Scholarship Awards Program, opened in Fall 2019, TMASF Connects was able to award two scholarships and seven microgrants this year to local students, job seekers, and professionals.

As we enter 2020, we plan to continue development of our new roster of services along with an introduction of several more pilot services. Our goal is to increase participation in our programs and to foster job seeker-professional relations and interactions seamlessly.

Association Update

Staff Skill Building

Our membership and database have increased in the past few years, and we saw the need to learn new skills in order to keep up with the industry trends and efficiently communicate with a larger audience with less staff involvement.

The entire TMASF Connects staff has taken Career Management Training by ASAE (American Society for Association Executives). This course work helps define the Career program and refines staff current understanding of management issues. Program team also undertook course in Typography, and attended both a Visual Design and Project Management Bootcamp at General Assembly. After taking these classes, we evaluated how to apply the design and project management skills we learned to advance our program goals.

In-Progress

The TMASF Connects association is strong. Programs, technology and partnerships continue to develop and allow us to offer our members and the public access to current transit and workforce information. We host thoughtful promotions and provide in-depth information to help with career assessment. Our efforts are geared toward reducing single-occupant vehicle trips.

Looking ahead for both programs, TMASF Connects envisions increasingly coordinated efforts to remind commuters of the benefits of working in San Francisco and as local residents of their career enhancement and employment opportunities. Traveling to work is an increasingly important part of deciding where to work. Keeping San Francisco's mobility and employment features front and center in the minds of the commuters and potential workforce is a key element of messaging for both programs.

TMASF Connects was incorporated 30 years ago in November 1989. During 2019 and 2020, our association is celebrating the commuter whose choices have consistently favored shared, public, or alternative transportation mode choices. Our members will be treated to commuter appreciation activities, events and refined program offerings. We look forward to sharing our celebrations with CCSF Planning entities as well.

Looking Forward

During early 2020, we intend to conduct the *TMASF Connects 2020 Commuter Behavior Survey*. The findings from the survey will be used to refine current program efforts and to begin the development of a new program plan for City and County of San Francisco (CCSF) Planning Department and Staff to review in 2020. The proposed plan will cover a multi-year period and grant TMASF Connects continued authorization to offer compliance services in support of CCSF Planning Codes 163 and 164.

As we prepare for 2020, we are working on the following major efforts:

Conduct the *TMASF Connects 2020 Commuter Behavior Survey*;

Launch the new TMASF Connects website;

Host a year-long member appreciation program to celebrate our 30 years of continuous operations;

Renew TMASF Connects Commute and Career program authorizations; and,

Expand membership and community involvement program efforts.

TMASF Connects is also beginning to build our new website. The new site will feature a simplified platform, increased navigation features, and streamlined access to content. We will also be automating and streamlining our communication with our membership and database so that advisories/alerts are posted to the website automatically after distribution.

Conclusion

As we conclude 2019, we will begin preparation for a major commuter behavior survey in 2020, continued member appreciation campaign to celebrate our 30th anniversary, and launch of a newly refined and updated website.

TMASF Connects is committed to continuing to offer quality member services on behalf of CCSF Planning Codes 163 and 164 for Commute and Career programs. The Board of Directors and staff work together to constantly evaluate and refine member services. Scheduled meetings with the membership and in smaller focus groups helps keep our program offerings aligned with current needs.

Looking ahead, we will work with CCSF Planning Department to renew our program authorization, identify new office space, and plan for increased membership. We do not anticipate seeking public funds for any aspect of TMASF Connects operations or programs.

We remain a loyal and dedicated partner to various CCSF entities and look forward to our continued working together.



TMA SF CONNECTS
2019 COMMUTE STATUS REPORT RESPONSES
DECEMBER 2019

In consideration of
[City and County of San Francisco Planning Commission Resolution Number 17210](#)

*Submitted on behalf of our members to document representative program efforts undertaken
from January 2019 to December 2019
for compliance with City and County of San Francisco Planning Code Section 163.*

To view our materials developed please click below:
[TMA SF Connects 2019 Calendar of Events and Materials Produced](#)
[TMA SF Connects Calendar of Announcements](#)



TMASF CONNECTS 2019 COMMUTE STATUS REPORT OVERVIEW

The [TMASF Connects Commute program](#) is approved by the CCSF Planning Commission and authorized by [Resolution Number 17210](#) through 2020. In 2019, the program fulfilled and exceeded activities in support of requirements identified through our program plan and in accordance with the terms of City and County of San Francisco (CCSF) Planning Code Section 163. We offer a robust program for our member properties that has proven effective through consistently expanding membership.

Through our website, fact sheet series, program materials, campaigns, events, and other services, the TMASF Connects Commute program continues to link commuters in our 82 member buildings to resources and options for smarter trip-planning. We have continued to expand our reach by sending our communications to registered users on our website as well as members. This helps increase awareness of our services and website. The raffles and events we hosted in our member buildings also helped to promote our services and assist tenants with their commute choices.

In 2019, we simplified our logo and branding to better reflect our programs, updated and re-distributed the [Commute](#), [Career](#), and [Community](#) guides, and created and distributed a series of fact sheets for our members and their tenants to begin our 30th Anniversary member appreciation campaign.

Due to the Kincadee Fires in October 2019, we requested and received permission from CCSF Planning Department staff to postpone the TMASF Connects Commuter Behavior Survey until early 2020. After conducting the Commuter Behavior Survey, we expect to have a more fully refined picture of the needs of our members and will be able to adjust our program services accordingly. By continuously integrating our commute program services with our expanding Career and Community programs, we achieve our goal of contributing to San Francisco's mobile and competitive workforce.

Looking forward to 2020, we plan to release a re-designed website which will allow users to more easily navigate our commute, career, and community resources. We will also be automating and streamlining our communication with our membership and database so that advisories/alerts are posted to the website automatically after distribution. Materials developed can be viewed on our calendar of [Announcements](#) on our website.

For a summary of overall program activities, please refer to the Year-in-Review section of this report.

TMASF Connects 2019 Commute Status Responses

Program Requirement Fulfillment Responses

January 2019 – December 2019

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 *Commuter Incentives, Events*

During 2019, TMASF Connects campaigns included promotions, incentives, in-depth development of membership fact sheets, and guides for each member building. We also participated in several events at member properties and held raffles for tenants to remind them of commute alternatives.

Commuter Incentives

We continued to reward tenants working in TMASF Connects member buildings for their sound commute choices with prizes. Please refer to our [2019 Calendar of Events and Materials Produced](#) for all of our campaigns. Our campaigns included [PUMP Up Your Carpool and Loyal Rider Rewards](#), [Walk to Work Day](#), [Bike to Work Day](#), and [Spare the Air](#) promotions and were paired with giveaways on our website to encourage commuters in member buildings to visit our site and learn about their commute options. Website visitors are also encouraged to utilize our [website map](#), where they can locate their office building and explore nearby commute, career, and community resources and amenities. The site offers a chance to register for more information and participate in member promotions. As of this writing, the site has over 94,000 repeat visitors, highlighting the success of the site through repeated visits.

The TMASF Connects organization was able to carry over our very low-cost Golden State Warriors season tickets from Oakland which allows us to continue promoting member services and program participation with raffle opportunities. We promote the public transit options to/from Chase Center and the free SFMTA/Muni service that ticketholders can use the day-of-the Chase Center event. TMASF Connects also has raffles for San Francisco Giants tickets and SHN theatre tickets as well as Visa gift cards, Clipper cards, etc.

Events

During the spring, we participated in nine (9) events at member buildings for Earth Month and two (2) events at Salesforce Tower where three member buildings were present (350 Mission, 50 Fremont, and Salesforce Tower). We also held 15 member-specific incentive promotions for member buildings.

The purpose of the events was to encourage tenants to try public transit, carpooling, biking, walking, and other alternative commute options to driving alone to work. Another goal was to introduce tenants in member buildings to TMASF Connects services, particularly the website and map, and the TMASF Connects Career Network.

Throughout this report, we have various tables that detail our levels of effort and more information about the TMASF Connects events and programs.

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 *Emergency Resources, Commuter Campaigns, Fact Sheet Series, Automated Communications/New Website*

TMASF Connects program offers direct commute assistance through hosted events, materials developed, and our website offerings. During 2019, we promoted our website to members as a resource for individual commute planning. Routes, schedules, trip planners, real-time transit alternatives, commute subsidy information, and practical advice are representative tools found on our [map](#) and in our [Commute section](#). The Commute section provides education about travel options in the Bay Area through links to [transit](#), [ridesharing](#) and [cycling](#) options, as well as lesser-used alternatives.

Emergency Resources

In July 2019, printed transit material packages were sent to each member building. Printed materials are essential if electronic information is disrupted. It is important that commuters know overall transportation alternatives in the event of a problem. Please refer to *Table One* on the following page to view the transit agency materials included in the packages. Encouraging visits to our site strives to remind commuters of options along their corridor of travel and remind them of the fluid nature of travel conditions – *know your back-up option!*

Table One – Distributed Transit Agency Materials: Routes & System Overview

These distributed transit agency materials include the emergency material packages that were sent to property managers as well as materials distributed at commuter events.

Agency	Estimated Quantity	
	2019	2018
Transit Service		
AC Transit	150	180
BART	310	510
Caltrain	220	315
Golden Gate Transit	200	250
SamTrans	180	220
SFMTA	190	200
VTA	130	210
WestCat	120	210
Total	1,500	2,095

The decrease in quantities from 2018 to 2019 in this table reflect the shift to preference of electronic schedules and apps rather than paper brochures to learn about commute information.

Table Two – Distributed TMASF Connects Logo Incentive Items

These items were distributed to remind and acquaint both existing and new members about TMASF Connects programs, resources and website.

Items	Quantity - 2019	Quantity - 2018
Keychains	450	310
Mirrors	120	260
Drawstring Bags	200	330
Visors	25	55
Glass Cleaner Cloths	450	0
Water Bottles	200	0
Cards/ Bookmarks	500	500
Total	1,945	1,455

Commuter Campaigns

During the temporary closure of the Salesforce Transit Center, TMASF Connects updated members and tenants as soon as information was released. The closure presented an opportunity to renew our efforts to encourage people to share their ride to work. As a way to accomplish this goal, we launched our [PUMP Up Your Carpool](#) campaign to reward carpoolers. We also launched the [Loyal Rider Rewards](#) campaign to incentivize commuters who are continuing to take public

transportation to the old Temporary Transbay Terminal during the closure of Salesforce Transit Center. Please see our calendar of [Announcements](#) on our website to view the campaigns. The incentives for participation in raffles were Warriors tickets and \$100 Visa gift cards to offset the cost of commuting. Please see *Program Requirement Number Three* for more details.

2019 Fact Sheet Series

As a start to our 30th Anniversary, TMA SF Connects distributed a series of fact sheets and guides to members in Q2 and Q3 of 2019. Topics included [Bay Area Ferry Services](#), [Spare the Air](#), and [SF Daycare & Afterschool Programs](#), as well as Career program fact sheets. We also distributed copies of [Commute](#), [Career](#), and [Community](#) guides to each member.

Electronic Communication and Website (7,000 unique registered users/94,000 repeat visitors)

During 2019, we continued to distribute our electronic materials to registered users of the association website in addition to our members. Over 7,000 unique registered users receive information about commute education and alternatives, fact sheets, promotions, emergency alerts, and important advisories. This expansion ensures that tenants in our member buildings are receiving current information through a variety of delivery systems.

In 2019, we began the process of automating and streamlining our communication with our membership and database. We started using drip campaigns with Constant Contact, our email service provider. The primary goal of the drip campaigns is to increase TMA SF Connects staff's communication with our database effectively, quickly, and reasonably through a series of automated messages, without increasing our workload and without delays; thereby gaining more participation and engagement in our programs. All of our communications will be posted automatically to our website and archived after distribution.

We continued to refine the TMA SF Connects website in 2019 for navigational simplicity. In 2020, we will launch a new website which will be simpler yet still include the plethora of resources and mapping functions our current site has.

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 *Member Communications/Incentives, Commuter Campaigns*

In 2019, TMA SF Connects provided a year-long commute options campaign designed to remind commuters about alternatives to driving alone. Repeated messaging about using commute options, having a back-up plan for unexpected changes in the customary route, and appreciation for sharing the road were sent out to 130,000+ commuters. Please refer to the tables on the following two pages for more details on the amount of communications and materials distributed, events, incentives, and the results of our commuter campaigns.

Member Communications/Incentives

As a start to our 30th Anniversary, TMASF Connects distributed a series of fact sheets and guides to members in Q2 and Q3 of 2019. Topics included [Bay Area Ferry Services](#), [Spare the Air](#), [Guide to Modern Business Etiquette](#), [SF Daycare & Afterschool Programs](#), and [Local Career Fairs Fall 2019](#). We also distributed copies of [Commute](#), [Career](#), and [Community](#) guides to each member.

Please refer to our calendar of [Announcements](#) on our website to view the materials developed.

Table Three – Communications Developed and Delivered by TMASF Connects

Communications Developed and Delivered by TMASF Connects						
Frequency x Reach = Impressions				Frequency x Reach = Impressions		
2019				2018		
Type of Material with Electronic Delivery	Number of Times Message was Delivered	Number of People Reached with Message	Total number of impressions for TMASF Connects Members	Number of Times Message was Delivered	Number of People Reached with Message	Total number of impressions for TMASF Connects Members
Alerts	50	130,000	6,500,000	26	130,000	3,380,000
Advisories	32	130,000	4,160,000	39	130,000	5,070,000
Campaigns/ Fact Sheets	15	130,000	1,950,000	20	130,000	2,600,000
Total	97	130,000	12,610,000	86	130,000	11,440,000

Materials listed in *Table Three* were developed by TMASF Connects.

Table Four – Website, Social Media and Member Promotional Items

Website and Promotions By the numbers	2019	2018
Website users who have registered for information and promotional raffles	94,383	76,395
Warriors tickets	37	36
Theater tickets	6	6
Giants tickets	75	84
Member Raffles	15	19
Visa gift cards	14	10
Other gift cards	5	2
Ford GoBike Monthly Pass	3	0
Pebble Beach Pro-Am tickets	5	0

Commuter Campaigns

In September 2018, six weeks after its opening, the new central transbay terminal in downtown San Francisco – Salesforce Transit Center – closed as a result of two cracks found in steel support beams. TMASF Connects began a thorough outreach program of updates regarding the closure. We saw this closure as an opportunity to renew our efforts to encourage people to share their ride to work. We offered a carpool or vanpool (new or existing) a \$100 VISA card each week to be used for gas or coffee for the carpool. TMASF Connects also launched the *Loyal Rider Rewards* campaign to incentivize commuters who continued to take public transportation to the former transbay terminal during the closure.

TMASF Connects continued these campaigns for eight months, until Salesforce Transit Center reopened on July 1st, 2019. We raffled off Visa gift cards, Golden State Warriors tickets, and San Francisco Giants tickets every other week to reward carpoolers and “loyal riders”.

A total of 123 carpools formed and 1,144 commuters pledged that they were continuing to take public transportation to the former transbay terminal during the closure. 35 member buildings participated in *Pump Up Your Carpool* and almost all member buildings (74 out of 82) participated in *Loyal Rider Rewards*. 101 California had the highest number of responses for both campaigns.

We gave participants the opportunity to comment on their current commute options. Many comments were positive but some mentioned overcrowding on BART, heavy traffic getting in and out of downtown San Francisco, and not enough AC Transit buses during commute hours.

This program confirms there was word-of-mouth participation among commuters since, according to respondent data, 20% of participants were new registrants to the TMASF Connects website. In October 2017, we had 53,000 registered visits on our website which has increased to more than 94,000 registered visits as of this writing.

TMASF Connects was a finalist for an award from the Association for Commuter Transportation (ACT) for our efforts to encourage ridesharing through the *Pump Up Your Carpool* campaign.

In conclusion, we infer from these campaigns that commuters value shared rides such as carpools and will most likely continue to use public transportation even when inconvenienced by the Salesforce Transit Center closure and other disruptions. Rewards incentivize commuters to continue taking public transportation or to try an alternative commute option.

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 *2019 Fact Sheet Series, Member Service Programs, Informational Program Materials*

*With a **drive-alone by choice** rate of less than 6%, per the [TMASF Connects 2017 Commuter Behavior Survey](#), we understand that commuters in our member buildings already enjoy using the benefits of transit, rideshare, and other alternatives to driving. We have had a dramatic increase from an estimated 90,000 to an estimated 130,000 commuters working in member buildings from 2016 to 2019. Although alternative transportation is the method of choice, we have a clear opportunity to introduce and connect with our membership. The need to introduce members and tenants to our program is being addressed through the development and electronic delivery of the TMASF Connects Member Handbook and customized [Commute](#), [Career](#), and [Community](#) guides for each member building.*

2019 Fact Sheet Series

As a start to our 30th Anniversary, TMASF Connects distributed a series of fact sheets and guides to members in Q2 and Q3 of 2019. Topics included [Bay Area Ferry Services](#), [Spare the Air](#), and [SF Daycare & Afterschool Programs](#) in addition to our regular campaigns for *Walk to Work Day* and *Bike to Work Day*.

Member Service Programs

TMASF Connects offers comprehensive resources to assist commuters in identifying intelligent options to driving alone. Our website features unique mapping that identifies transit alternatives, daycare resources and other information to assist commuters with smarter trip linking. We provide direct commute assistance through our alerts, advisories, issues of the Connector, and fact sheets. Using e-mail, Constant Contact, and [Twitter](#), TMASF

Connects encourages commuters to visit [our site](#) and register to receive alerts and program information. Commuters are reminded that they can randomly [win prizes](#) at the site.

Informational Program Materials

TMASF Connects Alerts are issued as conditions arise that may compel many commuters to be inconvenienced or directed to alternative commute modes for their next trip. These vary in formality – forwarding an e-mail to a designed piece that requires us to aid and give directions to help commuters navigate. *TMASF Connects Advisories* are released regarding longer-term conditions or projects that impact a commute for a period beyond the next commute trip. Please refer to *Table Three* for the amount and type of communications distributed. A complete portfolio of program materials can be found in our [2019 Calendar of Events and Materials Produced](#).

Our [PUMP Up Your Carpool](#) and [Loyal Rider Rewards](#) campaigns were launched during the temporary closure of the Salesforce Transit Center to encourage sharing rides and continuing to take public transit. This was a key effort referenced in *Program Requirement Number Three*. These campaigns were targeted at tenants working in member buildings who have had a displaced commute.

As discussed in *Program Requirement Number Three*, our level of effort continued to be strong during 2019. As technology refinements occur, our reach and ability to communicate with 130,000 commuters. Consistently delivering important, accurate, helpful, and timely information is a hallmark of our program efforts. In 2020, we will continue to review and enhance our message delivery options with the introduction of our new website.

NUMBER FIVE Monitor program effectiveness and progress at regular intervals

SUMMARY *Website Effectiveness, Program Services Expansion, Continued Commitment*

The TMASF Connects 2017 Commuter Behavior Survey [results](#) showed that the share of commuters of our member buildings who drive alone to work is at 8.5% (compared to 9.7% in 2014), with 3.4% needing a car for their job. The drive-alone by choice rate is slightly less than 6% and public transportation usage is at 75.9%. TMASF Connects has defined a series of metrics that apply directly to our membership. These include expanding membership and monitoring trip modes to determine the daily travel profile of commuters in our member buildings. Additional measures of program effectiveness include board, committee, staff, and member participation, continued reliance on membership fees rather than public funds to keep the program running and sustained.

Website Effectiveness

We continue to monitor program effectiveness by analyzing our website visitor registrations before, during, and following commuter campaigns. Additionally, Google Analytics data is used to evaluate our site views, users, and most and least visited pages.

In 2019, we continued to update our website by refining key navigational elements of our website to ensure commuters can locate our [map](#), recent updates on our [Announcements calendar](#), and relevant [Commute](#), [Career](#), and [Community](#) resources. In 2019, we began a major website re-design and expect to release the new site in Q1 2020. We will update the website map with new overlays in accordance with resources our members find beneficial.

Program Services Expansion

We expect to increase membership in 2020 with the development of new buildings downtown. As buildings begin occupancy, our commute campaigns will address the needs of new tenants. We will continue to distribute custom electronic packages for each member building comprised of Commute, Career, and Community guides and updated member handbooks.

Our career program is expanding with our evolving TMASF Connects Career Network created for employers and professionals in TMASF Connects member buildings and local students and recent graduates seeking employment. We will continue to integrate our Commute program services with our Career program with the overarching goal of keeping San Francisco's current and future workforce mobile and competitive.

Continued Commitment

As we move ahead into the next year, our Board of Directors, members, and staff remain committed to maintaining a strong partnership with City and regional entities and continuing to offer programs that provide commuters with relevant resources.



TMA SF CONNECTS
2019 CAREER STATUS REPORT RESPONSES
DECEMBER 2019

In consideration of
[City and County of San Francisco Planning Commission Resolution 19911](#)

*Submitted on behalf of our members to document representative program efforts undertaken
from January 2019 to December 2019
for compliance with City and County of San Francisco Planning Code Section 164.*

To view our materials developed please click below:
[TMA SF Connects 2019 Calendar of Events and Materials Produced](#)
[TMA SF Connects Calendar of Announcements](#)

*Note: The Career Network
is free and open to the public but requires the user
to have a LinkedIn account to join the group and view posts.*



TMASF CONNECTS 2019 CAREER STATUS REPORT OVERVIEW

The [TMASF Connects Career program](#) is approved by the City and County of San Francisco Planning Commission and authorized by [Resolution 19911](#) through 2021. In 2019, the program was refined and rebranded from the Work Program and the Professional Development Network to the Career Program and [Career Network](#), respectively. Efforts included an update of services as well as a pilot of new services and features, emphasis on TMASF Connects Career, and an ongoing commitment to keep our local workforce mobile and competitive. All association members are eligible to participate in the [Connects Career](#) program.

To develop a fully integrated program to reduce single occupant vehicle trips, TMASF Connects also offers [trip-linking resources](#) and [daycare information](#) for seniors, teens, children, and pets. In recognition of established travel trends, we believe that care needs influence people toward using single occupant vehicles to fulfill daycare obligations. By directly linking information about care and service providers to the work site and public transit options, we hope to keep people working in member buildings confident of their commute options.

Looking ahead, to 2020, we intend to continue research, development and implementation of effective programs. Specifically, we intend to continually increase outreach through events hosted in our office as well as at local colleges and job development programs. We are also excited to launch our Network Notables feature, a video feature posted on our website and LinkedIn following the career paths and advice of professionals, students, and job seekers.

We are also closely monitoring our [Career Network](#), promoting it as a source to help job-seekers access opportunities within our member buildings. Employees working in member buildings will also have access to workplace tools and resources. Our goal is to increase participation in the Career Network and keep our local workforce competitive and employed within our community.

For a summary of overall program activities, please refer to the Association Year-in-Review and Combined Programs Summary section of this report and/or view the [Announcements calendar](#) on our website.

TMASF Connects 2019 Career Status Responses

Program Requirement Fulfillment Responses

January 2019 – December 2019

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

SUMMARY *Network Socials – Additional monitoring of job creation*

We did not add new members in 2019. The TMASF Connects Career staff continues to monitor job creation data from the SF Chamber of Commerce, Workforce Investment Board, Employment Development Department, LinkedIn, and other sources.

As jobs become available in our member buildings because of added downtown development, we will continue to identify additional avenues to promote the availability of those jobs. Many of the new jobs being created by local development are generally located in areas not served by TMASF Connects, such as the currently expanding areas of Mid-Market and Mission Bay.

Network Socials – Additional Monitoring of job creation

We hosted a number of career-oriented events in our office this year, where local students, jobseekers, and representatives of member buildings (local employers) gathered to discuss social and professional behaviors in the workplace. The Network Socials provided an additional avenue for us to learn about job creation and employment opportunities from professionals and job seekers. Professionals of all occupations attended the Network Socials, and their discussions offered a glimpse into employment trends and practices. We plan to implement this information in future promotions among our member buildings.

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

SUMMARY *Website, Outreach & Promotion, Internships, Fact Sheets*

TMASF Connects employs social media, website and direct e-mail member campaigns to publicize the availability of resources and opportunities for employment and workforce development. As many of our buildings have been pre-leased, many jobs are simply being relocated to our properties. As new developments create new opportunities, TMASF Connects will continue to use all available media to promote and publicize this information.

Positioning TMASF Connects services for local students and residents is done through participation in civic activities, professional organizations, school-based projects, and electronic communications delivered to more than 130,000 members routinely. Additional avenues for publicizing information to our membership include our website, events and materials, and

handbooks that we develop. We continue to distribute electronic communications, which began in 2018, exclusively for updates to our Career Program, with over 350 people signed as of this writing. The public is encouraged to visit the association website through our promotions and work with SFUSD and participate in local efforts. Working through SFUSD and local colleges helps position TMAF Connects as a resource beyond the Downtown area.

Website

Our website design makes it easy to navigate and access the plethora of job search resources in our [Career section](#). The TMAF Connects website allow all members of the public the opportunity to participate in our programs. Our current site was launched in November 2016 and as of this writing, enjoys more than 94,000 registered site visitors. Our new website is scheduled for release in Q1 2020.

Google Analytics records that visitors to our [site](#) land on pages within our [Career section](#) for more than 20% of all visits. Continuous outreach and electronic communication dominate the TMAF Connects public outreach for the Career program.

Outreach & Promotion

We continue to promote TMAF Connects Career Program and its services through our (rebranded) Career Network. The Career Network serves as another avenue for publicizing opportunities for employment, scholarship, and networking.

In order to build recognition and promote both programs, TMAF Connects distributed promotional items designed to link [commuting](#) and [working](#) to assist new entrants into the workforce. These included reusable water bottles, glass cleaner cloths, and flashlight keychains. We also developed business card holders, notebooks, and informational cards. The business card holders and notebooks continually proved useful to entrants into the workforce and garnered positive feedback.

A number of informational cards were produced to educate tenants in our member buildings as well as local students and job-seekers about features and resources TMAF [Connects Career](#) Program offers and are available to them.

Lastly, to further increase program awareness and participation, two Kindle Paperwhites and \$100 Banana Republic gift cards were raffled to promote lifelong reading and learning opportunities as well as to encourage professional dresswear.

Table One – Promotional Tools Distributed in 2019

Event Incentives Used for Promotions	Quantity - 2019	Quantity - 2018
Reusable Water Bottles	45	N/A
Glass Cleaner Cloths	45	N/A
Flashlight Keychains	75	N/A
Business Card Holders	100	100
Notebooks	100	30
Informational Cards	250	50
Total	615	180

Items listed in the table above were distributed exclusively at Career Network including the Network Socials and career fairs at local colleges attended by TMASF Connects staff.

Internships

TMASF Connects embraces the value of internships as an effective method of engaging local residents with opportunities to work in our member buildings.

As an extension of the internship program, we continue to work with one student from our *Facing Forward* event in 2018. She is now a graduate of San Francisco State University with a degree in Business Administration – Marketing and a minor in Hospitality and Tourism Management. She is currently completing a paid program externship with TMASF Connects.

Fact Sheets

During the Fall of 2019, we developed a small fact sheet for [Local Career Fairs](#). This fact sheet was meant to encourage employers in our member buildings as well as job seekers to participate in and to source employment options locally. We also created a [Guide to Modern Business Etiquette](#) based on major topic of discussion during one of our [Network Socials](#). The guide centered around proper workplace attire and behaviors.

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**

SUMMARY *Local College Programs, TMASF Connects 2019 Scholarship Awards Program, Network Socials*

During 2019, TMASF Connects continued expansion of our efforts to engage with schools and job training programs by working with local colleges to help further create a competitive labor pool of San Francisco residents. In addition to offering a number of scholarships, we undertook a pilot “microgrant” feature as well as a “sponsorship” feature exclusive to professionals that is detailed throughout this report.

Local College Programs

During 2019, TMASF Connects continued to expand our efforts with local schools to include post-secondary education and professional job training programs. We attended career fairs at San Francisco State University and University of San Francisco to promote our program, its services, and its features. Reception of our Scholarship Awards Program and Network Socials have been positive.

TMASF Connects 2019 Scholarship Awards Program

TMASF Connects Scholarship Program has been revised and expanded to feature both microgrants and sponsorships opportunities. Scholarships continue to offer financial incentives up to \$2500. Microgrants offered smaller amounts up to \$500 to address immediate needs for cash at critical junctures in their careers. The program is also now open to professionals working in our member buildings to truly promote life-long learning and skill development. The new sponsorship feature allows professionals to nominate a person of promise for a scholarship or microgrant. TMASF Connects staff oversees the financial aspects of scholarship awards.

Our first cycle of Scholarship Awards was made in the Fall 2019. We awarded \$7500 in scholarship monies with two scholarships and seven microgrants to students, jobseekers, and professionals.

We opened up the first cycle of [Scholarship Awards Program](#) in Fall 2019. As we enter 2020, we will continue to monitor the success of the new features, closely monitoring the reception and effectiveness of the expanded Scholarship program.

In the 2019 program year, as referenced in *Program Requirement Number Four*, we expanded our scholarship program to include local colleges. We want to continue to emphasize and focus our efforts on making post-secondary education a possible and affordable reality for award recipients, as we have done in previous years working with SFUSD.

Network Socials

Students and jobseekers were invited to join Network Socials hosted in our office and a number of them attended these events, gaining real world exposure of business etiquette in the professional world, as well as the opportunity to mingle with professionals in a more social setting. These efforts help to develop soft skills that are sought by many employers. We discuss this further in *Program Requirement Number Four*. The TMASF Connects staff continuously review best practices for ongoing program services.

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

SUMMARY *Tenant Relations, Career Network, Network Socials, Career Guide, Fact Sheets*

TMASF Connects members receive informational mailings, updated handbooks and resource guides that identify local job training and educational entities. These groups are helping to develop qualified San Francisco residents that are available to participate in the workforce. Additionally, we are refining the TMASF Connects [Career Network](#) that will offer job seekers and local employers career opportunities within the workplace. Looking ahead, TMASF Connects will continue to promote and showcase local programs that are helping to develop a competitive workforce of San Francisco residents. The [TMASF Connects website](#) offers current resources and updated information through our series of member handbooks and guides.

Tenant Relations

To encourage hiring of qualified San Francisco residents, we focus on promoting local hiring resources available through our [website](#). TMASF Connects does not work with specific candidates to fill job openings. Our efforts center on promoting local job training, rehabilitation, and educational programs, which train qualified applicants.

We continue to refine the [TMASF Connects Career](#) program website offerings. Significant expansion that began in 2016 will continue in 2020 with our new website. A [guide](#) for the TMASF Connects Career program has been developed and was electronically distributed during Q2 and Q3 of this quarter. Please [click here](#) to view our *2019 Calendar of Events and Materials Produced* for all of our electronic work program materials released and/or view on our [website](#).

Career Network

Our [Career Network](#) continues to garner more members and is a valuable tool in keeping up to date with our latest features and events. As we begin 2020, we intend to continue to boost participation and to harness technology to deliver a real-time exchange of talents, sponsorships, and volunteer opportunities that help strengthen local schools and engage the business community.

New tenants and members are welcomed with an extensive array of resources to enhance their business experience of San Francisco. As we launch our student-to-business exchange, we believe

this will create a good opportunity for tenants in member buildings to further experience the local workforce.

Network Socials

[Network Socials](#) were segmented into two categories: Career Network Socials after work hours and Career Network Luncheons during the afternoons. Reception of these events have been overwhelmingly positive, with professionals of all occupations from our member buildings getting together to discuss social and professional behaviors in the workplace.

Looking ahead to 2020, our goal is to host these events quarterly - Network Socials after work hours and one Network Luncheon.

Fact Sheets

After a discussion on workplace attire for a [Career Network Social](#) in August, we created an [etiquette guide](#) on appropriate attire and behavior in the workplace. It was distributed electronically to students and jobseekers in our database, as well as those on our Career Programs e-mailing list. A small fact sheet for [Local Career Fairs](#) was also developed for students and job seekers to be aware of local employment opportunities.

Career Guides

In addition, our website map features overlays of job training programs. Also featured are San Francisco post-secondary education institutions, and the [TMA SF Connects Career Guide](#) that addresses education and job training resources. As we enter 2020, we are finalizing a new website to further enhance and integrate information to encourage student education and internship opportunities.

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**

SUMMARY *Member Engagement*

TMA SF Connects has a 30-year history of working closely with City and County of San Francisco (CCSF) departments and organizations on a variety of program efforts. This partnership is essential to TMA SF Connects effectiveness and is important to our organization. We remain a loyal and committed partner to CCSF and other local groups promoting workforce development, enhanced transportation options and a stronger community.

Member Engagement

Our members are actively engaged and supportive of the TMA SF Connects Career programs and we look forward to building on our efforts to date. TMA SF Connects staff continues to monitor job creation data from the SF Chamber of Commerce, Workforce Investment Board, Employment Development Department, LinkedIn, and other sources. As jobs become available in our member

buildings, we will identify avenues to promote the availability of those jobs to San Francisco residents.

TMASF Connects remains committed and available to working with the Department of City Planning, or its designee, in activities deemed as reasonable and appropriate in meeting the purpose of this requirement.



January 2019

Please click on each document within this calendar to see materials released in January 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8 Warriors vs. Knicks. Win Tickets!	9 BART trains not stopping at MacArthur Station 4:00 pm	10	11 Warriors vs. Bulls. Win Tickets!	12
13	14	15 Weekend SF Civic Events	16 Warriors vs. Pelicans. Win Tickets! BART Civic Center Station Closure 3:00 pm	17 Embarcadero lane closure between Howard and Mission 8:45 am	18	19
20	21	22	23	24 SF Weekend Events: Critical Mass (1/25) and Walk for Life (1/26)	25 Critical Mass 5:30 pm	26 Walk for Life 10:45 am
27	28	29	30	31		



February 2019

Please click on each document within this calendar to see materials released in February 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
	BART major service changes- Feb. 11	IBM Think 2019 starts 2/12 BART Lake Merritt Station Closure 3:45 pm	Carpool or ride transit and WIN! Warriors vs. Spurs. Win Tickets! SFFD Activity at Geary and Parker 2:00 pm	Richmond-San Rafael Bridge Lane Closures 12:30 pm		
10	11	12	13	14	15	16
Warriors vs. Heat. Win Tickets!	BART service to start at 5AM	Warriors vs. Jazz. Win Tickets! IBM Think 2019 (2/12-2/16)	President's Day Transit Schedules (2/18)		CA-37 Novato Lane Closures BART Glen Park Station Closure 1:30 pm	
17	18	19	20	21	22	23
	President's Day Transit Schedules		Carpool or ride transit and WIN!	Warriors vs. Kings. Win Tickets!	SF Weekend Events Critical Mass 5:30 pm	Chinese New Year Parade
24	25	26	27	28		



March 2019

Please click on each document within this calendar to see materials released in March 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6 BART trains not stopping at Powell 11:30 am	7	8 Warriors vs. Nuggets. Win Tickets! Howard Street Closed between 5th and 6th Streets	9
10 Warriors vs. Suns. Win Tickets!	11	12 TMA SF Connects 2019 Career Guide	13 St. Patrick's Day Weekend Events	14	15	16
17	18	19	20	21 Warriors vs. Pacers. Win Tickets!	22 BART Fruitvale Station Closure 4:00 pm	23 Warriors vs. Mavericks. Win Tickets!
24 Warriors vs. Pistons. Win Tickets!	25 Giants vs. Athletics. Win Tickets!	26 Giants vs. Athletics. Win Tickets!	27	28 Walk to Work Day is April 10th	29 Critical Mass 5:30 pm	30
31 Warriors vs. Hornets. Win Tickets!						



April 2019

Please click on each document within this calendar to see materials released in April 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
		Warriors vs. Nuggets. Win Tickets!	Google Cloud Next Conference 04.09-04.11		Giants vs. Rays. Win Tickets! Warriors vs. Cavaliers. Win Tickets! Northbound US-101 Lane Closures 11:00 am Richmond-San Rafael Bridge Lane Closures 3:00 pm Richmond-San Rafael Bridge Lanes Re-Open 4:00 pm	Giants vs. Rays. Win Tickets!
7	8	9	10	11	12	13
Giants vs. Rays. Win Tickets!	Giants vs. Padres. Win Tickets! BART El Cerrito del Norte Station Closure 8:30 am BART Richmond and El Cerrito del Norte Station Closures 9:30 am	Reminder: Tomorrow is Walk to Work Day! Giants vs. Padres. Win Tickets! Google Cloud Next Conference	Walk to Work Day 2019 Giants vs. Padres. Win Tickets!	Your chance to win Warriors Playoff tickets! Giants vs. Rockies. Win Tickets!	Giants vs. Rockies. Win Tickets!	Giants vs. Rockies. Win Tickets!
14	15	16	17	18	19	20
Giants vs. Rockies. Win Tickets!						
21	22	23	24	25	26	27
	BART Station Closure at Rockridge 3:15 pm	Win Warriors Playoff tickets!		Weekend Events and Transit Impacts (4/26-4/28)	Giants vs. Yankees. Win Tickets! SFMTA/Muni Service Delay 8:00 am Update 1: SFMTA/Muni Service Delay 9:30 am Update 2: SFMTA/Muni Service Delay 3:45 pm Update 3: SFMTA/Muni Service Delay 5:30 pm	Giants vs. Yankees. Win Tickets!
28	29	30				
Giants vs. Yankees. Win Tickets!	Giants vs. Dodgers. Win Tickets!	Giants vs. Dodgers. Win Tickets! Lanes Blocked on Westbound I-80 in SF 8:45 am				



May 2019

Please click on each document within this calendar to see materials released in May 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Bike to Work Day is Thursday, May 9th Giants vs. Dodgers. Win Tickets!	2	3	4
5	6	7	8 Bike to Work Day is tomorrow!	9 Bike to Work Day	10 Giants vs. Reds. Win Tickets!	11 Giants vs. Reds. Win Tickets!
12 Giants vs. Reds. Win Tickets!	13 2019 Bay to Breakers Weekend Events (05.17-05.19)	14 Giants vs. Blue Jays. Win Tickets! Westbound I-580 Ramp to I-80 in Oakland Closed 7:30 am	15 Giants vs. Blue Jays. Win Tickets!	16 Know your Bay Area Ferry Options!	17	18
19 2019 Bay to Breakers	20 Giants vs. Braves. Win Tickets!	21 Giants vs. Braves. Win Tickets!	22 Memorial Day Weekend Transit Schedules & Events	23 Giants vs. Braves. Win Tickets!	24 Giants vs. Diamondbacks. Win Tickets! Avoid the Area of 6th and Mission Streets 2:00 pm	25 Giants vs. Diamondbacks. Win Tickets!
26 Giants vs. Diamondbacks. Win Tickets!	27 Memorial Day Transit Schedules	28	29 Lane Closures on Westbound I-80 on Bay Bridge 7:00 am	30	31 Power Outage in South Beach/South Park/China Basin 1:45 pm	



June 2019

Please click on each document within this calendar to see materials released in June 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Accident on Westbound I-80 in Richmond 8:30 am	4	5	6 Your chance to win Warriors Watch Party tickets! BART Major System-wide Delays 1:30 pm	7 Giants vs. Dodgers. Win Tickets!	8 Giants vs. Dodgers. Win Tickets!
9 Giants vs. Dodgers. Win Tickets!	10	11 Giants vs. Padres. Win Tickets!	12 Salesforce Transit Center Scheduled to Reopen July 1st, 2019 Giants vs. Padres. Win Tickets!	13	14 Giants vs. Brewers. Win Tickets!	15 Giants vs. Brewers. Win Tickets!
16 Giants vs. Brewers. Win Tickets!	17	18	19	20	21	22
23	24 Giants vs. Rockies. Win Tickets!	25 Giants vs. Rockies. Win Tickets! SF Pride and Other Weekend Events	26 Independence Day Transit Schedules; Fare Changes in Effect July 1st	27 Salesforce Transit Center Reopening July 1st Giants vs. Diamondbacks. Win Tickets!	28 Giants vs. Diamondbacks. Win Tickets! BART Station Closure at Union City 9:50 am	29 Giants vs. Diamondbacks. Win Tickets!
30 Giants vs. Diamondbacks. Win Tickets! SF Pride Parade						



July 2019

Please click on each document within this calendar to see materials released in July 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Salesforce Transit Center Reopening Fare Changes in Effect	2 BART Station Closure at San Bruno 4:00 pm	3	4 Independence Day Transit Schedules	5 Giants vs. Cardinals. Win Tickets!	6 Giants vs. Cardinals. Win Tickets!
7 Giants vs. Cardinals. Win Tickets!	8	9	10	11	12	13
14	15	16	17 Severe Traffic Alert Westbound I-80 at Fremont Street 7:17 am	18 Giants vs. Mets. Win Tickets! Market Street Closed at 5th Street 8:30 am Power Outage in Area of Beale and Bryant Streets 2:18 pm	19 Giants vs. Mets. Win Tickets!	20 Giants vs. Mets. Win Tickets!
21 Giants vs. Mets. Win Tickets!	22 Giants vs. Cubs. Win Tickets!	23 BART transitioning to Clipper-only stations Giants vs. Cubs. Win Tickets!	24 Giants vs. Cubs. Win Tickets!	25	26	27
28	29	30	31			



August 2019

Please click on each document within this calendar to see materials released in August 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Giants vs. Nationals. Win Tickets! TMA SF Connects 2019 Etiquette Guide	6 Giants vs. Nationals. Win Tickets! Outside Lands (8/9- 8/11)	7 Giants vs. Nationals. Win Tickets! Transit Updates in Effect Beginning 8/11	8 Giants vs. Phillies. Win Tickets! TMA SF Connects 2019 Scholarship Awards Program	9 Giants vs. Phillies. Win Tickets! Outside Lands	10 Giants vs. Phillies. Win Tickets! Outside Lands
11 Giants vs. Phillies. Win Tickets! Outside Lands	12	13 Spare the Air Alert Giants vs. Athletics. Win Tickets!	14 Spare the Air Alert Giants vs. Athletics. Win Tickets!	15 Spare the Air Alert SF Daycare and Afterschool Programs for Youth TMA SF Connects 2019 Community Guide	16 Spare the Air Alert	17
18	19	20	21	22 TMA SF Connects 2019 Career Guide Local Career Fairs Fall 2019 Vehicle Fire Westbound I-80 7:45 am	23	24
25	26 Giants vs. Diamondbacks. Win Tickets! Overhead wires down at Market & Hyde Streets 9:15 am	27 Giants vs. Diamondbacks. Win Tickets! Labor Day Transit Schedules & Weekend Events Avoid the area of Market & 6th Streets 9:22 am	28	29 Giants vs. Padres. Win Tickets!	30 Giants vs. Padres. Win Tickets!	31 Giants vs. Padres. Win Tickets!



September 2019

Please click on each document within this calendar to see materials released in September 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Giants vs. Padres. Win Tickets!	2 Labor Day Transit Schedules	3	4 Multi Vehicle Crash NB I-880 7:00 am	5 SF Weekend Events Tractor Trailer Fire Westbound I-80 7:00 am	6	7
8	9 Giants vs. Pirates. Win Tickets! BART Major Delay at SF Stations 9:30 am	10 Giants vs. Pirates. Win Tickets! Concurrent Oracle Park and Chase Center Events this week 09.10-09.13	11 Giants vs. Pirates. Win Tickets! BART Station Closure at Bay Fair 4:30 pm	12 Giants vs. Pirates. Win Tickets! Oracle OpenWorld 9/16-9/19	13 Giants vs. Marline. Win Tickets!	14 Giants vs. Marlins. Win Tickets!
15 Giants vs. Marlins. Win Tickets!	16	17	18	19 BART Major Delay at Powell Station 2:30 pm	20 Protest Activity on Market Street 10:30 am	21
22	23	24 Giants vs. Rockies. Win Tickets!	25 Giants vs. Rockies. Win Tickets! Climate Protest in SF Financial District	26 Fall Events (09.28-11.27) Giants vs. Rockies. Win Tickets!	27 Giants vs. Rockies. Win Tickets!	28 Giants vs. Dodgers. Win Tickets!
29 Giants vs. Dodgers. Win Tickets!	30 Severe Traffic and Vehicle Fire on Westbound I-80 8:20 am					



October 2019

Please click on each document within this calendar to see materials released in October 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5 Warriors vs. Lakers. Win Tickets!
6	7 Underground Transformer Fire – California and Larkin 6:55 am	8 PG&E Public Safety Power Shutoff	9	10 Warriors vs. Timberwolves. Win Tickets!	11	12
13	14	15 Structure Fire on Westbound I-80 3:43 pm	16	17	18 Warriors vs. Lakers. Win Tickets!	19
20	21	22	23	24 Warriors vs. Clippers. Win Tickets!	25	26
27	28	29	30 Warriors vs. Suns. Win Tickets! Overturned Vehicle on Southbound US 101 4:03 pm	31		



November 2019

Please click on each document within this calendar to see materials released in November 2019.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Warriors vs. Spurs. Win Tickets! All Lanes Blocked on Eastbound Bay Bridge 7:30 am	2 Warriors vs. Hornets. Win Tickets!
3	4 Warriors vs. Trailblazers. Win Tickets!	5 BART Major Delay heading into East Bay 4:50 pm	6	7	8 Dreamforce Conference (11/19-11/22)	9
10	11 Warriors vs. Jazz. Win Tickets!	12	13	14	15 Warriors vs. Celtics. Win Tickets!	16
17	18	19 BART Station Closure at South Hayward 3:23 pm	20 Thanksgiving Weekend Transit Schedules & Events	21	22	23
24	25 Warriors vs. Thunder. Win Tickets!	26 Accident on Eastbound I-80 West of Sterling Street 7:15 am	27 Warriors vs. Bulls. Win Tickets!	28	29	30



December 2019

Please click on each document within this calendar to see materials released in December 2019.
 Promotional Opportunities are listed for reference only. TMASF Connects will not be conducting promotional activities in December 2019 in preparation for conducting the Commuter Behavior Survey in January 2020.
 Transit alerts and Year-End Traffic Update will be released as necessary.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
	Warriors vs. Grizzlies. Win Tickets!		Warriors vs. Knicks. Win Tickets!			
15	16	17	18	19	20	21
Warriors vs. Kings. Win Tickets!					Warriors vs. Pelicans. Win Tickets!	
22	23	24	25	26	27	28
	Warriors vs. Timberwolves. Win Tickets!		Warriors vs. Rockets. Win Tickets!		Warriors vs. Suns. Win Tickets!	Warriors vs. Mavericks. Win Tickets!
29	30	31				