

2020 ANNUAL STATUS REPORT

January 2020 - December 2020

Submitted for Approval to

City and County of San Francisco
Planning Department of Commission

Submitted by

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Chief Executive Officer, TMASF Connects

December 2020

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IN CONSIDERATION OF

City and County of San Francisco Planning Commission Resolution Number 17210 (Commute)
City and County of San Francisco Planning Commission Resolution Number 19911 (Career)

Our mission is...

“

Building Our Current and Future Workforce

to be

Mobile and Competitive

”

Table of Contents

Association Overview

[Member Buildings in Good Standing as of November 2020](#)

[Meet TMASF Connects](#)

[Our Staff](#)

[Our Board of Directors](#)

[TMASF Connects Year-in Review](#)

[TMASF Connects 2020 Commute Status Report](#)

10 pages of responses to CCSF Planning Code 163 Requirements
CCSF Resolution Number 17210

[TMASF Connects 2020 Career Status Report](#)

7 pages of response to CCSF Planning Code 164 Requirements
CCSF Resolution Number 19911

[TMASF Connects 2020 Calendar of Events and Materials produced](#)

Member Buildings in Good Standing as of November 2020

[Click Here](#) to view a map of our member buildings

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

Meet TMASF Connects

TMASF Connects is committed to remaining funded through membership fees. We have not accepted any public funding since our participation in the statewide matching start-up grant from Caltrans in 1989. We do not intend to seek public funding and remain confident of our membership to fund the programs that they enjoy.

*TMASF Connects Association Statement of Funding
November 2020*

TMASF Connects operates from an office in Downtown San Francisco. We have a staff of four professionals and outsource a number of our functions for IT management, accounting, legal and some creative design. Our staff is professionally accomplished and dedicated to our mission. The TMASF Connects association is managed by two senior staff members – Chief Operating and Chief Executive Officers. The staff of four also features a full-time Program Manager and Marketing Associate with strong design expertise.

We are governed by an advisory board of directors who are professionals in property management and development. The TMASF Connects Board of Directors are an engaged, committed, and active advisory council who are commercial real estate professionals elected by the membership of the association.

Our Staff

“We are dedicated to improving the experiences of commuters and current & future workforce participants through our programs, services and scholarship opportunities.”

*TMASF Connects Team Statement of Intent
November 2020*



Kimberly B. Martinson, CAE
CEO/Executive Director



Jennifer Pollard
Chief Operating Officer



Jeffrey Lee
Program Manager



Shirley Lin
Marketing Coordinator

Our Board of Directors

"We are committed to providing guidance for our programs and services that promote clean and efficient commute choices and identify opportunities that help prepare our next generation workforce."

*TMASF Connects Directors Statement of Commitment
November 2020*



Bonnie S. Pybus
Co-President



Tawni F. Sullivan
Co-President



Mark V. Buckingham
Chief Financial Officer



Paul C. Richards
Executive Vice-President



Randy J. Valdez
Director, Vice President of
Commuter



Stacia Keisner
Director



Amber Brown
Director



Paige Salazar
Director

TMASF Connects 2020 Year-in-Review

*The three major elements of the TMASF Connects 2020 Annual Status Reports are **Commuter Status Responses**, **Career Status Responses**, and the [Calendar of Events and Materials Produced](#). In these sections, we have detailed our program offerings for 2020. Levels of effort, targeting, surveying, promoting and monitoring are presented for both programs in their respective sections.*

This introduction is intended to briefly summarize the activities of TMASF Connects.

Year-in-Review

During 2020, TMASF Connects celebrated our 30th year of offering programs and services. We launched our year with a large member event that also began our 2020 commuter behavior survey. The TMASF Connects scholarship awards were made solely to SFUSD/Spark SF* to fund 5000 student meals and SupplyHopeInfo to distribute school supplies. An important new project is the new [Community Support](#) webpage, which has already matched and donors and supplies to local needs.

Our board of directors and staff maintained a vigorous work and meeting schedule from remote locations. Staff development and training were featured prominently this year as we prepare for a vastly changed membership of the future.

The association continues to be funded solely through collection of membership fees. A roster of our member buildings is found on the [membership roster](#) of this report. We are pleased to report 100% membership renewal. We did not increase the number of buildings in our membership this year.

TMASF Connects expanded our information services to our membership and through our website. This report provides [links](#) to materials and information pieces we offered during 2020. We also streamlined and further refined our [website](#).

This summary offers reports of both the TMASF Connects Commute and Career programs. These reports provide an overview of our efforts and responses to each of the requirements as identified in CCSF Planning Codes 163 for Commute and 164 for Career. These programs work in tandem to reduce traffic congestion.

Both the Commute and Career programs focus on trip reduction strategies. The Commute program highlights and promotes alternatives to driving alone. The Career program helps San Francisco residents become competitive for local employment opportunities.

Program highlights include:

The 2020 drive-alone rate of 7% of commuters who drive a car solely by choice-they do not need a car to fulfill their job responsibilities;

Significant revamp and update of TMASF Connects [website](#);

Created a consistent and formal communications program that was distributed to entire membership and shared with the public through our [website](#);

Developed 10-year Work Plan for reauthorization sent to City Planning;

Introduction of the COVID-19 information center, found in the [Health and Safety Resources](#) section; and,

TMASF Connects links  and *Food for Thought* program.

Throughout the reports, we provide links to [governing documents](#). These include past commuter behavior surveys conducted by TMASF Connects and previous annual status reports. We also offer links to past CCSF Planning Commission Resolutions that have governed our efforts for more than 30 years.

We will end 2020, in vastly altered circumstances. Our programs are ready for CCSF Planning Commission continuing or reauthorized Resolutions to allow our efforts to continue from 2021 – 2030. We have developed a comprehensive Work Plan for implementation beginning January 2021 – subject to CCSF Planning Commission approval.

We thank you for your consideration.



**TMASF CONNECTS
2020 ANNUAL STATUS REPORT
-COMMUTE -
DECEMBER 2020**

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 2020 to December 2020
for compliance with City and County of San Francisco Planning Code Section 163.*

To view our materials developed please click below:
[TMASF Connects 2020 Calendar of Events and Materials Produced](#)
[TMASF Connects COVID-19 Resources](#)



TMASF CONNECTS 2020 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 2020, the program had to augment and reposition its activities during the COVID-19 pandemic. Our Commute program is authorized through CCSF Planning Commission Resolution 17210. Our programs are offered in accordance with the terms of City and County of San Francisco (CCSF) Planning Code Section 163. We continue to offer robust programs for our member properties and look ahead to our upcoming program reauthorization hearings. As of this writing, we have completed a new Work Plan for both Career and Commute programs. The new plan is proposed for services from 2021 – 2030.

During 2020, 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.

We believe that a combination of events this year made the findings from the TMASF Connects 2020 Commuter Behavior Survey reflect a skewed picture of the actual travel patterns. The COVID-19 pandemic and the Better Market Street Project both coincided with the final days of our survey monitoring. Thus, it may not necessarily reflect true commute needs of our members at that time. There is no doubt that the events of 2020 have again impacted the needs of our members. Currently, our member buildings are occupied at a maximum of 3% of total building capacity. As building population returns to normal, additional survey measures will be undertaken. However, we continue to integrate our Commute program services with our expanding Career and Community programs in order to achieve our goal of contributing to San Francisco's mobile and competitive workforce.

During 2020, TMASF Connects expanded our website offerings while simplifying navigation tools to better view information. Please visit our site as you view the materials developed from our calendar of [Announcements](#).

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

TMASF Connects 2020 Commute Status Responses

Program Requirement Fulfillment Responses

January 2020 – December 2020

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

Impact of the Commuter Behavior Survey period, Impact of COVID-19

During 2020, TMASF Connects campaigns was significantly impacted by the Commuter Behavior Survey period and the COVID-19 pandemic. We have continued development of in-depth membership resource sheets about public transportation usage. These resources were developed to reassure commuters about the options for safe travel while using public transportation services.

Impact of Commuter Behavior Survey period

TMASF Connects 2020 Commuter Behavior Survey period was launched on January 29th of this year, with an end date of February 17th. Per our requirements for conducting the survey, we did not implement any promotions or campaigns six weeks before the start of the survey period as to not skew data and create bias in our survey responses. The start of the survey period also coincided with the start of the Better Market Street's Quick Build program. The uncertainty of both the COVID pandemic and the changing landscape of Market Street are events that we believe have slightly skewed the commuting patterns of survey respondents during the study period. The survey findings will be further discussed in *Program Requirement Number Three* and *Program Requirement Number Five*.

Impact of COVID-19

As a result of stay-at-home and remote work requirements, we have experienced significant reduction in public transportation service. TMASF Connects continues to provide information to our members about major traffic incidents, as well as any transportation service changes as it becomes available. Commuter incentive campaigns, which included sports and theater tickets given away through our website, were stopped as events were postponed or outright cancelled. Increased health and safety protocols at member buildings as well as dramatically reduced tenant occupancy rates have led to most, if not all, building events being cancelled.

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, Member Communications, Streamlined Website Functions

TMASF Connects program continues to offer commute assistance in any capacity possible, including materials developed and our website offerings. During 2020, we continued to streamline and promote 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 June 2020, rather than providing the annual printed transit materials to our members, we opted for an electronic distribution. TMASF Connects designed our own printable Emergency Resources sheet. We continue to remind & encourage commuters to know their overall transportation alternatives in the event of a problem. To that extent, printed materials serve as a back-up resource at all times. Safety standards in the COVID-19 era and reduction of transit services and materials prompted us to create an improved and more succinct version of this information. We continue to remind commuters to understand their options in the event of a disruption to their customary travel patterns.

Member Communications

Bay Area transportation sources cited that COVID-19 reduced daily commute trips by as much as an estimated 97%. As members transitioned to remote work, the need for information changed dramatically. Our [Transit Service Updates](#) continue to be maintained and distributed accordingly. TMASF Connects staff monitors member needs and develops tailored communication programs to address those concerns.

Streamlined Website Functions

TMASF Connects continues to refine and streamline website functions. This year, we launched a new section for our website to provide vital information titled [Health and Safety Resources](#). This section includes the [COVID-19 Updates and Changing Conditions](#) and [Community Support](#) page. We have and will continue to refine the TMASF Connects website as we enter 2021. Our goal is to offer a simplified, yet comprehensive website that features our customized mapping.

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, COVID-19 Disruptions, Survey Findings in a Remote Work Environment

In 2020, TMASF Connects augmented our program offerings as many transit organizations drastically reduced their services. Our message distribution system continues to go through our property management contacts to their building tenants. Our website houses all materials sent to members. Our total on-site building population in March 2020 was 130,000+ commuters. As of this writing, we have less than 5000 people working in their offices. Please refer to the table below for more details on the amount of communications and materials distributed.

Member Communications

As the COVID-19 pandemic continues, TMASF Connects promotes commute alternatives without disruption. As many organizations are switching to a remote work arrangement for the foreseeable future, we provide information as health and safety standards are implemented. Since the beginning of the COVID-19 pandemic, we have released at least one significant communication piece per week. Topics included a sustained quality of life while working remotely. Q1 2020 focused on [COVID-19 information](#) and [telecommuting](#). Q2 emphasized financial resources available to [employers](#) and [employees](#) as federal stimulus packages came into effect. Q3 focused on [transportation service expansions](#) and adjustments as local transit agencies experienced a small resurgence in ridership rates. As we navigate Q4, we continue to monitor events and tailor communication accordingly. Details of these communications will be further discussed in *Program Requirement Number Four*.

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

COVID-19 Disruptions

As stated earlier, the daily population of people working in TMASF Connects member buildings decreased from 130,000+ to less than 5,000 people. This decrease was in response to mandatory stay-at-home orders and employer concerns for public safety. As such a decline impacted the entire country, public transit service offerings declined in proportionate scale. As such, the need for daily transit/traffic alerts became virtually nonexistent.

As the need for traffic and transit alerts decreased, the requirements for member communications became more complicated. TMASF Connects combined messages for workforce and community resources with healthy and safe commute options. This resulted in consistent messaging and creating a true synergy between programs.

To review our level of effort by numbers, please refer to *Table One* below.

Table One – Communications Developed and Delivered by TMASF Connects

TMASF Connects 2020 Messaging Frequency and Reach			
Category of Message	Number of Times Message was Delivered (by category)	Estimated Number of People Reached per Message	Estimated Number of Impressions Released
Alerts	7	130,000	910,000
Advisories	5	130,000	650,000
Campaigns/ Fact Sheets	27	130,000	3,510,000
Website	27	100,000	2,700,000

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

Survey Findings in a Remote Work Environment

As stated earlier, the *TMASF Connects 2020 Commuter Behavior Survey* period began January 29th and was open until February 17th. We accumulated a total of 4400 survey responses. From that sample size, we drew the required 1130 responses for our sample population.

We attained a **drive-alone by choice rate of 7%** from our sample size (1130 responses). From our total 4400 survey responses, we attained a drive-alone by choice rate of 6%. These results may have been skewed or otherwise biased due to the initiation of Better Market Street Project’s Quick Build program which also began on January 29th. Furthermore, as most companies and organizations have switched to a remote work arrangement during the COVID-19 pandemic, this year’s survey findings does not necessarily reflect a current commuter experience.

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

2020 Resource Sheet Series, Member Service Programs, Informational Program Materials, Tailored Messages for the COVID pandemic

*With a **drive-alone by choice** rate of 7% per the TMASF Connects 2020 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 2020. The changes that are expected to emerge after a prolonged remote working environment will require extensive outreach to commuters. Safe travel, cleanliness, flextime, and staggered work hours will be representative topics that are promoted as we enter 2021 and beyond.*

The future return-to-work migration will offer a new opportunity for promoting commute options. In all likelihood, we will be promoting commute options as an integral part of all combined promotions with our Career program. As many employers are expecting to slowly phase in their workforce, the telecommuting and other employment options will continue to be an important part of future messaging.

2020 Resource Sheet Series

When the COVID-19 pandemic began, many organizations switched to remote work. TMASF Connects targeted our messaging to focus on successful transitions to telecommuting. We focused on the practical aspects of remote working from both a commuter and employer perspective.

As mentioned in *Program Requirement Number Two*, these resource sheets had topics that ranged from detailed [COVID-19 factsheets](#) to [telecommuting](#) to updates from the [local](#) and [state](#) governments. Other pieces aimed to offer a relatable solidarity with our members while working remotely, like [Thoughts and Tips from TMASF Connects staff](#) and [Satellite Stories](#). We remain committed to developing and implementing activities that educate our members on making smart commute choices and patterns.

Member Service Programs

TMASF Connects continues to offer comprehensive resources and messaging to help commuters identify options to driving alone. Our website features unique mapping that identifies transit alternatives, daycare resources and other information to assist commuters with individualized trip linking and commute planning. We provide direct commute assistance through our alerts, advisories, and resource sheets. Using e-mail, Mailchimp, and [Twitter](#), TMASF Connects encourages commuters to visit [our site](#) and register to receive alerts and program information.

Informational Program Materials

TMASF Connects Alerts are issued as conditions disrupt daily commutes. These vary in depth of information. Format also changes to provide additional resources for longer-term disruptions that prompt a commute change beyond the next trip. Please refer to *Table One* for additional details about scope and delivery of messaging. A complete portfolio of program materials can be found in our [2020 Calendar of Events and Materials Produced](#).

As discussed in *Program Requirement Number Three*, our level of effort continued to be strong during 2020. Technology refinements continue to streamline our information delivery. Targeted message delivery and quality information are the hallmark of *TMASF Connects* programs. As we approach 2021 and beyond, we will continue to review and enhance our message development and delivery options.

Tailored Messages for the COVID pandemic

Due to the magnitude and impact of COVID-19, *TMASF Connects* has had to readjust many of our program offerings. Our focus shifted from promotion-centric incentive campaigns to safe commuting in a pandemic. We also focused on remote work issues. We are working with public transportation service providers to prepare for a returning workforce. As commuters return to work, distribution of promotional items such as safety straps and hand sanitizers are being discussed. We assume that extensive community outreach will be required to reassure commuters about safely returning to the use of public transit services.

Our tailored messages in the COVID-19 era include educating our members about commuting while following proper health and safety protocols. Our messages and communications aims to serve as an educational resource when remote work is not an option and a commute alternative is required.

SUMMARY

Website Effectiveness, Impact of 2020 Commuter Behavior Survey Findings, Continued Staff Development and Membership Commitment

The TMASF Connects 2020 Commuter Behavior Survey [results](#) showed that the share of commuters of our member buildings who drive alone to work is at 11% (compared to 8.5% in 2017). **The current drive-alone by choice rate is slightly less than 7%.** Public transportation usage is at 73.6%. TMASF Connects has defined a series of metrics that apply directly to our membership. These include membership retention and growth, 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. Membership fee collection as our sole source of income is also a metric we use to measure our progress.

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. This information is incorporated into program planning and website expansion and refinement.

In 2020, we continued to update our website by refining key navigational elements. We encourage members to locate their building from our [map](#). We also provided recent updates on our [Announcements calendar](#), and relevant [Commute](#), [Career](#), and [Community](#) sections. Amid the COVID-19 pandemic, we also introduced a new [Health and Safety Resources](#) section. In 2020, we continued refining website pages that are expected to continue as we enter 2021. We will update the website map with new overlays in accordance with resources our members find beneficial.

Impact of 2020 Commuter Behavior Survey Findings

The TMASF Connects 2020 Commuter Behavior Survey period began January 29th. Two factors prompted us to extend the deadline until the end of February – COVID-19 and the initiation of Better Market Street Project's Quick Build program.

We theorize that the survey findings of the [TMASF Connects 2020 Commuter Behavior Survey](#) may have been slightly skewed. To note, many commuters may have been in the midst of changing their transportation patterns due to the closure of Market Street to private automobiles. The Better Market Street Project and COVID-19 pandemic have obviously distorted previous commute patterns. As we look ahead to 2021 and beyond, we anticipate conducting additional studies of travel behavior and commute preferences as people begin a phased return to their office pattern.

Continued Staff Development and Membership Commitment

This year, TMASF Connects staff undertook extensive online training. Our team participated in transportation demand management courses offered by Association for Commuter Transportation (ACT). Scoop, a carpooling software company also offered webinars and resources to help with program planning.

Staff attended association management conferences hosted by the American Society of Association Executives (ASAE). Staff also attended workforce development courses to further develop their depth of understanding needed for the TMASF Connects Career program.

As we look ahead, our Board of Directors, members, and staff remain committed to maintaining a strong partnership with City and regional entities. We will continue to offer programs that provide commuters with relevant resources. Furthermore, we remain committed to conducting additional commuter behavior surveys at such time as we have a critical mass of people working in member buildings. Based on previous TDM estimates of critical mass for programs such as ours, we would imagine 30,000 people or more would constitute a reasonable survey population.

We did not add new members in 2020. We have worked with our membership diligently in 2020. We do not anticipate any changes for 2021 membership retention.

For a full roster of our member buildings, please consult the [membership roster](#) of this report.



TMASTF CONNECTS 2020 CAREER STATUS REPORT OVERVIEW

The [TMASTF Connects Career program](#) is approved by the City and County of San Francisco Planning Commission and authorized by [Resolution 19911](#) through 2020. In 2020, the program faced a difficult year due to the COVID-19 pandemic. A pilot of new services and features were modified as in-person interactions and events carried risk of exposure. However, we remain committed to keeping our local workforce mobile and competitive. All association members are eligible to participate in the [Connects Career program](#).

The difficulties stemming from the COVID-19 pandemic prompted a major readjustment to the new program features that began in late 2019. As transportation ridership rates decreased and commuters switched to remote working, the Career Program shifted emphasis to community support. In 2020, TMASTF Connects donated a total of \$15,500 to local organizations and initiatives to help support students with meals and school supplies. Numerous member buildings have also showed their support, such as donating backpacks to Malcolm X Academy Elementary School.

TMASTF Connects has developed a fully integrated program to reduce single occupant vehicle trips. We focus our efforts on the three programs – Commute, Career, and Community. TMASTF Connects also offers [trip-linking resources](#) and [daycare information](#) for seniors, teens, children, and pets. Established travel trends indicate that daily care needs influence commute choices 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 2021, we will continue assessing options to creating the most effective programs. When the COVID-19 pandemic recedes enough for workers to begin returning to their offices or for workforce expansion, we will continue with further refined program development. Specifically, we intend to build community partnerships and increase the number of local collaborations as we have done in the program's infancy. Our goal is to increase the number of workplace tools and resources available 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 2020 Career Status Responses

Program Requirement Fulfillment Responses

January 2020 – December 2020

NUMBER ONE

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

SUMMARY

Workforce Contraction, Employment Trends Monitoring

We did not add new members in 2020. The TMASF Connects staff continues to monitor job creation data from the SF Chamber of Commerce, Workforce Investment Board, Employment Development Department, LinkedIn, and other sources during the COVID-19 pandemic. The workforce is changing and as jobs become available in our member buildings once again, we will continue to identify additional avenues to promote the availability of those jobs.

Workforce Contraction

During the COVID-19 pandemic, employment opportunities have contracted or come to a halt as companies and organizations have begun closing offices in favor of remote work arrangements and reducing their number of staff members.

Employment Trends Monitoring

TMASF Connects remains committed and continues to track unemployment and job creation information. We will continue monitoring employment opportunities. As employment revitalization begins, this information will be used to create programs shared with our membership.

SUMMARY*Website, Resource Sheets, Workforce Contraction*

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. Due to the COVID-19 pandemic, many of our buildings have seen occupancy rates as low as 3%. This information coincides with a 10% job loss rate in San Francisco between January and September of this year, according to the Bureau of Labor Statistics. TMASF Connects will continue to use available media to promote and publicize information as future opportunities arise.

Website

Our website design makes it easy to navigate and access the plethora of job search resources in our [Career section](#). The TMASF Connects website allows 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 97,600 registered site visitors.

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 TMASF Connects public outreach for the Career program.

Resource Sheets

TMASF Connects has crafted a number of resource sheets for employers and employees regarding resources available during the COVID-19 pandemic. These were routinely updated as circumstances changed due to local, state, and federal benefits programs. The [Employee Guide to Changes in Workforce Benefit Laws](#) details stimulus packages available to employees who may be eligible for them. TMASF Connects also created a [Skills Update Guide](#) and resource sheets on [Helpful Tips for Telecommuters](#) and [Working and Commuting During Flu Season](#). Our goal is to give employees and jobseekers a sense of perseverance, resilience, and solidarity during the COVID-19 pandemic. We also remind readers that their experiences are shared and we offer encouragement.

Employment Contraction

During the COVID-19 pandemic, employment opportunities have contracted or come to a halt. Companies and organizations have offered remote work arrangements and reduced staff during 2020. Our efforts will focus on the return to offices as that begins in 2021 or beyond.

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

Donations to Spark SF and SupplyHopeInfo, Community Support*

During 2020, TMA SF Connects supplemented our efforts to engage with schools and job training programs by redirecting our scholarship funds for a total of \$15,500 to two local schools and initiatives, Spark SF and SupplyHopeInfo. Both of these efforts help feed schoolchildren and support them with school supplies. This year, we placed an extra emphasis on supporting our community through corporate sponsorship. The new [Community Support](#) page on our website directs member buildings to local causes that need their support as part of their own community engagement.*

Donations to Spark SF* and SupplyHopeInfo

For our annual scholarship awards, TMA SF Connects provided 5,000 meals to local students, as part of our *Food for Thought* campaign. These meals were provided through SFUSD. We also donated funds to [SupplyHopeInfo](#), a program created by two local high school students. Their goal is to distribute school supplies to local low-income students. We believe it is necessary now more than ever to support our local schools and students.

Community Support

TMA SF Connects has launched a new page on our website to support local organizations, aptly named [Community Support](#), in light of the COVID-19 pandemic. Our new page identifies organizations that help students. Assistance to students include financial donations or commitments of time. This page is continually updated as seasonal campaigns arise.

We are especially proud of our Community Support page. This new initiative was created by the entire TMA SF Connects team. The “heart” of the effort was brought to life through the brainchild of our newest employee, Shirley Lin, a recent graduate of San Francisco State University.



We have also identified local opportunities for students and their families to receive [computers and meals](#). These maps were very helpful across the region. Importantly, we began translating some of our materials to Spanish and Simplified Chinese to reach audiences in communities where language barriers may be present. This plan was implemented by a former intern and graduate of SFUSD and UCLA, our Program Manager, Jeff Lee.

To work with employers in the building to encourage their hiring of qualified San Francisco residents**SUMMARY***Local Training Programs, Resource Sheets, Future Workforce*

TMASF Connects members receive informational mailings and resource guides that identify local job training and educational entities. These groups are helping to prepare San Francisco residents to be ready to enter the local workforce. Additionally, we are refining the TMASF Connects [Career Network](#) that will offer job seekers and local employers career opportunities for training and mentorship 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.

Local Training Programs

Although hiring of qualified San Francisco residents has drastically slowed, we continue to 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. We continue to refine the [TMASF Connects Career](#) program website offerings. This year, we have made many changes to our website – an on-going process for our association.

Resource Sheets

In 2020, TMASF Connects crafted many resource sheets for employers and employees regarding financial resources available to them during the COVID-19 pandemic. We developed pieces such as [Employer Guide to Financial Resources](#) and [Paycheck Protection Program Application Information](#). We have strived to provide members with detailed local, state, and federal resources available to organizations and companies during the COVID-19 pandemic. Other materials, like the [Telecommuting Implementation Resource Sheet](#) was distributed to help employers and employees reorganize for remote work.

Future Workforce

As tenants phase employees back to work in member buildings, TMASF Connects will be on the forefront of collecting information about hiring trends. This information will be used to refine future programs. TMASF Connects will continue our efforts to identify opportunities for full workforce participation by our local residents.

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

Association Commitment

TMASF 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 TMASF 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. We value our partnerships.

Association Commitment

With input from our Board of Directors, we continue to reach out and communicate with our members on a weekly basis. In addition, we continue maintaining contact with local public transportation, education, and City and County of San Francisco (CCSF) agencies as we have always done.

Our members are actively engaged and supportive of the TMASF Connects Career programs and we look forward to building on our efforts to date. TMASF Connects staff continues to monitor job creation data and employment trends 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.



TMASF CONNECTS 2020 CALENDAR PORTFOLIO

Per requirements of the Commuter Behavior Survey, promotions and campaigns were not implemented for six weeks prior to and during the survey period in January and February.

To view materials from March until as of this writing, please see following pages. If you have any difficulties accessing them, please [Click Here](#) to access the materials on our website.



March 2020

Please click on each document within this calendar to see materials released in March 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Coronavirus and Telecommuting Resource Sheet	4	5	6	7
8	9 Telecommuting Implementation Resource Sheet	10	11 Helpful Tips for Telecommuters	12	13 Navigating the Coronavirus Resource Sheet	14
15	16	17	18	19 Employment Health Factsheet Wellness Agreement	20	21
22	23 Thoughts and Tips from TMA SF Connects Staff	24	25	26	27	28
29	30	31 Website Update Launch Member Update				



April 2020

Please click on each document within this calendar to see materials released in April 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Transit Service Updates	2 Bay Area School Meal Pick Up Sites	3	4
5	6 April 6 Update: Transit Service Updates	7 Employer Guide to Financial Resources April 7 Update: Transit Service Updates	8 Guide to Changes in Workforce Benefit Laws	9	10	11
12	13	14 Update from State of California Governors News Conference	15 New Website Features Updates	16 April 16 Update: Employee Guide to Changes in Workforce Benefit Laws	17	18
19	20 How to: Workout at Home During Coronavirus Outbreak	21 Virtual Coffee Hour Invitation SFUSD Chromebook Pick Up Sites	22 Earth Day Greetings April 22 Update: Employer Guide to Financial Resources	23	24 Paycheck Protection Program Application Information	25
26	27	28	29	30 Childcare Options April 30 Update: Transit Service Updates		



May 2020

Please click on each document within this calendar to see materials released in May 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	May 5 Update: Transit Service Updates	Childcare Information	7	8	9
10	Satellite Stories Skills Update Guide 2020	12	13	14	15	16
17	18	19	Memorial Day Notice	21	22	23
24	25	26	27	May 28 Update: Childcare Information	29	30
31						



June 2020

Please click on each document within this calendar to see materials released in June 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Contra Costa County Connection, Wheels and Rapid Service Suspensions due to Planned Protests 1:39 pm	2 Expanded BART 15-Step Plan Information, AC Transit and SamTrans Update	3 Overview of Materials Developed (March-May 2020)	4	5 Critical Mass Solidarity Ride at Embarcadero Plaza Today 5:30 pm	6
7	8 COVID-19 Industry Guidance CDE Guidelines for Reopening Schools	9	10	11 New Bart Schedules, Upcoming Muni and SF Bay Ferry Service Changes	12	13
14	15	16	17 Parking Garage Resource Sheet	18	19 Select BART Stations to Stop Selling Paper Tickets	20
21	22	23 Emergency Services Information	24	25	26	27
28	29	30 Fourth of July Member Update				



July 2020

Please click on each document within this calendar to see materials released in July 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8 July 8 Update: Transit Service Updates	9	10	11
12	13	14	15	16 July 16 Update: Transit Service Updates	17 Update from SF Mayor's Office and State of California Governor's News Conference	18
19	20	21	22	23 How to: Utilize Google During the Coronavirus Outbreak	24 Update from State of California Governors News Conference	25
26	27	28	29 Essential Rider Work Home	30	31	



August 2020

Please click on each document within this calendar to see materials released in August 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Giving Back to the Community	4	5	6	7	8
9		10	11	12	13 Updated Bay Area School Meals Pick Up Sites	14
16		17	18 Muni Service Expansion	19	20	21 Congestion Pricing for Downtown
23		24	25 Muni Metro Service Temporarily Suspended and Spare the Air Alerts 3:50 pm	26 How To: Comment on Congestion Pricing of Downtown	27	28
30	31 Bay Area Healthy Transit Plan Resource Sheet					



September 2020

Please click on each document within this calendar to see materials released in September 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10 September 10 Update: Transit Service Updates	11	12
13	14	15 Working and Commuting During Flu Season	16	17	18	19
20	21	22 Bay Area Meals Update	23	24	25	26
27	28 Community Support	29	30			



October 2020

Please click on each document within this calendar to see materials released in October 2020.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Spare the Air Alerts and Napa/Sonoma County Road Closures 12:34 pm	2	3
4	5	6	7	8 Severe Traffic on Westbound I-80 11:35 pm	9	10
11	12	13	14	15 October 15 Update: Transit Service Updates	16	17
18	19	20	21	22 BART Station Closure at Civic Center 3:36 pm	23	24
25	26	27	28	29	30	31



November 2020

Calendar months are updated at the end of each month. As of this writing, additional materials will be present on the calendar on our [website](#) as topics and release dates are determined.

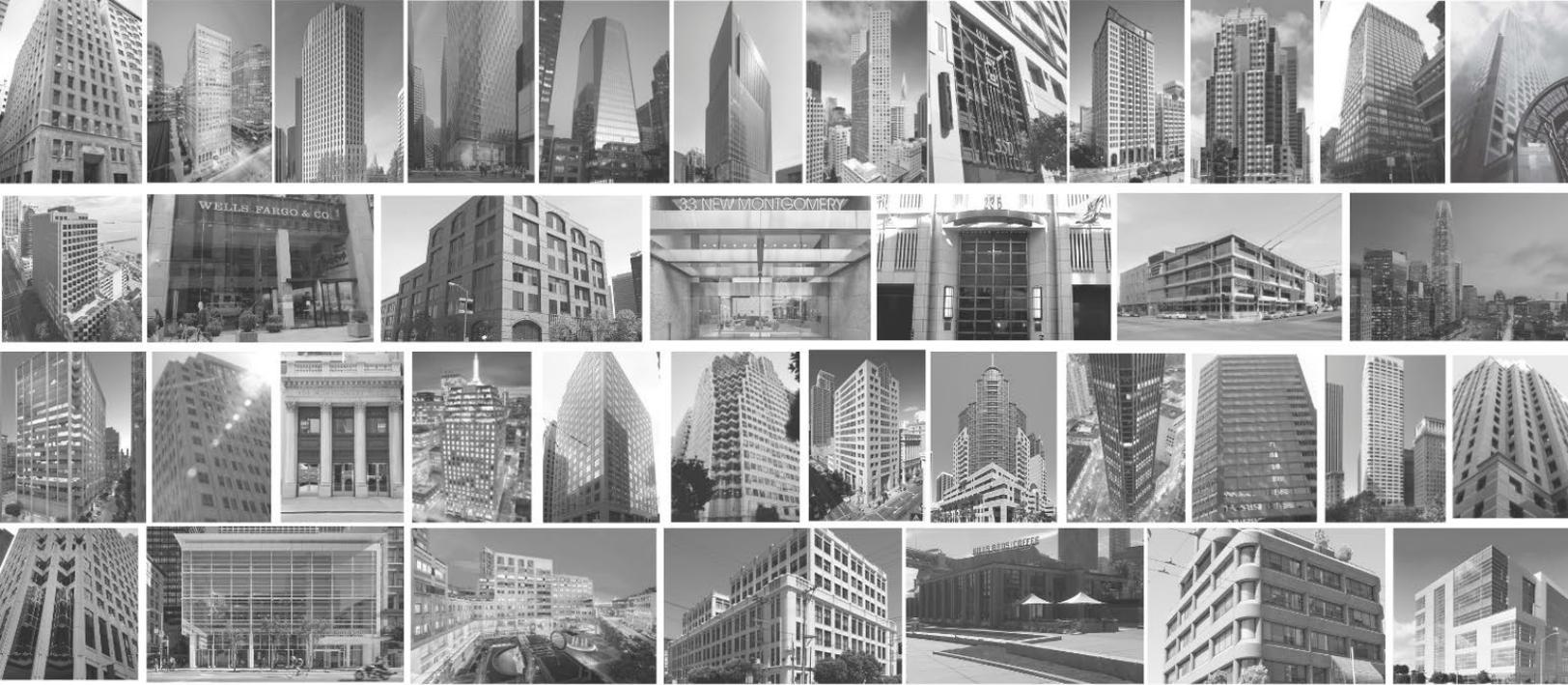
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



December 2020

Calendar months are updated at the end of each month. As of this writing, additional materials will be present on the calendar on our [website](#) as topics and release dates are determined.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



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