



December 3, 2020

Dear Members,

We hope that each of you, your families and teams are healthy. I am writing to offer a few thoughts as we end 2020. This year does not need descriptors and will stand alone in our lifetime as an assortment of issues and events that defied our belief. That said, we are entering the Winter Holiday Season and preparing for a New Year that should bring some relief to some of the suffering associated with COVID-19, economic turmoil, and political unease.

TMA SF Connects Board of Directors and staff have been working diligently to secure a simplified future for our members regarding their permit obligations for transportation demand management and local workforce development programs. We have finalized a ten-year Work Plan that will be reviewed and is expected to be authorized without additional consideration later this year or in early 2021. Given the gallop of technology, scope of change associated with remote work practices and inability to clearly predict future commute trends or workforce practices, the Work Plan is a detailed commitment statement. It addresses our legal requirements with flexibility and leaves many decisions to the discretion of the senior TMA staff and board members.

We will provide the final document once it has been authorized by the CCSF Planning Commission. If you prefer an advance copy, please contact us. This document is a proprietary work product and cannot be shared outside of our association.

We have submitted our Annual Report that concludes the final year of our current authorization. Copies of that will be available upon acceptance by CCSF Planning Department.

As we look ahead, our team has been developing new tools for our membership:

Co-branding electronic pieces;

Customized building guides; and,

A distinctly updated website is in progress.

Please visit the new [site](#) and check out a couple items in particular:

[COVID-19](#) information center,

Streamlined [map](#) – simply use the pull-down feature, find your property and see how your tenants can find resources to make working in your building an even better experiences; and,

[Simplified guide](#) to our governing documents, and, accessing past materials that we have developed; and,

Our [Community Support](#) page which has already garnered donations and gifts for local programs helping to meet community needs. Our newest employee, Shirley Lin has designed and linked the Community Support Heart that is found throughout the site.

We will notify each member with a link to the public hearing for the re-authorization of the TMASF Connects programs. The hearings are conducted virtually, and the schedule has not been finalized by the CCSF Planning Department.

Jennifer Pollard, Jeff Lee, Shirley Lin, and I are honored to work with our membership. Our diligent and caring board of directors continue to be involved and appreciate the community that we share. We also thank our TMASF Connects Board of Directors:

Officers:

Tawni Frank Sullivan and Bonnie S. Pybus, Co-Presidents
Paul C. Richards, Executive Vice President
Mark V. Buckingham, Chief Financial Officer

Directors:

Amber Brown
Stacia Keisner
Paige Salazar
Randy Valdez

We wish you continued health and a peaceful end to 2020.

Sincerely,



Kimberly B. Martinson, CAE
CEO/Executive Director