

Building upon stronger communication lines across all platforms, TMASF Connects has developed a quarterly summary of program services and activities. This summary includes an update on the state of both the [Commute](#) and the [Career](#) programs, as well as number of member communications and campaigns circulated.

Q3 RECAP

2021

July-September



PARTNERSHIP WITH
CALTRAIN ON
GO PASS
DONATION
PROGRAM



EFFORTS

Between July and September of 2021, TMASF Connects continued an [augmented roster of program services](#) and activities. We featured in-depth resource sheets on topics such as [schools reopening for the fall semester](#) and [transportation service changes](#). These resources were developed to assist commuters in making safe travel options. TMASF Connects continues to offer commute assistance in any capacity available. Our efforts and the associated resource sheets collaborate and fulfill the needs of both the Commute and Career programs.

Partnering with Caltrain, TMASF Connects participated in the [Caltrain Go Pass Donation Program](#). Tenants and commuters from member buildings were encouraged to participate and receive a Go Pass, valid for free train travel on the Caltrain system until December 31st, 2021.

To see all materials released from July to September of 2021, please visit the [COVID-19 Updates and Changing Conditions](#) and the calendar of [Announcements](#).

WORK IN PROGRESS

Looking ahead, we are continuing to monitor transit information and health and safety protocols as it pertains to reopening the offices of our member buildings and in our community. This future return-to-office migration will offer a new opportunity for promoting commute options and workforce development and we will be assessing options to create the most effective programs.

TMASF Connects is committed to developing relevant materials and implementing activities that educate members and keep our local workforce mobile and competitive.

CCSF PLANNING CODE 163 REQUIREMENTS TRANSPORTATION DEMAND MANAGEMENT

1

SCHEDULE PROMOTION AND ASSISTANCE ACTIVITIES THROUGHOUT THE YEAR, TO HELP KEEP COMMUTE ISSUES IN THE MINDS OF COMMUTERS AND TO PROVIDE ONGOING ASSISTANCE

Information continues to be provided for major traffic incidents and transportation service changes. Building events continue to be suspended/cancelled. TMASF Connects continues to plan for the future as new information surrounding transit and safety protocols are released.

2

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

TMASF Connects has released an update to an electronically distributed and printable [Emergency Resources](#) piece. We are also providing abbreviated [transit resources](#) as health and safety information is made available. TMASF Connects is monitoring an appropriate time to distribute a printed transit materials package, when transportation agencies are printing paper materials again.

3

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

As the COVID-19 pandemic continues, TMASF Connects promotes commute alternatives without disruption. In addition, TMASF Connects has partnered with Caltrain on the [Go Pass Donation Program](#), which provides Go Passes to commuters in our member buildings. Go Passes provide free train travel on the Caltrain system and are valid until the end of 2021.

4

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

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

5

MONITOR PROGRAM EFFECTIVENESS AND PROGRESS AT REGULAR INTERVALS

We continue to monitor program effectiveness by analyzing our website visitor registrations before, during, and following commuter campaigns. We encourage members to locate their building from our [map](#). We also provided recent updates on our [Announcements calendar](#), and relevant [Commute](#), [Career](#), and [Health and Safety Resources](#) sections. We will continue to offer programs that provide commuters with relevant resources.

CCSF PLANNING CODE 164 REQUIREMENTS LOCAL EMPLOYMENT BROKERAGE

1

TO DETERMINE THE NUMBER AND NATURE OF JOBS THAT WILL BECOME AVAILABLE AS A RESULT OF ADDED DOWNTOWN OFFICE DEVELOPMENT

There continues to be a major decrease in numbers of people and jobs in our member buildings. TMASF Connects continues to track unemployment and job creation information. As employment revitalization begins, this information will be used to create programs shared with our membership.

2

TO PUBLICIZE TO SAN FRANCISCO RESIDENTS THE AVAILABILITY OF THOSE JOBS

Our website makes it easy to navigate and find access to career readiness and job listing resources in our [Career section](#). TMASF Connects has provided frequently updated informational resources to employers about telecommuting and resources to navigate COVID-19. Our efforts now focus on the return to offices as it begins in 2022 and beyond.

3

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

TMASF Connects continues to utilize our [Community Support](#) page to identify organizations that help students during the COVID-19 pandemic. Between July and August, TMASF Connects hired our first virtual intern, Fatima Gomez, who completed a two-month internship program researching and developing [a number of factsheets](#) for our members.

4

TO WORK WITH EMPLOYERS IN THE BUILDING TO ENCOURAGE THEIR HIRING OF QUALIFIED SAN FRANCISCO RESIDENTS

We will continue to promote local residents and qualified candidates from local job training, rehabilitation, and educational programs. We continue to refine the [TMASF Connects Career](#) program website offerings and craft [resource sheets](#) for employers and employees. TMASF Connects will continue our efforts to monitor and identify opportunities for full workforce participation by our local residents.

5

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

We continue to reach out and communicate with our members on a consistent basis. We remain ready and available to work with local agencies and organizations to help promote the readiness of the San Francisco workforce in activities deemed as reasonable and appropriate.

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2021

MEMBER BUILDINGS



275 Battery	22 Fourth	1155 Market	353 Sacramento
750 Battery	50 Fremont (Salesforce West)	101 Mission	One Sansome
185 Berry (Berry Building)	199 Fremont	123 Mission	343 Sansome
185 Berry (Wharfside)	One Front	201 Mission	475 Sansome
333 Brannan	601 Gateway	350 Mission (Salesforce East)	55 Second
345 Brannan	651 Gateway	415 Mission (Salesforce Tower)	101 Second
505 Brannan	600 Harrison	535 Mission	222 Second
333 Bush	75 Hawthorne	555 Mission	303 Second
One California	400 Howard	560 Mission	501 Second
101 California	405 Howard	One Montgomery	101 Spear (Rincon Center)
150 California	500 Howard	250 Montgomery	160 Spear
201 California	505 Howard	420 Montgomery	201 Spear
345 California	875 Howard	456 Montgomery	345 Spear (Hills Plaza)
550 California	88 Kearny	505 Montgomery	49 Stevenson
580 California	222 Kearny	555 Montgomery	71 Stevenson
600 California	One Market	655 Montgomery	550 Terry Francois
300 Clay (One Maritime Plaza)	333 Market	33 New Montgomery	665 Third
77 Federal	388 Market	90 New Montgomery	260 Townsend
Ferry Building	455 Market	235 Pine	
201 Filbert	685 Market	One Post	
100 First	799 Market	350 Rhode Island	
	800 Market		
	901 Market		

SEPTEMBER 2021