



2021

Annual Status Report

JANUARY 2021 - DECEMBER 2021

SUBMITTED TO

City and County of San Francisco Planning Department and Commission

SUBMITTED BY

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Chief Executive Officer/Executive Director of TMASF Connects

*City and County of San Francisco Planning Department and Commission
Resolution Number 20867 (Commute and Career)*

December 2021

To Build Our Current and Future Workforce to be *Mobile and Competitive*

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This report contains a large number of links to supporting documents . Please click on these links for further information.

TMASF Connects operates from **244 California Street, Suite 204 in 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 senior staff members. The staff of four also features a full-time Program Director and Creative Designer/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.

**ABOUT
US**

GOVERNANCE

BOARD OF DIRECTORS

STAFF

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 Commute

Stacia Keisner

Director

Amber Brown

Director

Paige Salazar

Director

Kimberly B. Martinson, CAE

CEO/Executive Director

Jennifer Pollard

Chief Operating Officer

Jeffrey Lee

Program Director

Shirley Lin

Creative Designer/Marketing Associate

**Please click on each member building to learn more*

MEMBER BUILDINGS

275 Battery	505 Brannan	580 California	22 Fourth	75 Hawthorne	One Market
750 Battery	333 Bush	600 California	50 Fremont	400 Howard	333 Market
185 Berry	One California	300 Clay	(Salesforce West)	405 Howard	388 Market
(Berry Building)	101 California	(One Maritime Plaza)	199 Fremont	500 Howard	455 Market
185 Berry	150 California	77 Federal	One Front	505 Howard	685 Market
(Wharfside)	201 California	Ferry Building	601 Gateway	875 Howard	799 Market
333 Brannan	345 California	201 Filbert	651 Gateway	88 Kearny	800 Market
345 Brannan	550 California	100 First	600 Harrison	222 Kearny	901 Market

1155 Market	555 Mission	33 New Montgomery	55 Second	345 Spear
101 Mission	560 Mission	90 New Montgomery	101 Second	(Hills Plaza)
123 Mission	One Montgomery	235 Pine	222 Second	49 Stevenson
201 Mission	250 Montgomery	One Post	303 Second	71 Stevenson
350 Mission	420 Montgomery	350 Rhode Island	501 Second	550 Terry Francois
(Salesforce East)	456 Montgomery	353 Sacramento	101 Spear	665 Third
415 Mission	505 Montgomery	One Sansome	(Rincon Center)	260 Townsend
(Salesforce Tower)	555 Montgomery	343 Sansome	160 Spear	
535 Mission	655 Montgomery	475 Sansome	201 Spear	

This report contains a large number of links to supporting documents. Please click on these links for further information.

YEAR-IN-REVIEW

*This introduction is intended to briefly summarize the activities of TMASF Connects
Between January 1st, 2021 and December 31st, 2021*

Year-in-Review

TMASF Connects was reauthorized for both the Commute and Career Programs during the City and County of San Francisco (CCSF) [Planning Commission Public Hearing on Thursday, March 4th, 2021](#). TMASF Connects programs are now authorized for a period of [10 years from 2021 – 2029](#) through [Planning Commission Resolution 20867](#). The TMASF Connects Board of Directors, members and staff are committed to continue offering services without foreseeable disruptions through 2029. All staff members are continuing education and training to remain current with technology, versed in education and infrastructure issues and non-profit management.

The TMASF Connects Board of Directors remain active and committed to the membership. Our [board of directors](#) and [staff](#) maintained a consistent work and meeting schedule from remote locations. The association continues to be funded solely through collection of membership fees. TMASF Connects has never requested nor do we intend to request CCSF funding for our programs. We are pleased to report 100% membership renewal for 2021 as well as the addition of one new member building, [77 Federal Street](#). Please consult our [membership roster](#).

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

This report provides links to [materials and information pieces](#) we offered during 2021. We also simplified and further refined our [website](#) to increase ease of use.

In 2021, we hosted two townhall format meetings with the San Francisco County Transportation Agency (SFCTA) about their [Downtown Congestion Pricing](#) study. We also participated in the [Caltrain Go Pass Donation Program](#), with more than 35 commuters from our member buildings now using their system. TMASF Connects added a quarterly piece, [TMASF Connects of the Moment](#), that summarizes and reviews goals and campaigns for that time period relative to CCSF Planning requirements of our program.

Throughout this report, 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.

The TMASF Connects Board of Directors, membership, and staff thank you for your consideration.

20 QUARTERLY 21 REPORTS

**Please click on each icon to learn more*

Q1 JANUARY - MARCH

Reauthorized for both the Commute and Career Programs from 2021-2029 during City and County of San Francisco Planning Commission Public Hearing on March 4, 2021



Quarterly Summary



Materials Produced

Q2 APRIL - JUNE

Convened members for first major virtual townhalls on topic of Downtown Congestion Pricing



Quarterly Summary



Materials Produced

Q3 JULY - SEPTEMBER

Participation in Caltrain Go Pass Donation Program



Quarterly Summary



Materials Produced

Q4 OCTOBER - DECEMBER

Year-End Summary and Annual Status Report



**Quarterly Summary
(In Progress)**



**Materials Produced
(In Progress)**

2021

CALENDAR

TMASF CONNECTS

DECEMBER 2021

**Please click on each event to learn more information*

JANUARY

HAPPY NEW YEAR FROM TMASF CONNECTS

MENTAL HEALTH RESOURCE SHEET

SAN FRANCISCO REOPENING AT PURPLE TIER - RESTRICTIONS ON INDOOR AND OUTDOOR ACTIVITY

FEBRUARY

TELECOMMUTING RESOURCE SHEET 2021

PARTIAL BART STATION CLOSURE AT MACARTHUR

TRANSIT SERVICE UPDATES

COVID-19 VACCINATION INFORMATION AND MAP

MAJOR BART DELAY AT DALY CITY

FEBRUARY 12 UPDATE: COVID-19 VACCINATION INFORMATION AND MAP

HOW TO UTILIZE LOCAL LIBRARIES

FEBRUARY 19 UPDATE: COVID-19 VACCINATION INFORMATION AND MAP

FEBRUARY 25 UPDATE: COVID-19 VACCINATION INFORMATION AND MAP

SINKHOLE ON I-280 OFF-RAMP AT 6TH STREET

MARCH

MEMBER UPDATE

DOWNTOWN CONGESTION PRICING STUDY UPDATE

TRANSIT SERVICE UPDATES

PUBLIC HEARING DOCUMENTS:

2020 ANNUAL REPORT

2021-2030 WORK PLAN

2021-2030 WORK PLAN BRIEFING BOOK

2021- 2030 WORK PLAN PRESENTATION

APRIL

COVID-19 VACCINATION INFORMATION

MAJOR BART DELAY AT COLMA

BARRICADES IN SF FINANCIAL DISTRICT AREA

MAJOR BART DELAY AT SAN BRUNO STATION

2021 EARTH DAY GREETINGS

MAY

SFCTA CONGESTION PRICING STUDY PRESENTATION FAQ

TRANSIT SERVICE UPDATES

MAJOR BART DELAY ON SAN FRANCISCO LINE IN THE SFO, MILLBRAE, AND EAST BAY DIRECTION

SAN JOSE VTA TRAFFIC ALERT (LIGHTRAIL INCIDENT)

JUNE

TRANSIT SERVICE UPDATES

HEALTH AND SAFETY IN THE OFFICE

HEALTH AND SAFETY ON TRANSIT

MAJOR BART DELAY ON SAN FRANCISCO LINE

EMERGENCY SERVICES 2021

*Please click on each event to learn more information

JULY

TMASF CONNECTS OF THE MOMENT (Q1+Q2 2021 SUMMARY)

ALL REGULAR GOLDEN GATE FERRY SERVICE OPERATING VIA GATE B

SFUSD REOPENS FALL 2021

TRANSIT SERVICE UPDATES

AUGUST

SFUSD HEALTH AND SAFETY GUIDE ON SCHOOLS REOPENING FALL 2021

TRANSIT SERVICE UPDATES

SPARE THE AIR ALERT

VEHICLE FIRE ON WESTBOUND I-880

SPARE THE AIR ALERT

SEPTEMBER

DOLLARS AND CENTS ON TRANSIT CLOSURE AT POWELL BART STATION

SYSTEM WIDE BART DELAY

CAREER ADVICE AND HIRING RESOURCES*

CAREER FAIRS INFORMATION*

SPARE THE AIR ALERT

RESUME AND COVER LETTER GUIDE 2021*

RICHMOND BART STATION CLOSED

TELECOMMUTING RESOURCE SHEET FALL 2021*

TRAFFIC ADVISORY: GOLDEN GATE BRIDGE NORTHBOUND & SOUTHBOUND DIRECTIONS

*Intern Project

OCTOBER

TMASF CONNECTS OF THE MOMENT (Q3 2021 SUMMARY)

WEEKEND EVENTS & TRANSIT UPDATES

BUSINESS AND ONLINE ETIQUETTE GUIDE*

OUTSIDE LANDS + HALLOWEEN WEEKEND

*Intern Project

NOVEMBER

SEVERE TRAFFIC ALERT ON SOUTHBOUND I-880 IN OAKLAND

MULTIPLE LANES CLOSED NEAR BAY BRIDGE TOLL PLAZA

2021 THANKSGIVING ADVISORIES

MEMBERSHIP ASSOCIATION UPDATE

2021-2022 SCHOLARSHIP UPDATE (WORK IN PROGRESS)

DECEMBER

2021 ANNUAL STATUS REPORT

WORK IN PROGRESS:

2021 STATE OF ASSOCIATION

YEAR-END TRANSIT UPDATES

YEAR-END GIVING GUIDE

2021

CALENDAR

TMASF CONNECTS
DECEMBER 2021

[City and County of San Francisco Planning Commission Resolution Number 20867](#)

Submitted on behalf of our members to document representative program efforts undertaken from January 2021 to December 2021 for compliance with City and County of San Francisco Planning Code Section 163

1. **Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance**
COVID-19 impacts, Transit Service Best Practices

The impacts of COVID-19 continued to dominate a majority of electronic communications focusing on [remote work issues](#), navigating [vaccination information](#), and [maintaining relevance](#) in the workplace. TMASF Connects developed and distributed more than [30 communication](#) pieces. We also continued to provide information to our members about major traffic incidents, as well as any transportation service changes.

TMASF Connects conducted outreach on a variety of commuter topics. For the physical commuter we focused on [best practices](#) of transit providers to offer clean and safe commuting. We also shared this information with the entire remote membership to remind them of the reliability and ongoing viability of using public transportation services for an eventual return to an office.

As we enter 2022, TMASF Connects will continue to monitor the membership for opportunities to host commute assistance events virtually or in-person, as permitted.

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**
Emergency Resources, Member Communications, Caltrain Go Pass Donation Program

This year, TMASF Connects continued an electronic distribution for our annual emergency transit materials package to our members. We continue to encourage commuters to understand their transportation alternatives in the event of a disruption to their customary travel patterns. TMASF Connects continues to monitor commuter, member, and transportation opportunities to promote safe and efficient travel when possible. Member communications, such as our [Transit Service Updates](#), are consistently updated, maintained, and distributed accordingly to educate about commute and remote work options.

TMASF Connects also participated in the [Caltrain Go Pass Donation Program](#), with more than 35 commuters participating. We have detailed this effort in Program Requirement Number Three. TMASF Connects continues to offer and expand educational campaigns to promote telecommuting for both Commute and Career programs.

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**

*TMASF Connects Communications, Efforts & Services,
Caltrain Go Pass Donation Program, SFCTA Congestion Pricing Study*

TMASF Connects has a communications strategy of offering pieces on specific subjects. Planned topics included [telecommuting](#), [reduced transportation costs](#), and [transportation system enhancements](#). The goal of these resource sheets is to educate our members about making smart commute choices.

We remain flexible and able to respond to topics as they develop. For example, we responded promptly as [COVID-19 testing and vaccinations sites](#) became available. As [city-wide restrictions](#) changed, we provided immediate notification to our members.

TMASF Connects provided Caltrain passes valid for free travel for up to one year on their system. Our partnership with the [Caltrain Go Pass Donation Program](#) allowed 35 participants access to their transit system. This program is the major campaign being launched by the transit provider to attract new and returning riders to their system.

During Q2 2021, TMASF Connects hosted two townhalls with the San Francisco County Transportation Authority (SFCTA) on the [Downtown Congestion Pricing](#) study, detailed in Program Requirement Number Four. The townhalls were followed up with a [detailed FAQ sheet](#) that summarized meeting findings.

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**

2021 Factsheet Series, TMASF Connects of the Moment, Congestion Pricing Study, Informational Program Materials, Tailored COVID-19 Messages

TMASF Connects continued to offer targeted messaging to focus on a successful telecommuting or on-site working experience. As mentioned in Program Requirement Number Three, these resource sheets had topics that ranged from detailed [COVID-19 vaccination information](#) to [Health and Safety on Transit](#). We continue to offer comprehensive resources and messaging to help commuters identify options to driving alone. We also issue *TMASF Connects Alerts* as disruptive conditions arise. Our theme of safety continues.

Factsheets and messaging campaigns are summarized in [TMASF Connects of the Moment](#). This is a new quarterly update piece which allows members and CCSF Planning staff ease of access and review of current programs.

In 2021, we hosted two townhalls on the topic of [Downtown Congestion Pricing](#), with project sponsor, San Francisco County Transportation Authority (SFCTA). These townhalls allowed property management staff of our membership to [ask questions](#) and learn more about the SFCTA’s Downtown Congestion Pricing study. More than 90% of our property management and owner representative members participated.

Our members are committed to prepare for a returning workforce. As commuters return to work, distribution of promotional items such as commute straps and hand sanitizer 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.

Looking ahead, remote workers will remain a key audience of the [Commute](#) program. [Telecommuting](#) remains a major subject for collaboration between Commute and [Career](#) programs.

The changing conditions of commute patterns and career development impacted by COVID-19 require us to keep our efforts fluid. As we approach 2022, we will continue to review and enhance our message development and delivery options.

5. Monitor program effectiveness and progress at regular intervals

Membership Retention & Expansion, TMASF Connects of the Moment, Continued Commitment

TMASF Connects has defined our set of metrics for our membership. A performance metric system for TMASF Connects includes monitoring goals such as member retention, dedicated commitment by board and staff, and program expansion. TMASF Connects staffing and board of directors’ involvement continue to be stable and strong. During 2021, we were pleased to welcome an additional member building. [77 Federal](#), a newly completed development by Aralon Properties, joined TMASF Connects during Q2.

We began developing a quarterly communication, [TMASF Connects of the Moment](#), dedicated to summarizing and reviewing goals and campaigns of that respective quarter. This quarterly activity is important for a consistent approach to program monitoring.

We were thrilled to receive a [ten-year authorization](#) from CCSF Planning Department which further expresses our long-term commitment to offering responsive Commute and Career programs.

[City and County of San Francisco Planning Commission Resolution Number 20867](#)

*Submitted on behalf of our members to document representative program efforts undertaken from
January 2021 to December 2021
for compliance with City and County of San Francisco Planning Code Section 164*

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

Remote Work Conditions, Employment Trends Monitoring

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. It remains difficult to assess the number and nature of jobs that are added to downtown office development as buildings remain largely vacant of tenants. Remote work continues to be the dominant method of employment in our member buildings.

In 2021, we were pleased to welcome one additional member building, [77 Federal](#), a new 55,000 square foot development by Aralon Properties. As tenants begin residency in the property, we look forward to working with their property management staff to promote job opportunities and continued education to its commuters.

The issue of hiring remote workers is a topic for research as we enter 2022. TMASF Connects continues to track unemployment and job creation information. The fluidity of numerous workforce locations is a challenge that we continue to address. We will continue to identify additional avenues to create effective programs and promote the availability of jobs in our member buildings.

2. To publicize to San Francisco residents the availability of those jobs

Outreach, Promotion, & Website, Resource Sheets, TMASF Connects of the Moment

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. Our website design makes it easy to navigate and access the plethora of job search resources in our [Career section](#). As the COVID-19 pandemic continues, many of our buildings continue to see low occupancy rates. We estimate that 85-90% people employed in our member buildings are working remotely.

TMASF Connects has developed [resource sheets](#) for employers and employees regarding resources available during the COVID-19 pandemic. Our goal is to give employees and jobseekers a sense of [perseverance](#), [resilience](#), and [solidarity](#) during the COVID-19 pandemic. Materials distributed reach these remote workers via property management team outreach to their building tenant contacts.

These efforts are summarized in [TMASF Connects of the Moment](#), a quarterly communication piece that reviews the program efforts and progress during that timeframe. As local jobs become available and can be promoted, TMASF Connects will continue to promote and publicize these future opportunities.

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

Spark SF, 2021-2022 Scholarship program, Internship*

TMASF Connects is committed to education and internships for the San Francisco's students and workforce. As of this writing, TMASF Connects is working with [Spark SF*](#) to determine the most effective way to engage with schools and job training programs. We plan to redirect a portion of our scholarship fund to support SFUSD's [Pop-Up Community Libraries](#) for the spring semester or to pledge an additional commitment to [meals for school children](#). TMASF Connects is also updating our scholarship program for the 2022 year.

Between Q2 and Q3 of 2021, TMASF Connects accepted our first virtual intern, Fatima Gomez. Ms. Gomez completed a two-month internship program with TMASF Connects, researching and developing factsheets for our members. This virtual internship also may serve as a case study on the viability of remote internships. This is a topic for research and development that we plan to share with the membership before the summer intern season begins next year.

4. To work with employers in the building to encourage their hiring of qualified San Francisco residents

Tenant Relations, Resource Sheets, Continuing Efforts

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. In 2021, TMASF Connects crafted many resource sheets for [employers](#) and [employees](#) regarding resources available to them during the COVID-19 pandemic. Materials like the [Business and Online Etiquette Guide](#) was distributed to help employers and employees reorganize for remote work.

Looking ahead, TMASF Connects will continue to promote and showcase local programs that are helping to develop a competitive workforce of San Francisco residents. We are committed to performing additional research and study on who will be hiring and where. 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.

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

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. Our members are actively engaged and supportive of the TMASF Connects Career programs. We look forward to expanding and refining our programs.

As jobs become available in our member buildings, we will identify avenues to promote the availability of those jobs to San Francisco residents.

In concert with the commitments made and expressed for our [ten-year reauthorization](#), we remain a loyal and committed partner to CCSF and other local groups promoting workforce development, enhanced transportation options and a stronger community. TMASF Connects is 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.

LOOKING FORWARD

Challenging times continue to confront all of us.

The low occupancy rate of people physically working in member buildings continues. In November 2021, TMASF Connects conducted a membership-wide survey of membership occupancy. With more than 50% of all member buildings responding, and in light of the new Omicron variant, we estimate that less than 10% of the pre-COVID tenant population is currently working on-site on a given day. With such a low percentage of the population onsite, conducting valuable membership programming continues to be a challenge. As of this writing, conducting a credible association-wide survey of travel behavior appears to be unlikely for 2022.

We are planning to offer a robust set of programs to enhance remote working opportunities. Issues of maintaining relevance, finding a sense of community are two major issues for telecommuters. These issues tie to both the Commute and Career programs. Had this report been written in October 2021, the outlook for numbers of employees physically returning to work would have been significantly different from December 2021 with the rise of COVID-19's Omicron variant.

We plan to offer continued education and promotional opportunities through both programs to keep telecommuting a viable and sustainable option. Looking ahead, we will place significant emphasis on workers that have been or will be returning to their office buildings. We have a roster of potential programs and services for returning workers while we will continue tailoring information to our remote workforce.

Continuing efforts from 2021 will include participation in the [Caltrain Go Pass Donation Program](#). We intend to continue working with SFCTA on their [Congestion Pricing Study](#) and promoting [Spark SF*](#) programs for SFUSD students. In 2022, we will be expanding programs to encourage confidence in using the public transportation systems and reminder campaigns about the viability of using alternatives to driving alone.

As stated during the March 4, 2021 CCSF Planning Commission hearing, we monitor current events and changes in building population to create meaningful, relevant and topical assistance.

We remain committed to using membership fees to fund our programs and do not anticipate any request for public funding or assistance. The TMASF Connects programs have been 100% privately funded since 1991. We are a committed partner to CCSF Planning Department.

We continue to work with CCSF Planning and other entities as needed or possible. We share common civic goals and commitments for expanded local employment and reduced reliance on single occupant commute trips.

Creative measures will continue to be researched, refined, and implemented as we move forward.