

# OF THE MOMENT

As we begin the 2022 year, TMASF Connects is continuing to provide our members and partners with a quarterly summary of program services and activities. This summary includes an update of the state of both the [Commuter](#) and the [Career](#) programs and current member communications and campaigns.

**24**

ALERTS

TMASF CONNECTS  
*INTERVIEWS...*  
A 2022 PROGRAM  
FEATURE

**83**

MEMBERS IN  
GOOD STANDING

## EFFORTS

Between January and March of 2022, TMASF Connects has begun a series of informational interviews for TMASF Connects *Interviews...*, a new feature for the 2022 Program year. It pairs factsheets and written resources with video interviews of local industry experts. Subjects covered are tailored to be relevant to our members and workforce participants. The first one, [Phishing with Michael](#), discusses local jobseekers Michael D.'s experiences with suspicious employers and potential phishing scams.

To see all materials released from January to March of 2022, please visit our [website](#) and the calendar of [Announcements](#).

## WORK IN PROGRESS

Looking ahead, we will continue recording and launching our series of informational interviews. Please look for our *Cybersecurity with Centarus* interview series with Dale Roberts, founder of local IT service provider Centarus. We have also conducted a comprehensive interview with BART. The *Commuting with BART* series features Alicia Trost, BART's Chief Communications Officer and Sequoia Taylor, a BART Transit Ambassador.

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**

Informational interviews were conducted with BART and are scheduled to be released in Q2 2022. TMASF Connects continues to plan for the future as new information surrounding transit updates and safety protocols are released. Information continues to be provided for major traffic incidents.

**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 completed a comprehensive interview series with BART, encouraging commuters to return to transit. Our emphasis was on current cleanliness and safety procedures, and initiatives to welcome commuters back to the system. Videos are edited and scheduled for release in Q2 2022. We are preparing for the possibility of building events as we enter Q2 2022 and beyond.

**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 continues to promote commute alternatives without disruption. We continue to partner with Caltrain on the [Go Pass Donation Program](#), which provides Go Passes to commuters in our member buildings. The program began in 2021 and provides free train travel anywhere on the Caltrain system, valid until the end of 2022.

**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 messages to focus on the continued commitment of not only alternatives to driving but also just going into the office. We have conducted a series of informational interviews on cybersecurity as remote work continues for some and on-site work returns for others. Additionally, by focusing our campaigns to welcome commuters back to transit, our members can make educated decisions to commute when remote work is not an option.

**5**

**MONITOR PROGRAM EFFECTIVENESS AND PROGRESS AT REGULAR INTERVALS**

Membership renewal is at 100% for the 2022 year. We are pleased to add 510 Townsend as our newest member as of March. 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](#) 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

TMASF Connects staff monitors information from a wide array of sources that track unemployment and job creation information within our community and the country. As employment trends develop, we will incorporate this information into our program planning. We are working to introduce Career program services to our newest member building, 510 Townsend.

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](#). We conducted and released a video series on suspicious job listings and phishing scams with our *Phishing with Michael* series, detailing a local jobseeker's own experiences. The series is intended to give San Francisco residents confidence when job seeking and provide valuable resources if they have concerns about suspicious job 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

We have extended an internship with a local college student as she completes her final year of college. She continues to research and develop factsheets for our members with a focus on job seeking skills and campaign promotions through social media. Informational interview series on phishing and cybersecurity have been conducted, with select videos already released. Each series aim to assist students entering the workforce and is intended to be shared with schools.

4

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

We continue to refine the [TMASF Connects Career](#) program website offerings and craft relevant materials for employers and employees. TMASF Connects will continue our efforts to monitor and identify opportunities for full workforce participation by our local residents. A new tenant handbook is being developed, scheduled for release later this year. As of this writing, we have committed to a small number of building events in Q2.

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.

# BOARD OF DIRECTORS

MARK V. BUCKINGHAM

PRESIDENT

STACIA KEISNER

EXECUTIVE VICE PRESIDENT

TAWNI F. SULLIVAN

VICE PRESIDENT

RANDY J. VALDEZ

DIRECTOR, VP OF  
COMMUTE

AMBER BROWN, BOMI-HP,  
RPA, FMA, LEED GA

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

# STAFF

# 2022

# MEMBER BUILDINGS



275 BATTERY	22 FOURTH	101 MISSION	343 SANSOME
750 BATTERY	50 FREMONT	123 MISSION	475 SANSOME
185 BERRY <i>(Berry Building)</i>	<i>(Salesforce West)</i> 199 FREMONT	201 MISSION	55 SECOND
185 BERRY <i>(Wharfside)</i>	ONE FRONT	<i>(Salesforce East)</i> 350 MISSION	101 SECOND
333 BRANNAN	601 GATEWAY	415 MISSION	222 SECOND
345 BRANNAN	600 HARRISON	<i>(Salesforce Tower)</i> 535 MISSION	303 SECOND
505 BRANNAN	75 HAWTHORNE	555 MISSION	501 SECOND
333 BUSH	400 HOWARD	560 MISSION	101 SPEAR
ONE CALIFORNIA	405 HOWARD	ONE MONTGOMERY	<i>(Rincon Center)</i> 160 SPEAR
101 CALIFORNIA	500 HOWARD	250 MONTGOMERY	201 SPEAR
150 CALIFORNIA	505 HOWARD	420 MONTGOMERY	345 SPEAR <i>(Hills Plaza)</i>
201 CALIFORNIA	875 HOWARD	456 MONTGOMERY	49 STEVENSON
345 CALIFORNIA	88 KEARNY	505 MONTGOMERY	71 STEVENSON
550 CALIFORNIA	222 KEARNY	555 MONTGOMERY	550 TERRY FRANCOIS
580 CALIFORNIA	ONE MARKET	655 MONTGOMERY	665 THIRD
600 CALIFORNIA	333 MARKET	33 NEW MONTGOMERY	260 TOWNSEND
300 CLAY <i>(One Maritime Plaza)</i>	388 MARKET	90 NEW MONTGOMERY	510 TOWNSEND
77 FEDERAL	455 MARKET	235 PINE	
FERRY BUILDING	685 MARKET	ONE POST	
201 FILBERT	799 MARKET	350 RHODE ISLAND	
100 FIRST	800 MARKET	353 SACRAMENTO	
	901 MARKET	ONE SANSOME	
	1155 MARKET		

APRIL 2022