

OF THE MOMENT

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

21

**ALERTS AND
ADVISORIES**

**COMMUTING WITH
BART
INFORMATIONAL
INTERVIEW SERIES**

**CONTINUED
INTERVIEWS AND
PLANNED 2022
SCHOLARSHIP
PROGRAM**

EFFORTS

Between April and June of 2022, TMASF Connects released [Commuting with BART](#), a video interview series featuring BART's Chief Communications Officer and a BART Transit Ambassador. [Topics](#) included sanitation and safety procedures in place at BART in the present day. TMASF Connects continued conducting informational interviews with other Bay Area transportation agencies as well as other industry experts in subjects relevant to our members and workforce participants.

To see all materials released from April to June 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 *Commuting with Muni* with Jeffrey Tumlin, SFMTA's Director of Transportation and interviews with Caltrain and Golden Gate Transit. Highlights of the Career program include interviews that were conducted on reading paychecks and 401(k) planning for employees.

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 SFMTA/Muni, Caltrain, and Golden Gate Transit to keep transportation issues on the minds of commuters. TMASF Connects continues to monitor and provide information surrounding major traffic incidents and transit updates.

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 SFMTA/Muni, Caltrain, and Golden Gate Transit, encouraging commuters to return to transit. Our emphasis was on current sanitation and safety procedures, and initiatives to welcome commuters back to the system. An interview series with WETA/SF Bay Ferry is also being scheduled for release during the summer.

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. In June, we released our annual [Emergency Resources](#) guide, highlighting local transit options and emergency contact information in the event of a power outage or other service disruption. Our roster of interview videos on different subjects aim to help commuters find comfort in taking public transportation. Our partnership with Caltrain on the [Go Pass Donation Program](#) continues.

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

In Q2 2022, TMASF Connects participated in a number of building sponsored events that allowed us to target commute groups in regard to their most efficient and appropriate travel options. We have also continued a series of informational interviews on cybersecurity as remote work continues for some and on-site work returns for others. 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

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. Employment trends continue to fluctuate, but as they develop, we will incorporate this information into our program planning. No additional office developments were added to our membership during Q2.

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](#). Through our other efforts like our website, interview videos, and other materials, TMASF Connects wants SF residents to be aware of opportunities available to them.

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 has conducted comprehensive interviews with Heartland Payroll Services and Jackson Avenue Advisors. The goal of the videos is to assist the entering workforce in understanding what benefits they are eligible for and educate workforce participants about different retirement options they have. We have also resumed our partnership with SFUSD as they make changes to student internship opportunities.

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. TMASF Connects also participated in a number of building events during Q2 that allowed us to promote additional outreach for our program.

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. Efforts are currently being redone to incorporate SFUSD programs.

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

PAUL C. RICHARDS

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

JULY 2022