

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.

COMMUTING
SAFELY AND
EFFECTIVELY ON
MUNI AND SF
BAY FERRY

11
INTERVIEW
VIDEOS RELEASED

PLANNED
RELEASE OF
INTERVIEW
VIDEOS WITH
SFUSD

EFFORTS

Between July and September of 2022, TMASF Connects released [Commuting with Muni](#), a video interview series featuring SFMTA's Director of Transportation and [Commuting with San Francisco Bay Ferry](#), featuring WETA's Public Information and Marketing Manager. Messages were developed to encourage commuters to try public transportation again. In addition, TMASF Connects conducted informational interviews with other industry experts on subjects relevant to workforce participants.

To see all materials released from July to September 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 to promote the most updated information on commuting and workforce development. Please look out for interviews with SFUSD on 2022 Career Technical Education Programs and with a local staffing agency on job seeking. Our *Warriors Wednesday* promotion will also begin in October to incentivize commuters to utilize trip linking resources on our website, featuring giveaways for pairs of Warriors tickets.

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 interview videos with [SFMTA/Muni](#) and [WETA/San Francisco Bay Ferry](#) were released 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

As part of promoting Transit Month in September, TMASF Connects began [giveaways for pairs of Warriors tickets](#) to promote public transportation. This promotion will be followed by *Warriors Wednesday* in Q4, incentivizing commuters to utilize the trip linking resources on our website through continued giveaways of Warriors tickets.

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. Our roster of interview videos with SFMTA and WETA 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

We continued a series of informational interviews on cybersecurity as remote work continues for some and on-site work returns for others. A [number of these videos](#) were released between July and September. 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.

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 a comprehensive interview with SFUSD and McCall Staffing, a local staffing agency. The goal of the videos is to assist students, employers, and the entering workforce in understanding what resources are available to them locally, whether they are hiring employees or a workforce participant.

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.

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.

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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 <i>(Rincon Center)</i>
ONE CALIFORNIA	405 HOWARD	ONE MONTGOMERY	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		

OCTOBER 2022