



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

HEARING DATE: OCTOBER 28, 2010

*Date:* October 28, 2010  
*Case No.:* **2010.0081U**  
*Program:* **TMASF Connects**  
*Zoning:* C-3 (Downtown); Eastern Neighborhoods Mixed Use; and South of Market Mixed Use Districts  
*Project Sponsor:* TMASF Connects  
180 Montgomery Street, Suite 2360  
San Francisco, CA 94104  
*Staff Contact:* Jonas P. Ionin – (415) 558-6309  
jonas.ionin@sfgov.org  
*Recommendation:* **Adoption**

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PROGRAM DESCRIPTION

The Transportation Management Association of San Francisco (TMASF) Connects is a private non-profit organization, established in 1989 to provide certain buildings with Travel Demand Management (TDM) services that meet the Transportation Management Program requirements imposed by Planning Code Section 163.

Pursuant to Planning Commission Resolution No. 17210, adopted on March 23, 2006, TMASF is authorized to satisfy Planning Code Section 163 "TRANSPORTATION MANAGEMENT PROGRAMS AND TRANSPORTATION BROKERAGE SERVICES IN C-3, EASTERN NEIGHBORHOODS MIXED USE, AND SOUTH OF MARKET MIXED USE DISTRICTS" for new buildings or additions to existing buildings where the gross square feet of new, converted or added floor area for office use equals at least 100,000 square feet; or in the case of the SSO or MUO Districts, 25,000 square feet.

TMASF has broadened its brokerage services and is seeking authorization to continue providing transportation services as well as authorization to formally provide the "SAN FRANCISCO RESIDENT PLACEMENT AND TRAINING PROGRAM" brokerage services, pursuant to Planning Code Section 164.

### PUBLIC COMMENT

- The Department has not received any comment(s) from the general public.

### ISSUES AND OTHER CONSIDERATIONS

- Authorization for continued TDM brokerage services will enable TMASF to continue providing brokerage services for buildings subject to Section 163 of the Planning Code.

- Expansion to resident placement and training brokerage services will provide a means by which Section 164 may be implemented as intended. TMA SF Connects initial Work Program offerings include: conducting a hiring trend survey; researching job seeker needs and resources; showcasing local schools and job training programs; and researching job announcement listing options.

### REQUIRED COMMISSION ACTION

Adoption of a resolution approving the Transportation Management Association of San Francisco (TMA SF) Connects 2006-2009 Program Summary and authorizing the 2011-2021 Commute Work Plan; and adoption of a resolution authorizing the Transportation Management Association of San Francisco (TMA SF) Connects 2011-2016 Resident Employment Work Plan.

### BASIS FOR RECOMMENDATION

The Summary and Commute Work Plan indicates that TMA SF is currently in compliance with Planning Commission Resolution No. 17210 adopted on March 23, 2006, and with Planning Code Section 163.

The resolution required that TMA SF meet five conditions of approval:

- Submit annual report detailing program progress and funding;
- Deliver a semi-annual list of all TMA SF members in good standing;
- Administer a biennial survey of members and present a summary of findings;
- Submit annual reports from the individual buildings subject to additional conditions; and
- Solicit and encourage other properties to gain membership in TMA SF's brokerage services.

In addition, TMA SF has successfully fulfilled the five program objectives set forth by the Department when TMA SF was founded in 1989. These objectives directly address performance issues such as schedule promotion; employee education and assistance; mode shift; commuter behavior; and progress monitoring.

The Resident Employment Work Plan demonstrates TMA SF Connect's commitment to fulfilling employment brokerage services for buildings in downtown San Francisco. The Planning Department is unaware of any other organization offering such brokerage services. Currently, each individual building subject to the Resident Placement and Training Program requirement is administering it independently, without any coordinated effort.

<b>RECOMMENDATION:</b> <b>Adoption</b>
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### Attachments:

- Draft Resolutions
- Status Summary Report and Proposed Program Plans

- Executive Summary
- Draft Resolutions
- Zoning District Map
- Height & Bulk Map
- Parcel Map
- Sanborn Map
- Aerial Photo
- Context Photos
- Site Photos

- Project sponsor submittal
- Drawings: Existing Conditions
- Check for legibility
- Drawings: Proposed Project
- Check for legibility
- Health Dept. review of RF levels
- RF Report
- Community Meeting Notice

Exhibits above marked with an "X" are included in this packet           JPI            
Planner's Initials

*JPI\G:\Documents\CU's\Executive Summaries\TMASF - 2010.exe*



# SAN FRANCISCO PLANNING DEPARTMENT

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## Planning Commission Draft Resolution

HEARING DATE: OCTOBER 28, 2010

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*Staff Contact:* Jonas P. Ionin – (415) 558-6309  
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*Recommendation:* **Adoption**

**RESOLUTION OF THE PLANNING COMMISSION ADOPTING FINDINGS AUTHORIZING TRANSPORTATION MANAGEMENT ASSOCIATION OF SAN FRANCISCO (TMASF) CONNECTS TO CONTINUE PROVIDING BROKERAGE SERVICES FOR TRANSPORTATION DEMAND MANAGEMENT, PURSUANT TO PLANNING CODE SECTION 163.**

WHEREAS, since the 1970's, the Planning Commission has imposed conditions on permit approvals for office development in the greater downtown area, requiring building managers to provide commuter information and assistance programs to mitigate traffic congestion in San Francisco.

The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on October 28, 2010; and,

The Commission adopted the resolution on October 28, 2010 to authorize TMASF Connects to continue providing brokerage services for Transportation Demand Management; and

On January 7, 1988, the Commission adopted Resolution No. 11249, setting forth performance criteria for implementation of the Planning Code Section 163 and similar conditions, and recommending creation of a private entity to coordinate implementation of Transportation Management Programs (TMP's) in a cohesive manner for the greater downtown area; and

On June 15, 1989, the Commission adopted Resolution No. 11680 endorsing the concept of a Transportation Management Association that would satisfy the general objectives and goals of the 1988 Developer's Manual and release participating building owners and managers from performance of such specific standards; and



On December 14, 1989, the Commission adopted Resolution No. 11821, endorsing TMASF and its 1990 Work Plan, releasing its members from strict performance of minimum criteria and standards, on the basis that it sufficiently satisfied TMP goals and objectives for the downtown area; and

On January 31, 1991, the Commission adopted Resolution No. 13003, endorsing the TMASF and its 1991-1992 Work Plan, on the basis that the Work Program satisfied TMP goals and objectives for the downtown area; and

On December 10, 1992, the Commission adopted Resolution No. 13434, endorsing the TMASF and its 1993-1997 Work Plan, on the basis that the Work Program satisfied TMP goals and objectives for the downtown area; and

On March 13, 2003, the Commission adopted Resolution No. 16540, endorsing the TMASF and its 2003-2007 Work Plan, on the basis that the Work Program satisfied TMP goals and objectives for the downtown area; and

On March 26 2006, the Commission adopted Resolution No. 17210, endorsing the TMASF and its 2006-2011 Work Plan, on the basis that the Work Program satisfied TMP goals and objectives for the downtown area;

The TMASF has submitted annual reports on Work Plan activities between 2006 and 2010, pursuant to Resolution No. 17210 and found to be in compliance; and

The TMASF Board of Directors has submitted a Work Plan for the January 2011 through December 2020 period including a list of members and an overview of the Work Plan elements.

NOW THEREFORE BE IT RESOLVED, That the Planning Commission authorizes TMASF Connects to continue providing brokerage services for Transportation Demand Management and accepts the TMASF 2011-2021 Work Plan, subject to the following objectives for Transportation Brokerage activities:

1. Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance;
2. Focus activities on education regarding commute options; assistance in selecting and learning to use the most appropriate commute option; and incentives to use the most efficient and appropriate options in the context of building or employee needs;
3. Ensure that activities are conducted at a level of effort that will assure contribution to gradual modal shift over time, such that the year 2000 goals for overall downtown commute patterns, established by the Downtown Plan, may be attained;
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; and
5. Monitor program effectiveness and progress at regular intervals.

**Resolution No.**  
**Hearing Date: October 28, 2010**

**CASE NO 2010.0081U**  
**TMASF Connects**

I hereby certify that the foregoing Resolution was ADOPTED by the Planning Commission on October 28, 2010.

Linda D. Avery  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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*Recommendation:* **Adoption**

### RESOLUTION OF THE PLANNING COMMISSION ADOPTING FINDINGS AUTHORIZING TRANSPORTATION MANAGEMENT ASSOCIATION OF SAN FRANCISCO (TMASF) CONNECTS TO PROVIDE BROKERAGE SERVICES FOR RESIDENT PLACEMENT AND TRAINING, PURSUANT TO PLANNING CODE SECTION 164.

WHEREAS, since 1985, the Board of Supervisors and the Planning Commission adopted Planning Code Section 164, regulating approvals for office development in the greater downtown area, requiring building managers to provide a resident employment training and placement program to mitigate adverse traffic and transit impacts.

The Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on October 28, 2010; and,

The Commission adopted the resolution on October 28, 2010 to authorize TMASF Connects to begin providing brokerage services for the San Francisco Resident Placement and Training Program; and

On January 7, 1988, the Planning Commission adopted Resolution No. 11249, authorizing the TMASF to provide brokerage services pursuant to Planning Code Section 163, brokerage services for Transportation Demand Management (TDM); and

The TMASF has submitted annual reports on TDM Work Plan activities between 1990 and 2010, and found to be in compliance; and

The TMASF Board of Directors has submitted a Work Plan for the January 2011 through December 2016 period including a list of members and an overview of the Work Plan elements.

NOW THEREFORE BE IT RESOLVED, That the Planning Commission authorizes TMA SF Connects to provide brokerage services for the San Francisco Resident Placement and Training Program and accepts the TMA SF 2011-2016 Work Plan, subject to the following objectives for local employment brokerage activities:

1. Determine the number and nature of jobs that will become available as a result of added downtown office development;
2. Publicize to San Francisco residents the availability of those jobs;
3. 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;
4. Work with employers in the buildings to encourage their hiring of qualified San Francisco residents; and
5. Carry out other activities determined by the Planning Department, or its designee, to be reasonable and appropriate in meeting the purpose of this requirement.

I hereby certify that the foregoing Resolution was ADOPTED by the Planning Commission on October 28, 2010.

Linda D. Avery  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



 PROGRAM STATUS REPORTS 2010

PROPOSED PROGRAM PLANS

 Commute 2011 - 2021

 Work 2011 - 2016



TMASF Connects encourages you to visit our website [www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports) to view this document and supporting core documentation

**CELEBRATING 20 YEARS**



## **TMASF CONNECTS PROGRAM STATUS REPORT AND PROPOSED PROGRAM PLANS**

TMASF Connects Program Status Summary Report and Proposed Program Plans

TMASF Connects Commute Status Report for City Planning Commission Resolution 17210

TMASF Connects Commute Program Plan 2011 – 2021

TMASF Connects Work Status Report

TMASF Connects Work Program Plan 2011- 2016

**SUBMITTED FOR APPROVAL BY  
THE CITY AND COUNTY OF SAN FRANCISCO  
PLANNING DEPARTMENT AND COMMISSION**

**SEPTEMBER 2010**

*TMASF Connects encourages you to visit our website  
[www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports)  
to view this document and supporting core documentation*



## TMASF CONNECTS STATUS REPORT PURPOSE AND REQUEST

*This report is intended to:*

*Summarize the activities undertaken by Transportation Management Association of San Francisco to promote alternatives to driving alone among commuters to member buildings per the terms of City and County of San Francisco (CCSF) Planning Commission Resolution Number 17210 for compliance with CCSF Planning Code Section 163;*

*Summarize the expanded activities undertaken by TMASF's (new program name, Connects) to include local workforce development as identified in CCSF Planning Code Section 164 and enhanced trip linking information to include daycare resources;*

*Outline a plan for TMASF Connects Commute program that is authorized by CCSF Planning Commission and complies with the terms of CCSF Planning Code Section 163 from 2011 through 2021; and,*

*Outline a plan for TMASF Connects Work program that is authorized by CCSF Planning Commission and complies with the terms of CCSF Planning Code Section 164 from 2011 through 2016.*

*We are asking for the City and County of San Francisco Planning Commission for:*

*Continued authorization of **TMASF Connects Commute** program between 2011 and 2021 for **CCSF Planning Code Section 163**;*

*Authorization of **TMASF Connects Work** program between 2011 and 2016 for compliance with **CCSF Planning Code Section 164**; and,*

*Recognition of the TMASF's continuous efforts since 1990 to promote the City's Transit First Policy by offering programs and services to our members and community without interruption or use of public funding.*

*The TMASF looks forward to expanding upon our legacy of offering quality programs to encourage alternative trip choices for commuters to our member buildings and encouraging and supporting the efforts of local workforce development.*



Please visit [www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports) to access this report  
and supporting documentation electronically

## REPORTS

TMASF Connects Program Status Summary Report and Proposed Program Plans

TMASF Connects Commute Status Report for City Planning Commission Resolution 17210  
TMASF Connects Commute Program Plan 2011 – 2021

TMASF Connects Work Status Report  
TMASF Connects Work Program Plan 2011- 2016

## SUPPORTING DOCUMENTATION (reference materials)

2010 Portfolio of Materials Developed and Distributed  
*Current as of September 2010*

*Abbreviated 2009 TMA SF Commuter Behavior Survey*

TMASF AVR Memo

TMASF Hiring Trends Summary 2008-2009

*Previously released TMA SF Reports and documents can also be found by visiting this link*





## **TMASF MISSION STATEMENT**

*The TMASF is a privately funded not-for-profit association of commercial real estate owners and managers in San Francisco who work together through the Connects program to promote local workforce development and trip reduction strategies delivered through sustainable and state of the art technologies building a mobile and environmentally conscious community.*

## **STATEMENT OF TMASF CONNECTS COMMUTE PROGRAM INTENT**

*The TMASF Connects Commute program is intended to increase commuter awareness of trip reduction strategies to reduce reliance upon the single occupant vehicle.*

## **STATEMENT OF TMASF CONNECTS WORK PROGRAM INTENT**

*The TMASF Connects Work program intends to encourage continued development of our local workforce, learning options and employment opportunities and help reduce reliance on the single occupant vehicle for daily commute trips.*



## TMASF SIGNIFICANT MILESTONES

### (REPRESENTATIVE LISTING)

1985 Planning Code 163 established framework for regulation of new developments transportation management requirements

Planning Code Section 164 identifies promotion of local employment as an added measure to be required of new projects developed in the downtown as additional measures for congestion mitigation

Planning Code Section 165 establishes promotion of child daycare facilities as an added measure to serve San Francisco's working population and notes the added benefit of trip reduction through trip linking and management of commute and daycare needs

1988 Planning Commission Resolution 11249 adopted establishing performance criteria for implementation of Planning Code Section 163 and similar permit conditions, and recommending creation of a private entity to coordinate implementation of TMPs in a cohesive manner for the downtown

1989 Planning Commission 11680 adopted endorsing the concept of a Transportation Management Association that would satisfy the general objectives and goals of the *1988 Developer's Manual* and release participating building owners and managers from performance of such specific standards (June)

TMASF is legally established to offer compliance services for Planning Code Section 163 (November)

Planning Commission 11821 adopted endorsing the TMASF and its 1990 Work Plan, i.e., releasing its members from strict performance of minimum criteria and standards, on the basis that it sufficiently satisfied TMP goals and objectives for the downtown (December)

1990 TMASF enters into contract with RIDES and program services begin in April – Drive-alone rate surveyed and baseline rate established as 13.6%

- 1991 TMASF establishes independent offices
- Planning Commission adopted Resolution No. 13003, endorsing the TMASF and its 1991-1992 Work Plan, on the basis that the work program satisfied TMP goals and objectives (January)
- 1992 TMA wins *Governor's Keep California Moving* Grand Prize Award – Drive-alone rate surveyed at 11.1%
- Planning Commission Resolution 13434 adopted endorsing the TMASF and its 1993-1997 Work Plan, on the basis that the work program satisfied TMP goals and objectives
- 1993 Planning Commission grants five year authorization for TMASF
- 1996 Drive-alone rate surveyed at 13.2%
- 1997 Planning Commission adopted Resolution No. 14509 endorsing the TMASF and its 1998-2002 Work Plan, on the basis that the work program satisfied TMP goals and objectives; (December)
- 2000 TMASF seated to Governor's Senior Worker Advocate Council – statewide appointments to improve retention of baby boomer workforce
- 2002 TMASF wins Northern California *Make A Difference Award*– Drive-alone rate surveyed at 13.5%
- 2003 Planning Commission adopts Resolution Number 16540 endorsing the TMASF and its 1998-2002 Work Plan, on the basis that the Work Program satisfied TMP goals and objectives
- 2004 TMASF Executive Director seated as Chair, Senior Worker Advocate Council
- 2005 Planning Commission extends five year resolution for an additional three year period
- 2006 TMASF wins American Society of Association Executives, *Associations Advance America Honor Roll* for community outreach about the Bay Bridge Retrofit and three-day structure closure
- Planning Commission Resolution 17210 adopted granting approval of the TMASF 2003 – 2005 Program Summary and 2006 -2011 Work Plan (March)

2007 TMASF works with St. Anthony's and Caltrans to employ 52 workers in the community outreach program for the Bay Bridge closure – many are still employed; idea begins to link work and commute programs

Preliminary discussion about introducing a works program; discussions expand to include rounding out the entire set of trip reduction requirements by including child daycare facility promotion

Drive-alone rate surveyed at 13.5% with 50% of drivers using their cars for work purposes

2008 Start-up efforts for works and daycare program  
TMASF develops new identity and website for launch in 2009  
First Status Report sent to City Planning Zoning Administrator

2009 TMASF in discussion with two separate entities who may be bringing jobs to San Francisco as part of transportation projects and working with them to promote and fill those positions with local workforce

TMASF worked with the United States Green Building Council to secure the maximum allowable points for its members for the Alternative Commuting Transportation section of Leadership in Energy and Environmental Design (LEED)

TMASF Connects website and services launched in Spring 2009 with new website [www.tmasfconnects.org](http://www.tmasfconnects.org)

2010 TMASF Connects launched its mobile website, [m.tmasfconnects.org](http://m.tmasfconnects.org)



## TMASF CONNECTS BOARD OF DIRECTORS

**Paul E. Paradis, LEED AP**  
*President/Hines*

**Paul C. Richards, RPA/CPM**  
*Secretary of the Board/Wilson Meany Sullivan*

**Bonnie S. Pybus, RPA**  
*Executive Vice President/Boston Properties*

**Lisa J. Blandford, RPA**  
*Cottonwood Partners Management*

**Albert J. Maher, CPM**  
*Emeritus/Maher Consulting*

**Mark V. Buckingham**  
*Hines*

**Tawni M. Sullivan**  
*Chief Financial Officer/ CAC Real Estate  
Management Company*

**Randy J. Valdez**  
*McCarthy Cook & Company*

## TMASF CONNECTS WORK ADVISORY COUNCIL

**Lisa J. Blandford, RPA**  
*Cottonwood Partners Management Services*

**Katy Florance**  
*Jones Lang LaSalle – Hills Plaza*

**Doug Baker**  
*GLL BIT Fremont Street Partners, L.P.*

**Stacia Keisner**  
*CB Richard Ellis*

**Mark V. Buckingham**  
*Hines*

**Michelle Mansfield**  
*CAC Real Estate Management Company*

**Bradford J. Collins, RPA**  
*CAC Real Estate Management Company*

**Paige Salazar**  
*Terwilliger Management Company*

**Neal Colombo**  
*TMG Partners*

**Michelle Thomas**  
*Jones Lang LaSalle Americas, Inc.*

**Patricia Costopoulous, RPA**  
*Tishman Speyer*

## TMASF CONNECTS STAFF MEMBERS

**Kimberly B. Martinson, CAE**  
*Executive Director*

**Nora B. Zappas**  
*Program Associate*

**Susan J. Hoffman**  
*Operations Manager*



## TMASF CONNECTS ADVISORY COMMITTEE

**Lisa J. Blandford, RPA**

*Cottonwood Partners Management*

**Mark V. Buckingham**

*Hines*

**Kimberly B. Martinson, CAE**

*Executive Director*

**Paul E. Paradis, LEED AP**

*President/Hines*

**Paul C. Richards, RPA/CPM**

*Secretary of the Board/Wilson Meany Sullivan*

**Tawni M. Sullivan**

*Chief Financial Officer/CAC Real Estate Management Company*

**Nora B. Zappas**

*Program Associate*



## TMASF CONNECTS MEMBER BUILDINGS

275 Battery	400 Howard	90 New Montgomery
750 Battery	405 Howard	<b>235 Pine *</b>
185 Berry (Berry Bldg.)	<b>500 Howard *</b>	Rincon Center
185 Berry (Wharf)	<b>875 Howard *</b>	350 Rhode Island
333 Bush	88 Kearny	353 Sacramento
101 California	222 Kearny	One Sansome
<b>150 California *</b>	901 Market	<b>343 Sansome *</b>
345 California	1155 Market	<b>55 Second *</b>
580 California	388 Market	<b>101 Second *</b>
<b>600 California *</b>	455 Market	303 Second
Ferry Building	201 Mission	501 Second
201 Filbert	<b>555 Mission *</b>	100 Spear
<b>100 First *</b>	<b>560 Mission *</b>	160 Spear
22 Fourth Street	250 Montgomery	201 Spear
50 Fremont	456 Montgomery	<b>345 Spear *</b>
<b>199 Fremont *</b>	505 Montgomery	49 Stevenson
601 Gateway	555 Montgomery	71 Stevenson
651 Gateway	655 Montgomery	260 Townsend
600 Harrison	33 New Montgomery	

\*indicates WORK program required per terms of permit



## CCSF PLANNING CODE SECTION 163

### PROGRAM REQUIREMENTS FOR TMASF CONNECTS COMMUTE

- NUMBER ONE**                      *Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance.*
- NUMBER TWO**                      *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.*
- NUMBER THREE**                      *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.*
- NUMBER FOUR**                      *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.*
- NUMBER FIVE**                      *Monitor program effectiveness and progress at regular intervals.*





**CCSF PLANNING CODE SECTION 164  
PROGRAM REQUIREMENTS FOR TMA SF CONNECTS WORK**

- NUMBER ONE**            *To determine the number and nature of jobs that will become available as a result of added downtown office development;*
- NUMBER TWO**           *To publicize to San Francisco residents the availability of those jobs;*
- NUMBER THREE**        *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;*
- NUMBER FOUR**         *To work with employers in the building to encourage their hiring of qualified San Francisco residents;*
- NUMBER FIVE**         *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.*



## STATE OF THE PROGRAM

SEPTEMBER 2010

The Transportation Management Association of San Francisco (TMASF) was incorporated in 1989 and began offering services to commuters in member buildings during late 1990. Since the original work plan was submitted in 1990, the TMASF program has remained in compliance with the terms of the governing authorizations granted by City and County of San Francisco (CCSF) Planning Commission without interruption. The association has grown from a charter membership of 24 buildings in 1990 to 56 in 2010.

In 2006, the TMASF program was reviewed by the City and County of San Francisco (CCSF) Planning Commission. Our efforts were deemed to have fulfilled the requirements as outlined in CCSF Planning Commission Resolution 16540. At that time, the Planning Commission authorized the program to continue through March 30, 2011. Since that hearing, the TMASF has submitted reports to the Planning Department that have been transmitted to the Planning Commission. The TMASF has retained our favorable compliance status without interruption.

Many TMASF members are pursuing Leadership in Energy and Environmental Design (LEED) certification. In 2009, the TMASF worked with the US Green Building Council to obtain maximum LEED points for participation in our trip reduction program. We were ultimately successful in obtaining this exclusive status for our members. As of this writing, 50% of all TMASF member buildings are LEED certified.

The TMASF has continued to use technology to increase the reach of our program message and to cost effectively deliver our campaigns to members, as well as the public. We have maintained an aggressive survey schedule. In 2009 commuters travelling to TMASF member buildings drive alone for a mere 10% of all commute trips they generate. Currently 45% of commuters traveling to TMASF Connects member buildings live in San Francisco. Public transportation usage continues to remain high at 73%. Cycling and pedestrian modes continue to increase, but remain below 5% of all commute trips to our member buildings. Ridesharing (among carpools and vanpools) has steadily declined. Casual carpooling and telecommuting modes have increased slightly.

Since our last public meeting with the CCSF Planning Commission, the TMASF has expanded our program significantly. During 2008, City Planning staff authorized us to offer a program for compliance with local workforce development that furthers the transportation demand management goals of CCSF Planning Code Section 164. The TMASF now offers a new set of program services designed to enhance and extend our transportation demand management that includes advancement of local hiring efforts.

We embraced the approved program expansion and launched TMASF Connects. A new logo, colors, office location, websites and services have been in the planning, development and roll-out stages. Currently, [www.tmasfconnects.org](http://www.tmasfconnects.org) offers commuters real-time traffic conditions matched to public transportation options, a transit trip planner, and Paratransit services. Additionally, carbon footprint calculators, and links to all relevant commuter, environmental, cycling, pedestrian, commuter benefit subsidy and related programs can be found on our website.

TMASF Connects Work is a section of our website that features tools for those looking for work; entering or returning to the workforce; and, a guide for San Francisco employers to some of the City's finest civic jobs training efforts. We intend to launch the program with training options, computer donations and other incentives.

To learn more about the TMASF Connects Work program, please read the sections of this report entitled, *TMASF Connects Work Status Report* and *TMASF Connects Work Program Plan 2011-2016*.

The TMASF has also added significant trip linking resources to our website to promote understanding and use of daycare resources for San Francisco bound commuters. The Daycare section of our website features information for senior and teen care, as well as pets and childcare resources.

During 2010, the TMASF launched our mobile service – [m.tmasfconnects.org](http://m.tmasfconnects.org) – available from any smartphone. Our mobile site offers a map that provides current traffic and street conditions paired with transit options and trip planning features. Mobile TMASF will be a major focus of our promotion. We will begin a three month long radio campaign run on major Bay Area radio stations and their websites this fall.

In 2010, as the TMASF turns 20, we are reaching out to the public to thank commuters for using public transportation as well as introducing our TMASF Connects Work program by offering computer raffles and discounted training opportunities. Between October and December 31, 2010, TMASF Connects will be conducting a radio campaign designed to introduce the Work program and promote San Francisco's employment and job seeker resources by directing them to our extensive website.

On October 28, 2010, the TMASF will sponsor *Commuter Appreciation Day* with major presence of radio stations and coverage, public transit service provider events and thousands of thank you items given to commuters and employees as they emerge from public transit hubs. Initial estimates for the three month radio campaign are an audience reach of 2.5 million impressions to 300,000 people over 12 weeks.

As we conclude 2010, we are working with CCSF Planning Department and Commission to obtain authorization of a new program plan for 2011 through 2016 for the workforce development (CCSF Planning Code Section 164) and continuation of our trip reduction program between 2011 and 2021 (CCSF Planning Code Section 163).

This report is intended to serve as the background of our request for a ten year authorization of TMASF Connects Commute and a five year authorization for TMASF Connects Work programs. The TMASF Connects Work program has not requested Planning Commission authorization until now, and has been working with City Planning staff and submitting annual reports to them directly.

We appreciate CCSF Planning Department and Commission review of our proposed program plans and 2010 compliance reports. As stated in our *TMASF Connects Status Report Purpose and Request* page, we request continued authorization for TMASF to offer compliance programs for CCSF Planning Code Sections 163 and 164 resolution endorsed by CCSF Planning Commission resolution.

The Transportation Management Association of San Francisco members have consistently exceeded their requirements to offer trip reduction services to our members and the public. Our association has participated in demonstration projects, regional promotions, hosted hundreds of commute events and festivals and been a strong partner to the downtown community, commuters and the City's *Transit First* policy.

As we begin our third decade of partnership with the City and County of San Francisco, we remain a committed partner and supporter of the City's *Transit First* policy, local workforce development and trip linking efforts to contribute to a sustainable city of the future.

## **TMASF CONNECTS PROGRAM PLAN IDEAS**

### **COMMUTE**

### **WORK**

#### **- REPRESENTATIVE IDEAS**

*The TMASF program has remained privately funded since 1990 and retained favorable status with the City and County of San Francisco (CCSF) Planning Department and Planning Commission. Resolutions authorizing and endorsing our efforts have been in effect without interruption since 1989.*

*We remain committed to the program planning and implementation principles that have allowed our association to expand and include a local workforce development component.*

*We intend to keep our program flexible. The timeline presented represents ideas of possible activities to be conducted at certain times of the year. We provide timely information. As situations develop, we tailor and refine our message and delivery methods. This flexibility is essential to allow us to continue offering a professional service in a timely manner.*

*The TMASF Connects program will continue to offer immediate commute and work program assistance as necessary. We are neither a news service nor a job placement agency, but we offer daily information that will be of importance to building managers, tenants, employees, job seekers or commuters. Electronic notifications, website announcements and tailored radio spots will be among the tools used.*

On-going efforts for TMASF Connects Commute and Work may include but not be limited to Issuing breaking news alerts as necessary:

*Developing advisories regarding large impact events, construction projects, festival street closures, transit price or system changes and major employment news;*

*Promoting announcements to members of relevant promotions and incentives offered by transportation or employment partners;*

*Maintaining and expand on-going governmental, member and community relations programs;*

*Updating website with relevant changes, tools, offers and new technologies that become available.*

On the following pages we have identified representative activities that will be used to address immediate program needs. We will incorporate a mix of components to establish a framework for consistently delivered program messages.

**TMASF CONNECTS PROGRAM PLAN TOOLS AND SCHEDULE**  
**COMMUTE**  
**WORK**  
*Representative Ideas only*

<b><i>ANNUAL ACTIVITIES</i></b>
Submittal of Annual Reports to CCSF Planning Department and Commission
Transmit Annual Report to TMASF Connects members
Convene TMASF Members for Annual Meeting

<b><i>ONGOING ACTIVITIES</i></b>
Website Review
Maintain on-going civic, community, government and member relations efforts
New Tenant and Employee Orientation Tools for both Commute and Work programs to be distributed throughout the year
Update LEED package with new survey data
Building events or in house transportation seminars
Develop, implement, tailor, refine or plan public relations activities to drive employers and job seekers to our website for the latest resources

## FIRST QUARTER

### COMMUTE

Odd numbered years:  
Commuter Behavior Survey

Even numbered years:  
Web and mobile [www.tmasfconnects.org](http://www.tmasfconnects.org) promotion

### WORK

Even-numbered years:  
Conduct survey, mini web-based survey and/or research

Work with schools, training organizations and other groups to identify training and placement opportunities for workers and job seekers

## SECOND QUARTER

### COMMUTE

Campaign with incentives aligned with *Bike to Work Day* and other regional efforts

Distribution of transit materials and promotional items to each member building

*Spare the Air* alerts when possible and necessary

### WORK

Outreach to schools, job training placement centers, and other entities with students who will be entering workforce to help promote the availability of jobs in member buildings

Outreach campaign to member building tenants to highlight the newly graduating students entering San Francisco's workforce

## **THIRD QUARTER**

### **COMMUTE**

Even Numbered Years

City wide event or other event such as Clear Channel's *Commuter Appreciation Day*

*Spare the Air* alerts when possible and necessary

### **WORK**

Continue outreach to member buildings with special offers as developed for fall hiring season

Update website and other resources with current vocational, technical and academic program offerings and information

Partner with job fairs, school programs and other avenues for promoting San Francisco jobs and/or workforce

## **FOURTH QUARTER**

### **COMMUTE**

Rideshare promotion with incentives

End of year package including winter holiday schedules, January 1<sup>st</sup> transit changes, year of campaigns in review, and member thank you

Activities to be determined that will allow us to conclude the current program year and begin preparation for continuing activities in the First Quarter of the coming year

### **WORK**

Activities to be determined that will allow us to conclude the current program year and begin preparation for continuing activities in the First Quarter of the coming year





# TMASF CONNECTS

Commute

STATUS REPORT FOR CITY PLANNING COMMISSION RESOLUTION 17210

JANUARY 1, 2010 – SEPTEMBER 30, 2010



## BACKGROUND

*The Transportation Management Association of San Francisco (TMASF) was incorporated in 1989 and began offering services to commuters in member buildings during late 1990. Since the original work plan was submitted during 1990, the TMASF program has remained in compliance with the terms of the governing authorizations without interruption. The association has grown from a charter membership of 24 buildings in 1990 to 56 in 2010. During our 20 year operating history only two buildings have withdrawn from the association as both were converted to condominiums.*

*In 2006, the TMASF program was reviewed by the City and County of San Francisco (CCSF) Planning Commission and we were deemed to have fulfilled the program requirements as outlined in resolution 16540. At that time, the Planning Commission authorized the program to continue through March 30, 2011 under current resolution number 17210. Since that hearing, the TMASF has submitted reports to the Planning Department that have been transmitted to the Planning Commission. The TMASF has retained our favorable compliance status without interruption.*

## 2010 COMPLIANCE

In 2010, the TMASF celebrates our 20<sup>th</sup> anniversary. Our 20<sup>th</sup> year is marked by the launching of the recently expanded TMASF Connects program with offerings of workforce development promotions and additional trip linking website resources from our website in the daycare section. Thousands of web cards announcing the new website, magazine articles, events and logo items were used to support our new program introduction.

During 2010, we continued to update our website to include the latest travel information delivered to smartphones and computers. We have also continued to issue commute advisories and alerts as daily conditions and longer-term projects warranted. Our expanded website features daycare resources designed to encourage transit trip linking. The website, [www.tmasfconnects.org/daycare](http://www.tmasfconnects.org/daycare) identifies resources to help commuters understand how best to meet their family care obligations without relying on a single occupant vehicle trip.

Between October and December 2010, TMASF Connects will conduct a comprehensive three month radio campaign to introduce our new mobile website for transportation assistance; launch workforce development website and services; and, celebrate our 20<sup>th</sup> anniversary. The campaign stations are five of the top selling FM stations and Green 960 AM, a new talk show format about environmental issues.

Major prizes will be raffled on-air. Events will be held and the TMASF Connects will promote our website and services to commuters and the public. We will be also be hosting a *Commuter Appreciation Day* in late October 2010. Our message is to remind commuters of their many options for traveling to member buildings and thank them for choosing alternatives to driving alone. We will bolster our radio campaign with web advertising and interactive commute games being developed.

Highlights of 2011 include administering the *2011 TMASF Commuter Behavior Survey* and continuing to develop our TMASF Connects Work program, website and expanded event schedule. We look forward to continued authorization of both TMASF Connects Commute and Work programs.

Throughout this report, we have detailed our activities to reduce commuter dependence on the single occupant vehicle.

## PROGRAM REQUIREMENTS FULFILLMENT STATEMENT

**NUMBER ONE**            *Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance.*

The TMASF works with regional and City organizations and participates in routinely scheduled events to help keep commute issues in the minds of commuters and provide on-going assistance. TMASF Connects participates in *Bike to Work*, *Spare the Air* and hosts our own routinely scheduled events and activities for our members. During 2010, we held special bicycle and FasTrak incentive programs and continued to update tools for our website. In the final quarter of 2010, we will be hosting a major radio campaign and partnering with Clear Channel's *Commuter Appreciation Day* as a city-wide event.

Additionally, in October, we will be hosting a traditional TMASF commuter fair primarily for members in the outdoor courtyard of one of our member buildings, One Sansome.

**NUMBER TWO**            *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.*

Electronic message delivery keeps TMASF Connects program offerings topical and helps us target commuters with up-to-the-moment information to help guide them to the most advantageous choices for trips to work.

During 2010, our educational efforts included developing electronic and website information about environmental and transit subsidy issues. Travel assistance is provided to commuters through our web and mobile sites, as well as electronic mailings of transportation alerts and advisories. The website includes trip planning options as well as real-time transit alternatives to current traffic disruptions. Incentive campaigns during 2010 include *Bike to Work Day* raffles, FasTrak raffles, *Commuter Appreciation Day* in October and launching a three month radio campaign with prizes including computers, sporting event tickets and transit items.

These three program features of education, assistance and incentives are offered together and are delivered in a seamless manner.

**NUMBER THREE**

*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.*

The TMASF Connects program offers a network of services to help remind commuters about travel options. Dozens of advisories, alerts, promotional materials and fact sheets are sent electronically to commuters in member buildings. Alerts are also posted on [www.tmasfconnects.org](http://www.tmasfconnects.org) and available for viewing by all website visitors. Commute trip advisories are issued to alert commuters about events that will impact their immediate trip. Longer term advisories inform website visitors and readers of upcoming service or surface changes that will impact longer term travel needs, Doyle Drive, Bay Bridge and Transbay Transit Center are examples of multi-year efforts that we monitor and report on to our members. Promotions and fact sheets were sent to announce events, FasTraks and cycling accessory raffles, and other incentives and give-away items.

During 2010, the TMASF Connects level of effort to promote our program, radio campaign, website and events included distributions of:

- 20,000 logo transit ticket holders;
- 7500 cell phone holders;
- 2500 logo LED flashlight key chains;
- 2500 logo tape measure key chains;
- 62 pounds of individually wrapped logo chocolates;
- Five computers;
- Warrior tickets, both individual and mini season package;
- 16 FasTrak devices;
- Ten Jamba Juice and Starbucks gift cards; and,
- Bike GPS, bicycle locks and lights.

These items were and are being given away from website promotions, on-air raffles and through events and routinely scheduled promotions.

**NUMBER FOUR**        *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.*

Targeting commute groups requires an understanding of issues and needs. In order to keep our messages on target with current issues, we work with a variety of sources to collect independent information.

We collect survey data about commuter travel behavior through our biennial surveys. We routinely administer web-based mini surveys to assess commuter trend information. An additional source of independent information is the data collected from Google Analytics, which measures web traffic. These information sources help us continually refine our efforts and develop targeted messages for our members. Electronic media delivery technology allows constant refinement of our message delivery to our members and website.

Data gleaned from web tracking and survey findings helps the TMASF Connects Commute program tailor our program offerings. Ideas for events, radio campaigns and promotions are developed by working with information provided by other agencies, our members, surveys and understanding of issues that impact commuters. We are a small, privately funded association that remains flexible and able to offer topical information. It is these qualities that help us to produce the most effective marketing, education and incentive-based tactics to help contribute to the use of commute choices by our members to help contribute to overall reductions in traffic congestion.

**NUMBER FIVE**        *Monitor program effectiveness and progress at regular intervals.*

On odd-numbered years, the TMASF Connects program completes a statistically sound survey of commuter behavior to assess program effectiveness. This survey assesses travel choices, patterns, origin and destination information as well as time of day travelled. Membership retention and participation, qualifying for LEED certification points for our members, and website usage provide additional measures of program effectiveness.

In 2010, as TMASF Connects turns 20, we are requesting a ten year authorization of the *TMASF Connects Commute Program Plan*. We also seek approval of our expansion to offer local workforce development tools to further encourage independence upon the single occupant vehicle.

## CONDITIONS OF APPROVAL FULFILLMENT STATEMENT

### NUMBER ONE

*The Transportation Management Association of San Francisco will submit to Planning Department staff an annual report detailing program progress, scheduling, products and status by January 10 of each year. The TMASF Annual Report will be submitted to the Department for transmission to the Commission. In response, staff may comment on the products and activities described and require that changes be made to the Work Plan. Subsequently, the TMASF will have 60 days to respond to comments. This report will include TMASF budget and funding information as well as continued financial commitment to the overall program. The Commission will reserve the right to determine compliance with overall goals and objectives and may rescind endorsement of the 2006-2011 Work Plan if it determines that the TMASF's performance of minimum criteria and standards, i.e., as defined in the 1988 Developer's Manual is not satisfactory.*

As of this writing, we are working with City Planning staff to craft a long-term resolution to continue authorization of our efforts. The TMASF continues to be financed solely through collection of membership fees. **The TMASF does not accept public funding and as of this writing does not anticipate the need for additional monies from the CCSF or other public entity.**

The TMASF has been eligible for the Proposition K fund supplement since 1990. This sales tax measure that was re-authorized to fund certain projects also allows the TMASF some ability to request funding. **In the past 20 years, the TMASF has never requested City and County of San Francisco funds for any portion of this program.**

### NUMBER TWO

*In April and October of each year, the TMASF will submit a semi-annual list of all members in good standing and within 30 days, will inform the Department of any member that has withdrawn or is not found to be in good stand with the TMASF.*

The TMASF has reported our membership roster to CCSF Planning Department as required. During 2010, we have not reported any lapsed or withdrawn memberships.

### NUMBER THREE

*The TMASF will modify its survey to include a Comprehensive Survey of all member buildings every two years. The TMASF will be expected to identify the objectives of the Survey and to work with the Department in the development and administration of the instrument. Subsequently, the TMASF will provide the Department with a detailed report and summary of the Survey findings.*

*During the intervening years between surveys, the TMASF will make every effort to host a commuter festival that is open to the public. The event will be held in a public plaza subject to pending permit approval by the appropriate City law enforcement and parking authorities. Hosting this event will be contingent upon obtaining permits from City agencies and securing a public plaza or member-approved site.*

The TMASF will host an annual event in October 2010 that focuses on *Commuter Appreciation Day* and a celebration of public transportation services and alternatives to driving alone. This event will be highlighted through a three month radio campaign of top Bay Area stations and feature major incentive items and raffles. Additionally, in October, we will be hosting a traditional TMASF commuter fair primarily for members in the outdoor courtyard of one of our member buildings, One Sansome.

During 2011, the TMASF will conduct a membership wide survey of commuter behavior and report findings to City Planning staff.

### NUMBER FOUR

*Buildings participating in the TMASF that have additional permit requirements not included in the set of transportation brokerage activities listed in the Developer's Manual will be required to fully comply with all requirements placed on them as conditions of permit approval. Members of the TMASF whose buildings include parking that is subject to permit and/or Planning Code restrictions will be responsible for complying with the applicable provisions of the permit, Code and Developer's Manual. These buildings will be required to report annually to the Department on such activities individually, according to the criteria established by the Department. Rideshare preferential parking is of major concern to the City and the TMASF is encouraged to continue working on this issue with the Department and other government agencies.*

The TMASF members are convened throughout the year and are advised of membership rights and responsibilities. Parking management and other requirements that are outside of the TMASF scope are clearly identified in the building permit as well as TMASF staff and program practices. The TMASF works with City Planning and the Metropolitan Transportation Authority (MTA) as requested.



NUMBER FIVE

*Membership in the TMA SF shall remain open, such that additional property owners, developers, and employers are encouraged to join and receive the services described in the 2006 -- 2011 Work Plan. The TMA SF shall make a best faith effort to solicit and encourage all other building representatives, subject to Code or permit obligations for commute information and assistance programs, to join the TMA SF.*

*Building owners, developers, and employers are encouraged to join and receive the services described in the 2006 -- 2011 Work Plan. The TMA SF shall make a best faith effort to solicit and encourage all other building representatives, subject to Code or permit obligations for commute information and assistance programs, to join the TMA SF.*

The TMA SF Connects program directors and staff are active within the commercial real estate and business community. Staff and directors promote association membership. Our favorable status for LEED certification points offers additional membership benefits. We have received a request for 2011 membership from a large building without permit requirements and expect to add them to our membership roster early next year.



# TMASF CONNECTS

Commute

PROGRAM PLAN

2011 – 2021



## STATEMENT OF PROGRAM INTENT

*The TMASF Connects Commute program is intended to increase commuter awareness of trip reduction strategies to reduce reliance upon the single occupant vehicle.*

### INTRODUCTION TO TMASF CONNECTS COMMUTE PROGRAM PLAN

The goal of the TMASF Connects Commute program is to provide commuters travelling to our member buildings in downtown San Francisco with the best possible trip alternatives information. We provide immediate real time information; trip planning and extensive resources for longer term commute management.

In order to achieve our goals, TMASF Connects strives to stay current with the latest technology available for releasing high quality real time information from our web and mobile sites and email delivery platform. We strive to be accessible to our members for questions and requests, and encourage the community to participate in our promotions and incentive campaigns.

We intend to update our program as new commute options and assistance for our members develop. In 2009, for example, TMASF Connects worked with the United States Green Building Council to qualify our members for Leadership in Energy and Environmental Design (LEED) points for the Alternative Commuting Transportation Credit. Ultimately, TMASF Connects members were qualified for the maximum allowable points for participation in a trip reduction program, validated through our survey results of a membership drive alone rate of under 10%.

Before the creation of TMASF in 1989, The City and County of San Francisco established requirements for the downtown area to help establish the most effective trip reduction program possible. These requirements are listed and addressed throughout this report. Participation in TMASF Connects programs is the chosen compliance response for the vast majority of buildings in the downtown area who have trip reduction program requirements.

We have remained in compliance with fulfillments of these requirements for the past 20 years. Our staff, board and membership remain committed to continuing to offer the most effective trip reduction program possible.

## FULFILLMENT OF PROGRAM REQUIREMENTS

*NUMBER ONE                      Schedule promotion and assistance activities throughout the year, to help keep commute issues in the minds of commuters and to provide ongoing assistance.*

### *Events, Outreach, Promotional Campaigns*

TMASF Connects will build on our history of hosting building commute events for members when appropriate or requested. We will explore the idea of developing new event formats, including lunchtime discussion groups or seminars featuring expert panelists about current transportation issues.

The events will continue to address current transportation issues. Representatives from relevant transit agencies will be included as appropriate. During these building events, TMASF Connects will hold raffles and have giveaways and other incentives to attract building tenants to the display.

To remind commuters about travel options and to check on the status of their commute before they begin their trip, TMASF Connects will continue to send alerts regarding major traffic and transit disruptions. Links to our [www.tmasfconnects.org](http://www.tmasfconnects.org), and other relevant websites will be featured. We will also continue to send out electronic advisories regarding major disruptions or future events that are planned for large projects or construction.

Whenever appropriate, TMASF Connects will hold promotional campaigns to encourage commuter awareness of new services or changes. These campaigns may include contests, raffles, electronic advisories, surveys, and other tools. Possible campaign topics could include: commuter benefits programs, *Bike to Work Day*, bridge toll changes, and other issues of importance.

The TMASF Connects program will use the latest technologies to maintain a consistent and cost effective communication platform. We have a history of offering our information through the latest technologies and will continue to do so in the future. Our outreach has evolved beginning with paper distributions, advancing to email, websites with real time information, and in 2010 launching a mobile website. In the early stages of the TMASF program, upward of a million printed materials could be produced during a year. Now, with electronic delivery, our reach to commuters is far more extensive, tailored to address topical issues and kinder to the environment. Some of the next technologies that TMASF Connects is interested in pursuing are social networking and GPS based trip planning, as technology allows.

We are committed to offering the maximum level of commuter assistance possible while creating the smallest possible carbon footprint.

NUMBER TWO

*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.*

*Immediate and long term commute benefits, building or employee specific needs*

The TMASF Connects program offers real time resources for immediate commute information. Our educational features encourage commuters to understand alternatives to driving alone. Our website, [www.tmasfconnects.org](http://www.tmasfconnects.org), offers a transit/driving/walking/bicycling trip planner and links to every major transit agency in the Bay Area. Our goal is to encourage commuter exploration of options that best suit traveler needs. We routinely advise commuters to visit our website before they begin their trip to know and understand their options and alternatives.

The TMASF Connects website contains sections such as *Going Green* and *Financial Incentives*. The website also features links to resources such as the San Francisco Planning and Urban Research Association (SPUR) and the Metropolitan Transportation Commission (MTC) to help educate commuters about transportation, environmental and other considerations that make the decision to use an alternatives to driving alone so important.

In upcoming years, TMASF Connects will continue to stay current with the latest technology that will bolster our website. Message topics will be designed to encourage understanding of both daily and longer term commute alternatives. Evolving traveler information systems continue to offer better targeted and more refined options. We intend to maintain and expand our website to include the latest commute resources.

New Tenant and Employee tool kits will be developed for building management use and will be made available continuously throughout the year. These tools will include fact sheets about commute issues and commuter benefit subsidies, community events such as *Spare the Air*, Critical Mass and other topics to help building employees learn and understand their commute options to driving alone.

As mentioned in other sections, TMASF Connects will continue to host promotions that include raffle prizes as incentives to bring attention to commute issues at hand.

**NUMBER THREE**      *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.*

*Modal shift support; maintenance*

In 1990, nearly 14% of all commuters bound for TMASF member buildings arrived in a single occupant vehicle. In the past decade, our surveys show the drive alone rate among members has decreased and consistently stays at 10%.

Our activities to support gradual modal shift center on informing commuters about trip options, financial incentives, street or transit changes, and other vital pieces of information that impact daily travel decisions. As we move forward, we envision offering a mix of activities to help to further reduce drive alone rates as possible:

Expanded event opportunities including building lobby, lunchtime discussions and seminars, and co-sponsored activities with allied interests;

Inter-governmental relations programs and community outreach activities to assure that information offered continues to be current;

Written materials, printed, electronic, paid and non-paid media, and;

Other activities as identified and appropriate

The TMASF Connects program will build upon our history of offering a comprehensive mix of services delivered efficiently and remain financially sustainable through collection of member funding.

In order to encourage commuters to seek alternatives to driving alone, we strive to keep current with the latest technology that makes trip planning, transit, ridesharing, bicycling, and walking information easily accessible. We believe that the readily available and current information about commute options and conditions will help guide more people to assess their best alternatives to driving.

**NUMBER FOUR**      *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.*

*Targeted Information*

TMASF Connects strives to stay current with technology advancements to reach commuters with real time, simple, and helpful information that is customized to their needs. We will

maintain an aggressive survey schedule to assess commuter travel patterns and use mini web surveys to identify issues of current interest to our members. This information will be continuously reviewed to help us keep our messages on point to our members.

New Tenant and Employee materials will be made available continuously throughout the year. Many TMASF Connects member buildings are paperless. Materials will be developed and delivered electronically, except where otherwise requested.

As conditions change and our program becomes more integrated with other efforts, such as the TMASF Connects Work program, we will target commuter needs accordingly with appropriate information and incentives. Working with transportation, planning, environmental and civic groups will also help us refine our understanding of commute conditions and help us target commuter groups with the information that is needed.

**NUMBER FIVE**            *Monitor program effectiveness and progress at regular intervals.*

*Commuter Behavior Survey, Monitoring Trends and Issues*

TMASF Connects will continue to hold its official Commuter Behavior Survey during odd numbered years. The survey is conducted by an independent survey consultant using statistically sound methodology. The survey will collect traveler information in a manner that is consistent with past practice to assure that valid comparisons can be made between survey periods.

We will also use new and revised techniques of data collection as needed. A recent example was our collection of Average Vehicle Ridership (AVR) data. This calculation is necessary for determining effectiveness for the LEED Alternative Commuting Transportation credit.

In addition to the official survey, we will continue to “take the pulse” of our members, commuters, public agencies and others by using mini electronic surveys distributed through our website and other appropriate media. These surveys will be incentive driven with raffle prizes offered, and will be topical to current events or commute issues.

For example, this past year, leading up to *Bike to Work Day*, we conducted a survey about our member’s sentiments about cycling with the incentive of a raffle of several bicycle accessories. This survey gathered several hundred responses and gave significant insight about where our focus should be when distributing bicycle information.

The TMASF Connects Commute program values current information from our membership. We intend to collect current trend information and provide assistance as needed.

## CONDITIONS OF APPROVAL FULFILLMENT STATEMENT

TMASF Connects is committed to fulfilling all of the following conditions of approval each year as we have done in every past year. We have met each of these Conditions of Approval without interruption since we began offering program services 20 years ago.

We will work with the Planning Department to develop updated conditions of approval as necessary.

### NUMBER ONE

*The Transportation Management Association of San Francisco will submit to Planning Department staff an annual report detailing program progress, scheduling, products and status by January 10 of each year. The TMASF Annual Report will be submitted to the Department for transmission to the Commission. In response, staff may comment on the products and activities described and require that changes be made to the Work Plan. Subsequently, the TMASF will have 60 days to respond to comments. This report will include TMASF budget and funding information as well as continued financial commitment to the overall program. The Commission will reserve the right to determine compliance with overall goals and objectives and may rescind endorsement of the 2006-2011 Work Plan if it determines that the TMASF's performance of minimum criteria and standards, i.e., as defined in the 1988 Developer's Manual is not satisfactory.*

### NUMBER TWO

*In April and October of each year, the TMASF will submit a semi-annual list of all members in good standing and within 30 days, will inform the Department of any member that has withdrawn or is not found to be in good stand with the TMASF.*

### NUMBER THREE

*The TMASF will modify its survey to include a Comprehensive Survey of all member buildings every two years. The TMASF will be expected to identify the objectives of the Survey and to work with the Department in the development and administration of the instrument. Subsequently, the TMASF will provide the Department with a detailed report and summary of the Survey findings.*



*During the intervening years between surveys, the TMASF will make every effort to host a commuter festival that is open to the public. The event will be held in a public plaza subject to pending permit approval by the appropriate City law enforcement and parking authorities. Hosting this event will be contingent upon obtaining permits from City agencies and securing a public plaza or member-approved site.*

#### NUMBER FOUR

*Buildings participating in the TMASF that have additional permit requirements not included in the set of transportation brokerage activities listed in the Developer's Manual will be required to fully comply with all requirements placed on them as conditions of permit approval. Members of the TMASF whose buildings include parking that is subject to permit and/or Planning Code restrictions will be responsible for complying with the applicable provisions of the permit, Code and Developer's Manual. These buildings will be required to report annually to the Department on such activities individually, according to the criteria established by the Department. Rideshare preferential parking is of major concern to the City and the TMASF is encouraged to continue working on this issue with the Department and other government agencies.*

#### NUMBER FIVE

*Membership in the TMASF shall remain open, such that additional property owners, developers, and employers are encouraged to join and receive the services described in the 2006 -- 2011 Work Plan. The TMASF shall make a best faith effort to solicit and encourage all other building representatives, subject to Code or permit obligations for commute information and assistance programs, to join the TMASF.*

*Building owners, developers, and employers are encouraged to join and receive the services described in the 2006 -- 2011 Work Plan. The TMASF shall make a best faith effort to solicit and encourage all other building representatives, subject to Code or permit obligations for commute information and assistance programs, to join the TMASF.*

## **TMASF CONNECTS COMMUTE PROGRAM PLAN**

### **-- REPRESENTATIVE IDEAS**

*The TMASF program has remained privately funded since 1990 and retained favorable status with the City and County of San Francisco (CCSF) Planning Department and Planning Commission. Resolutions authorizing and endorsing our efforts have been in effect without interruption since 1989.*

*We remain committed to the program planning and implementation principles that have allowed our association to expand and include a local workforce development component.*

*We intend to keep our program flexible. The timeline presented represents ideas of possible activities to be conducted at certain times of the year. We provide timely information. As situations develop, we tailor and refine our message and delivery methods. This flexibility is essential to allow us to continue offering a professional service in a timely manner.*

*The TMASF Connects program will continue to offer immediate commute and work program assistance as necessary. We are neither a news service nor a job placement agency, but we offer daily information that will be of importance to building managers, tenants, employees, job seekers or commuters. Electronic notifications, website announcements and tailored radio spots will be among the tools used.*

On the following pages we have identified representative activities that will be used to address immediate program needs. We will incorporate a mix of components to establish a framework for consistently delivered program messages.

# TMASF CONNECTS PROGRAM PLAN TOOLS AND SCHEDULE

## COMMUTE

*Representative Ideas only*

### ***ANNUAL ACTIVITIES***

Submittal of Annual Reports to CCSF Planning Department and Commission

Transmit Annual Report to TMASF Connects members

Convene TMASF Members for Annual Meeting

### ***ONGOING ACTIVITIES***

Website Review

New Tenant and Employee fact sheets and tool kit

Maintain on-going civic, community, government and member relations efforts

Update LEED package with new survey data

Building events or in house transportation seminars

Develop, implement, tailor, refine or plan public relations activities to drive employers and job seekers to our website for the latest resources

## FIRST QUARTER

### COMMUTE

Odd numbered years: *Commuter Behavior Survey*

Even numbered years: Web and mobile [www.tmasfconnects.org](http://www.tmasfconnects.org) promotion

## SECOND QUARTER

### COMMUTE

Campaign with incentives aligned with *Bike to Work Day* and other regional efforts

Distribution of transit materials and promotional items to each member building

*Spare the Air* alerts when possible and necessary

## THIRD QUARTER

### COMMUTE

Even Numbered Years: Commute event (details to be determined)

On-going promotional seasonal, regional or City based activities

*Spare the Air* alerts when possible and necessary

## FOURTH QUARTER

### COMMUTE

Rideshare promotion with incentives

End of year package including winter holiday schedules, January 1<sup>st</sup> transit changes, year of campaigns in review, and member thank you. End of year activities.



# TMASF CONNECTS

Work

## STATUS REPORT

JANUARY 1, 2010 – SEPTEMBER 30, 2010



## BACKGROUND

### TMASF CONNECTS WORK PROGRAM DEVELOPMENT

*City and County of San Francisco (CCSF) Planning Code Section 164 opens with “the City has determined in its certification of the Downtown Plan Environmental Impact Report and in its findings and studies leading to the adoption of Section 313 of the Planning Code that San Francisco and regional traffic and transit problems will become more intolerable as the number of nonresident employees increases in San Francisco as a result of new office development. In order to mitigate those adverse traffic and transit impacts, while protecting the City’s residential areas from unwanted increases in density, the people determine that a policy of maximizing resident employment training and placement opportunities is needed.”*

*Since our inception in 1990, the Transportation Management Association of San Francisco (TMASF) has offered a rigorous program to promote the use of alternatives to that of driving alone to work on behalf of 56 member buildings in support of CCSF Planning Code Section 163. Our drive-alone rate goals have been met without interruption and the TMASF membership has continued to grow.*

*The TMASF has conducted hundreds of commute clinics and dozens of city-wide transportation events and festivals in addition to producing and distributing millions of pieces of information all designed to promote alternatives to driving alone. We have partnered with public, private and other non-profit entities to expand the scope of our program offerings in a manner designed to truly assist commuters in their assessment of travel-to-work options. Please see the TMASF Connects Commute Program Summary and Plan 2011-2021 sections of this report for additional information.*

*In the spirit of offering a more expansive transportation demand management program, the TMASF asked CCSF Planning Department for and received permission to offer services to address the requirement of Planning Code Section 164 on behalf of our membership. The TMASF has also added trip linking information to promote understanding and use of daycare resources for San Francisco bound commuters with child, teen, adult and pet care obligations. The combined program became known as TMASF Connects – commute, work and daycare.*

*As we conclude 2010, we are working with CCSF Planning Department and Commission to obtain authorization of a new program plan for 2011 through 2016 for the workforce development component and 2011 through 2021 for continuation of our trip reduction program.*

## 2010 OVERVIEW

As of this writing in September 2010, TMA SF Connects is concluding our program year with a large-scale three month radio campaign to launch the workforce development website and services, introduce our new mobile commute site and celebrate our 20<sup>th</sup> anniversary. This campaign is being run for a 12 week period and ends on December 31, 2010. The messages will be broadcast on five of the top selling FM stations as well as Green 960 AM, a new talk show format about environmental issues.

Our radio campaign message will be augmented with web banner ads, interactive games, print announcements and public service announcements. The TMA SF Connects Work program message will highlight San Francisco's workforce and opportunities. The TMA SF Connects Commute program message will thank commuters traveling to member buildings for using an alternative to driving alone for 90% of all commute trips.

Major prizes will be raffled on-air, and a large event will be held to reinforce our message -- *Commuter Appreciation Day* in late October 2010. The final event in our three month campaign will be held on December 10, 2010 when the TMA SF will co-sponsor the *Clear Channel Jingle Ball*. This is an event where we will showcase our web services that highlight San Francisco's training programs, educational institutions, and local workforce.

During 2010, we continued our website development and worked with members, local businesses and job seekers to determine what services could be provided to help encourage hiring of local residents and promoting San Francisco's workforce to tenants in member buildings.

We are currently working on several ideas that would allow TMA SF Connects to offer discounted pricing on computer and general business courses from a local training organization. These benefits could also be available to new and potential hires. This plan is being developed and will be expanded during 2011.

We look forward to continued authorization of both TMA SF Connects Commute and Work programs. **The TMA SF Connects association does not seek nor does it accept public funding.** TMA SF Work program services are available to all association members.

**CCSF PLANNING CODE SECTION 164 PROGRAM REQUIREMENTS**  
**TMASF CONNECTS FULFILLMENT RESPONSE STATEMENT**

**NUMBER ONE**            *To determine the number and nature of jobs that will become available as a result of added downtown office development;*

The TMASF Connects Work program had not been advised nor have we had any reasonable expectation of job development creation as a result of newly opened office development during 2010.

**NUMBER TWO**            *To publicize to San Francisco residents the availability of those jobs;*

The TMASF Connects Work program had not been advised nor have we had any reasonable expectation of job development creation as a result of newly opened office development during 2010. However, TMASF Connects began preparation and continues to research options for publicizing directly to San Francisco residents jobs when job creation begins. To that extent, we are revisiting options that allow us to offer a job bank, participate in print publications and engage in outreach through community groups.

We will begin the process of publicizing employment opportunities as they arise. We will begin an awareness program about the benefits of working in and commuting to TMASF Connects member buildings as part of our 2010 radio campaign.

**NUMBER THREE**            *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 are in discussion with a major computer training organization to develop a discounted program for employees in member buildings and job seekers to further help develop their office skills. We are also considering the merits of developing a class or program to help newly hired workers understand the City's business and work culture. Training programs and education opportunities are plentiful in San Francisco and it is our goal to complement those efforts and add to them by addressing some of the other needs experienced by the newly employed -- commute options, business etiquette and other essential tools.



**NUMBER FOUR**            *To work with employers in the building to encourage their hiring of qualified San Francisco residents;*

Our activities have centered on working with building managers to determine which services would be most effective in encouraging hiring of San Francisco residents. We have also begun to research possible discounted business services that could be offered to TMA SF employers to encourage hiring from the local workforce.

During 2010, we promoted our new work website through production and distribution of thousands of web cards and logo items. We have developed an extensive radio campaign designed to promote San Francisco's workforce to employers that will run from early October 2010 through December 30, 2010.

**NUMBER FIVE**            *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.*

The TMA SF Connects staff is ready to work with CCSF City Planning or its designee as reasonable and appropriate in the fulfillment of these requirements. During 2010, we have focused on developing our program, preparing necessary documentation for CCSF Planning Department and Commission review and remain committed to continuing our history of partnership and cooperation in the fulfillment of these requirements.



# TMASF CONNECTS

Work

PROGRAM PLAN 2011-2016

PROPOSED BY TMASF CONNECTS

FOR APPROVAL BY  
THE CITY AND COUNTY OF SAN FRANCISCO  
PLANNING DEPARTMENT AND COMMISSION



## STATEMENT OF PROGRAM INTENT

*The TMASF Connects Work program intends to encourage continued development of our local workforce, learning options and employment opportunities and help reduce reliance on the single occupant vehicle for daily commute trips.*

## INTRODUCTION TO TMASF CONNECTS WORK PROGRAM PLAN

The City and County of San Francisco (CCSF) Planning Code Section 164 identifies promotion of the City's local workforce to employers who create jobs as a result of added office development as an additional strategy to address increasingly adverse transit and traffic impacts. CCSF Planning Code Section 164 (a) states:

*The City has determined in its certification of the Downtown Plan Environmental Impact Report and in its findings and studies leading to the adoption of Section 313 of the Planning Code that San Francisco and regional traffic and transit problems will become more intolerable as the number of nonresident employees increases in San Francisco as a result of new office development. In order to mitigate those adverse traffic and transit impacts, while protecting the City's residential areas from unwanted increases in density, the people determine that a policy of maximizing resident employment training and placement opportunities is needed.*

The Transportation Management Association of San Francisco (TMASF), formed in 1989 to address the transportation demand management requirements of Planning Code Section 163, has operated without interruption. We have maintained our favorable status and remained in compliance with the terms of our governing CCSF Planning Commission Resolutions. Planning Code Section 163 identifies the requirements of a transportation demand management program implemented in the C-3 Downtown area of San Francisco. The TMASF program has consistently exceeded the actual requirements set forth in the Planning Code. For a more in depth background, please see the *TMASF Connects Commute Program Summary* and *TMASF Connects Commute Program Plan 2011-2021* sections of this report.

The TMASF program qualifies our members for the maximum number of points awarded for participation in an approved transportation demand management plan as identified by the US Green Building Council toward Leadership in Environmental and Engineering Design (LEED) certification. The TMASF website and program have won local and national recognition and awards and membership has grown from 24 to 56 member buildings. The TMASF membership is proud of our efforts to encourage mobility and sustainable development practices.

It is in this climate that TMASF requested permission from CCSF Planning Department to offer an expanded transportation demand management program by linking a local workforce development element to our efforts. In 2007, we began the exploratory legal, marketing, business and other required practices to conduct conscientious due diligence.

We discussed the expansion with our members, City Planning staff and other organizations. During April 2008, the TMASF began to implement organizational, governance, brand identification, website renovation and other steps necessary to add the new program. Local workforce development activities are being designed to support expanded transportation demand management goals. The newly named program, TMASF Connects initial program offerings to date include:

- Conducting a hiring trends survey of existing permit required member buildings;

- Researching job seeker needs and resources to organize a comprehensive website;

- Showcasing local schools and job training programs from our website;

- Researching job announcement listing options in anticipation of increased future hiring;

- Developing an exhaustive daycare resource within our website and incorporating that feature into our new logo. Our Daycare element was designed to promote trip linking and identify resources to help employees' best meet their care obligations;

- Commencement of a three month radio campaign reminding the public of San Francisco's employers and employees of the benefits of working in the City, directing job seekers to resources listed in our website, and promoting commute options; and,

- Preliminary planning of a tuition incentive program in the downtown area to promote life-long learning and computer literacy, complete with computer raffles.

Our members are committed to offering a local workforce development program to complement our transportation demand management effort and to promote the availability of newly created jobs to our local workforce.

**As of this writing, the TMASF remains privately funded and does not accept nor does it intend to seek public funding.**

Submittal of this program plan reaffirms TMASF Connects member commitment to promoting and expanding commute trip options. As we begin our third decade of service to San Francisco commuters and the business community, we look forward to continuing to build and develop relationships that result in a strong program.

We anticipate forging partnerships with civic, non-profit, community and business entities dedicated to increasing productivity, competency, efficiency and satisfaction of the City's workforce – both local and from around the region.

The *TMASF Connects Work Program Plan 2011 – 2016* being proposed re-states our commitment to fulfilling the spirit of City Planning policies; relies on private funding to accomplish program and compliance goals; maximizes technology and partnerships to advance local employment and works off our established foundation of trip reduction efforts.

**CSF PLANNING CODE SECTION 164 PROGRAM REQUIREMENTS  
TMA SF CONNECTS WORK PROGRAM PLAN 2011 – 2016**

City and County of San Francisco Planning Code Section 164 Permit Program Requirements

**NUMBER ONE**            *To determine the number and nature of jobs that will become available as a result of added downtown office development;*

As the TMA SF Connects Work program moves forward, we will monitor renovations and developments that may result in changes to physical structures and ultimately result in office job creation. Our efforts will be to collect data about the numbers of jobs created as a result of any added downtown office development.

As economic changes occur, the TMA SF Connects Work program will consider conducting surveys of existing tenants in member buildings to assess hiring needs. Information gleaned from this type of activity will be used to tailor our programs and services. Other possible methods of evaluation may include conducting business research, staying current with commercial real estate development building trends and working with our members and City Planning staff.

Specific activities that could be considered advantageous to meeting this requirement may include:

Administering surveys to building tenants to assess projected hiring trends/needs;

Conducting web-based mini-surveys about specific job creation plans or employer qualifications for workers of the future;

Researching a manageable method for listing jobs; and,

Maintaining relationships within the community and local government to keep informed of job creation.

**NUMBER TWO**            *To publicize to San Francisco residents the availability of those jobs;*

As TMA SF Connects continues our program development, we anticipate creating a notification tool to alert local groups with training programs or people searching for work about employment opportunities in member buildings. We anticipate using multiple systems to deliver our messages.

The TMASF Connects Work program will use radio, print, newsletter and other delivery systems that allow us to collaborate and communicate with community and civic groups to publicize the development of new jobs as office development occurs. We expect to use our website and other electronic media as the primary tools for publicizing those jobs but will constantly monitor technology developments to keep our practices efficient and cost effective.

We intend to encourage the public to view our website with its links to job sites and will use all available media as appropriate to drive job seekers to our website. It is the goal of the program to direct employers to San Francisco's community and civic resources for consideration of their recruitment needs.

Recognizing that job seekers do not have equal access to computer resources, we will produce printed materials for outreach to local residents and community groups as necessary. Literacy -- both reading comprehension and computer skills present a serious barrier to employment. While this program is neither intended to replace nor to offer social services, we will make computer training tools available from our website or through partnership with others as needs are identified and opportunities arise.

Outreach for both local schools and San Francisco residents needs to bring together a mix of communication techniques that may include:

Ad, public service spots and announcements placed on the radio, through the web, and in printed publications;

Developing partnerships with local organizations to co-sponsor and collaborate as possible to help bring job seekers and employers together; and,

Participation in local events with a goal of promoting [www.tmasfconnects.org](http://www.tmasfconnects.org) as a resource for job seekers at any level of employment.

***NUMBER THREE***      ***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;***

The TMASF Connects Work program website strives to identify local school and job training opportunities. We also offer referral networks to encourage employers' awareness of San Francisco's valuable human and training resources. The TMASF intends to link San Francisco's training, civic and community organizations and their training programs to our website and activities as possible.

The TMASF Connects Work program will also strive to augment the schools and job training program services by offering additional links and information that will be practical and helpful for job seekers. Working through our website we will identify or create tools designed to assist and encourage candidate preparation for interviewing, job hunting, retention, professional development and planning for the next steps in a career.

We will strive to maintain our website with the most current information. We intend to identify and link to job banks; computer, vocational, academic and technical training programs. It is our intention to identify internships, volunteer positions and mentoring opportunities. The TMASF Connects Work program will seek to develop partnerships with training programs and schools that may result in tuition cost reductions or other back-to-school/training incentives.

The TMASF Connects membership shares a common goal of providing the best possible office development for their tenants. A pool of San Francisco's residents qualified to obtain jobs created by added downtown development benefits everyone. To that extent, this program requirement will be met through a mix of services that are being identified, but are expected to include elements such as:

Making resources available to student groups to promote local employment opportunities;

Developing a curriculum for "Working in the City" to highlight our unique employment and business culture;

Providing tools through our website that help students and job training program candidates with strong, practical tools for interviewing, and maintaining employment; and,

Delivering computer resources or training tools from our website to those without access.

**NUMBER FOUR**      *To work with employers in the building to encourage their hiring of qualified San Francisco residents;*

The TMASF Connects Work program will be made available to all association members and their tenants. The program will feature the benefits of hiring from a strong local workforce and be delivered through electronic media, website, fact sheets, radio, printed medium and other delivery channels as practicable. The TMASF Connects Work program will seek to provide a tool for building tenants which identifies local training programs, highlights success stories of local San Francisco resident's employment placement; and, features current and emerging information for employers.



Hiring trends, new office development, significant changes in employment or sector shifts, and financial/legislative incentives for local hiring and other topics of interest will be incorporated to our program efforts as applicable. Additional program components may include a mix of services designed to encourage hiring of local employees:

Developing a network of business-to-business services with discounts and incentives offered to facilitate local hiring such as background checks, skills testing, computer development coursework and professional attire;

The TMASF Connects program will include a mix of New Tenant materials to introduce employers to San Francisco's local workforce and training programs. Materials will be made available electronically and provided to building management members as needed;

During the customary three month probationary period for most employers, benefits are not offered to new hires. We will explore offering commuter benefit subsidies to cover public transportation costs (\$60) per month; working with insurance providers to determine whether interim or "bridge" medical plans may be available, and other incentives to encourage local hiring; and,

Maintain a well-organized and current web-based system of links to San Francisco's many hiring resources – including local non-profits, job training, educational, faith-based, civic and other community entities to encourage City employers to hire from local sources.

**NUMBER FIVE**            *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.*

The TMASF Connects Work will remain flexible and topical and ready to work with City Planning or its designee to provide an effective program that is designed to address the goals of Planning Code Section 164. We intend to use electronic media technologies, events and other activities as tools that help us provide information to advance career development and promote the existence of employment openings.

We remain committed to promoting employment opportunities arising from additional office space development to San Francisco's local workforce.

## **TMASF CONNECTS WORK PROGRAM PLAN** **- REPRESENTATIVE IDEAS**

*The TMASF program has remained privately funded since 1990 and retained favorable status with the City and County of San Francisco (CCSF) Planning Department and Planning Commission. Resolutions authorizing and endorsing our efforts have been in effect without interruption since 1989.*

*We remain committed to the program planning and implementation principles that have allowed our association to expand and include a local workforce development component.*

*We intend to keep our program flexible. The timeline presented represents ideas of possible activities to be conducted at certain times of the year. We provide timely information. As situations develop, we tailor and refine our message and delivery methods. This flexibility is essential to allow us to continue offering a professional service in a timely manner.*

*The TMASF Connects program will continue to offer immediate commute and work program assistance as necessary. We are neither a news service nor a job placement agency, but we offer daily information that will be of importance to building managers, tenants, employees, job seekers or commuters. Electronic notifications, website announcements and tailored radio spots will be among the tools used.*

On the following pages we have identified representative activities that will be used to address immediate program needs. We will incorporate a mix of components to establish a framework for consistently delivered program messages.

**TMASF CONNECTS PROGRAM PLAN TOOLS AND SCHEDULE  
WORK**

*Representative Ideas only*

***ANNUAL ACTIVITIES***

Submittal of Annual Reports to CCSF Planning Department and Commission

Transmit Annual Report to TMASF Connects members

Convene TMASF Members for Annual Meeting

***ONGOING ACTIVITIES***

Website Review

Maintain on-going civic, community, government and member relations efforts

Develop New Tenant tools to introduce San Francisco's workforce and training and employment resources

Events as appropriate

Develop, implement, tailor, refine or plan public relations activities to drive employers and job seekers to our website for the latest resources

## ***FIRST QUARTER***

### **WORK**

Even-numbered years: Conduct survey, mini web-based survey and/or research

Work with schools, training organizations and other groups to identify training and placement opportunities for workers and job seekers

## ***SECOND QUARTER***

### **WORK**

Outreach to schools, local training efforts, and other entities with students entering workforce to help promote the availability of jobs in member buildings

Outreach campaign to member building tenants to highlight the newly graduating students entering San Francisco's workforce

## ***THIRD QUARTER***

### **WORK**

Seasonal outreach and continuing activities

Update website and other resources with current vocational, technical and academic program offerings and information

Promote City's workforce and jobs through community partnerships, employment fairs and other activities

## ***FOURTH QUARTER***

### **WORK**

Year end activities



TMA SF Connects encourages you to visit our website [www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports) to view this document and supporting core documentation



# Supporting Documentation

for the

## TMASF Connects Status Reports

and

## Proposed Program Plans



TMASF Connects encourages you to visit our website [www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports) to view this document and supporting documentation

# CELEBRATING 20 YEARS



**SUPPORTING DOCUMENTATION**  
FOR THE  
**TMASF CONNECTS**  
**STATUS REPORT AND PROPOSED PROGRAM PLANS**

**Submitted for Approval By**  
**The City and County of San Francisco**  
**Planning Department and Commission**

*Abbreviated 2009 TMASF Commuter Behavior Survey*

*TMASF Average Vehicle Ridership Memo 2009*

*TMASF Hiring Trends Summary 2008-2009*

*2010 Portfolio of Materials Developed and Distributed*  
*Current as of September 2010*

*TMASF Connects encourages you to visit our website*  
[www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports)  
*to view this document and corresponding reports*



ABBREVIATED

*2009 TMASF COMMUTER BEHAVIOR SURVEY*





**TRANSPORTATION MANAGEMENT ASSOCIATION**

**OF**

**SAN FRANCISCO**

**2009 COMMUTER BEHAVIOR SURVEY**

**---ABBREVIATED VERSION---**

**IN ACCORDANCE WITH THE TERMS**

**OF**

**PLANNING COMMISSION RESOLUTION 17210**

**PREPARED FOR THE CITY AND COUNTY OF SAN FRANCISCO**

**PLANNING DEPARTMENT AND PLANNING COMMISSION**

**SUBMITTED BY  
KIMBERLY B. MARTINSON, CAE  
EXECUTIVE DIRECTOR**

## Introduction

The Transportation Management Association of San Francisco (TMASF) is a not-for-profit organization that is incorporated as a 501-1(c)(4), social benefit agency. The association was incorporated in 1989 and began operation of the program in April 1990. The TMASF was designed to help building managers and owners comply with City transportation demand management requirements. Current membership consists of 52 buildings in San Francisco's Financial and South of Market districts. A member list is displayed in Appendix A.

TMASF members largely share a requirement as condition of their building permit to mitigate the impacts of development upon the transportation system. The City and County of San Francisco (CCSF) has an official *Transit First Policy* that has been in effect since the late 1980s and the TMASF is authorized through City Planning Resolution to offer a compliance program in accordance with accepted transportation demand management principles. The program is monitored and this survey is an important tool the City uses to evaluate the TMASF members fulfillment of their transportation demand management responsibilities.

The purpose of this transportation survey is to learn about the commuting behavior of employees who work in TMASF buildings and to guide program components to most effectively encourage commuters who drive alone to work to change their commute mode. This is an independent evaluation conducted by Lilia Scott for the TMASF. It fulfills the City and County of San Francisco's requirement for monitoring program effectiveness. The report discusses:

- Commute Mode
- Home Counties
- Commute Changes
  - Workplace Changes
  - Alternate Modes
- Commute Characteristics
  - Ridesharing Characteristics
  - Arrival and Departure Time
  - Parking
- Commute Assistance Service
- Other
  - Job Type
  - Age Range
  - Biggest Problem Comments
  - Average Vehicle Ridership
- Summary and Recommendations

## Methodology

Random sample methodology is reviewed as part of the survey and is approved prior to the commencement of the survey. The City Planning Department established the random sample methodology to assure they would receive a clear picture of TMASF member commute behavior.

The TMASF collected employee counts before the survey began in January 2009. Approximately 48,406 people worked in the 52 buildings at that time. They represent approximately 456 tenants. We surveyed these workers in February and March of 2009. As in past surveys (except 2007<sup>1</sup>), the random sampling method involved collecting surveys from 1% of the population and receiving a 100% response rate from those individuals. We randomly identified a tenant in each building by the letter of the alphabet that their name begins with, and then randomly identify employees at that company based on the first letter of their last name. Both letters (for tenant name and employee name) were randomly generated. Since every employee in a building has an equal chance of being surveyed, the results are random and thus representative of the larger population.

For example, One Sansome was assigned the letter “R” for the company name and letter “Z” for the employee last names. The building manager conducted the survey of 12 workers in that building (1% of total workers in the building) who worked at a company starting with the letter “R” and whose last name started with the letter “Z”. When all the employees with the last name starting with “Z”s were surveyed, building managers conducted the survey of people whose last name started with the next letter (“A”, then “B”, etc.) until all 12 surveys were complete. Results from this methodology can be extrapolated to the population at large but not to individual buildings or other smaller subsets.

The sample set of 484 out of a total number of tenant employees of about 48,406 gives us a confidence level of 95% and a confidence interval of about 4.4%. (This is true for characteristics that are represented in about 50% of the population; the confidence intervals better, i.e. lower, for characteristics represented in a greater or smaller portion of the population, i.e. 4% such as the walk rate.) This means that with a confidence interval of 4%, if 47% percent of the sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer. The confidence level is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. For example, the 95% confidence level means you can be 95% certain. (Most researchers use the 95% confidence level.)

The TMASF survey was conducted in 1990, 1992, 1994, 1996, 1999, 2002, 2005, 2007 and 2009. Where appropriate, results can be compared across years. Some previous years’ survey instruments varied significantly from each other. This year’s survey attempted to take the design of past surveys into consideration so that more variables were comparable across the years. Appendix D includes the survey instrument. The 2007 survey was conducted on paper. The 2009 survey provided the option of completing the survey on either paper or electronically. The buildings did not find this new electronic option easier when asking employees to complete the survey; so, future surveys may take a hybrid approach.

## **Commute Mode**

The survey asked respondents how they usually get to work. All together, most respondents (72%, shown in Table One) ride public transportation. As shown in Table One more than one-

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<sup>1</sup> In 2007, the total responses was designed to total 400+ to meet standard statistical significance standards of a 5% confidence interval at 95% confidence level.

third (35%) of respondents ride BART to work as their primary mode. Nearly one-fourth (22%) ride Muni. After transit, the next most common mode share is people who drive alone (13%); of them, 3.5% drive alone because they use their car to do their job indicating that 9.5% drive alone by choice. Of the 13% who drive alone, 0.8% drive hybrid vehicles.

Table One  
Commute Mode

<b>Mode</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>	<b>1999</b>
<b>Transit</b>	<b>71.8%</b>	<b>68.3%</b>	<b>62.3%</b>	<b>72.1%</b>	<b>71.5%</b>
BART	35.4%	31.8%	29.7%	36.8%	31.6%
Muni	22.4%	24.5%	25.3%	20.7%	23.2%
Caltrain	3.5%	4.8%	1.8%	2.7%	1.7%
AC Transit	3.1%	0.8%	1.4%	3.0%	2.7%
Golden Gate Ferry	2.3%	1.3%	1.6%	2.7%	4.6%
Samtrans	1.7%	0.8%	0.5%	0.8%	1.2%
Golden Gate Transit bus	1.0%	1.5%	1.8%	4.1%	6.0%
Valley Baylink Ferry	0.6%	1.3%			
Alameda/Oakland Ferry	0.4%				
Presidio Shuttle	0.4%	0.3%			
Alameda Harbor Bay	0.2%	0.3%			
Westcat "Link"	0.2%				
Blue and Gold Ferry	0.2%	0.3%			
Amtrak/Capitol Corridor		0.3%			
Benecia Breeze Bus		0.3%			
Club or subscription bus	0.2%		0.2%		
<b>Drive alone</b>	<b>13.0%</b>	<b>13.5%</b>	<b>15.2%</b>	<b>13.5%</b>	<b>13.8%</b>
Auto, gas powered	12.2%	13.5%	15.2%	13.5%	13.8%
Auto, hybrid	0.8%	0.8%			
<b>Auto, uses car for work</b>	<b>3.5%</b>	<b>6.8%</b>	<b>7.3%</b>	<b>na</b>	<b>na</b>
<b>Motorcycle</b>	<b>0.4%</b>	<b>0.5%</b>	<b>2.1%</b>		
<b>Rideshare</b>	<b>8.3%</b>	<b>9.1%</b>	<b>15.2%</b>	<b>11.3%</b>	<b>7.9%</b>
Carpool	5.4%	4.5%	7.1%	10.2%	7.2%
Casual carpool	2.3%	2.8%	7.6%		
Vanpool	0.6%	1.8%	0.5%	1.1%	0.7%
<b>Other</b>	<b>6.4%</b>	<b>6.8%</b>	<b>5.3%</b>	<b>3.0%</b>	<b>6.7%</b>
Walk	3.5%	5.5%	3.9%	2.4%	5.3%
Bicycle	2.5%	1.0%	1.4%	0.6%	1.4%
Work at home/telecommute	0.4%	0.3%			
n=	483	400	435		

Past surveys have included additional questions on how commuters travel to work such as secondary modes. This concept is unique to transportation professionals and often difficult for others to understand. For that reason, and to keep the survey a reasonable length, these questions were not included in this year's survey.

Clustering commute modes by type makes it possible to look for trends with greater clarity. Because the 2002 survey instrument had significant differences from 1999, 2005, 2007 and 2009,

those results are more difficult to compare with the others. Table Two shows that (taking the confidence interval into account) the public transportation mode share increased from 2005 results and more closely resembling findings from 1999, 2002 and 2005. Drive alone rates are generally similar to past years' findings. However, ridesharing took a significant hit in 2007 and has stayed there now (2009) more closely resembles findings from 1999 and 2005; these people are clearly riding public transit instead. The portion of people using "other" modes such as walking and biking motorcycle has stayed fairly consistent.

Table Two  
Clustered Commute Modes

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>	<b>1999</b>
Transit	71.8%	68.3%	62.3%	72.1%	71.5%
Drive alone	13.0%	14.8%	15.2%	13.5%	13.8%
<i>Drive alone by choice</i>	9.5%	6.8%	7.3%	<i>na</i>	<i>na</i>
Rideshare	8.3%	9.1%	15.2%	11.3%	8.0%
Other	6.4%	6.8%	7.4%	3.0%	6.8%



# TMASF AVERAGE VEHICLE RIDERSHIP

MEMO 2009

# Memo

To: Kim Martinson, Transportation Management Association of San Francisco  
From: Lilia Scott  
Date: July 9, 2009  
Re: Average Vehicle Ridership for TMASF Buildings

---

This memo contains excerpts from the TMASF Commuter Survey Report as they pertain to the Average Vehicle Ridership calculations for TMASF buildings.

## Methodology

The TMASF collected employee counts before the survey began in January 2009. Approximately 48,406 people worked in the 52 buildings at that time. They represent approximately 456 tenants. We surveyed these workers in February and March of 2009. As in past surveys (except 2007), the random sampling method involved collecting surveys from 1% of the population and receiving a 100% response rate from those individuals. We randomly identified a tenant in each building by the letter of the alphabet that their name begins with, and then randomly identify employees at that company based on the first letter of their last name. Both letters (for tenant name and employee name) were randomly generated. Since every employee in a building has an equal chance of being surveyed, the results are random and thus representative of the larger population.

For example, One Sansome was assigned the letter "R" for the company name and letter "Z" for the employee last names. The building manager conducted the survey of 12 workers in that building (1% of total workers in the building) who worked at a company starting with the letter "R" and whose last name started with the letter "Z". When all the employees with the last name starting with "Z"s were surveyed, building managers conducted the survey of people whose last name started with the next letter ("A", then "B", etc.) until all 12 surveys were complete. Results from this methodology can be extrapolated to the population at large but not to individual buildings or other smaller subsets.

The sample set of 484 out of a total number of tenant employees of about 48,406 gives us a confidence level of 95% and a confidence interval of about 4.4%. (This is true for characteristics that are represented in about 50% of the population; the confidence intervals better, i.e. lower, for characteristics represented in a greater or smaller portion of the population, i.e. 4% such as the walk rate.) This means that with a confidence interval of 4%, if 47% percent of the sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer. The confidence level is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. For example, the 95% confidence level means you can be 95% certain. (Most researchers use the 95% confidence level.)

## Average Vehicle Ridership (AVR) <sup>1</sup>

The buildings expressed interest in knowing the Average Vehicle Ridership (AVR) of commuters as is used as part of being certified a “green” building. AVR is defined as the number of trips to work divided by the number of automobiles used for those trips (AVR = trips/automobiles). This data represents a reduction of fuel consumption as a result of transportation demand management measures. Table One on page 4 displays the mode split of respondents. Table Six on page 7 and its associated section describes the number of people in the carpools and vanpools. According to the SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT, RULE 2202 (page 33), travels modes count as follows:

- Public transit = 0
- Single-occupant vehicle (standard gas and hybrid powered) = 1
- Carpool = 1 divided by number of people in carpool
- Vanpool = 1 divided by number of people in vanpool
- Motorcycle, moped, motorized scooter, motor bike = 1 divided by number of people on bike
- Bicycle = 0
- Walking and other non-motorized transportation modes = 0
- Zero-emission vehicles (hybrids are not ZEVs) = 0

The Table displays these calculations as they apply to the 2009 TMASF data for respondents who travel during the peak commute hours (7-10 AM and 3-7 PM).

### Commuter Trips and Vehicles during the Peak Commute Hours

Travel Mode	Trips	Trips/vehicle	Vehicles
Public Transit	334	0	0
Single occupancy vehicle (standard and hybrid)	54	1	54
Carpool	36	2.48	14.51613
Vanpool	2	11	0.181818
Motorcycle/scooter	2	1	2
Bicycle	12	0	0
Walk	17	0	0
Work at home/telecommute	1	0	0
Zero-emission vehicles (hybrids are not ZEVs)	0	0	0
<b>TOTAL</b>	<b>458</b>		<b>70.69795</b>

As described on page 8 of the SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT, RULE 2202, average vehicle ridership (AVR) equals the total number of trips during the peak commute hours (453) divided by the total number of vehicles they use (70.70). This analysis indicates that TMASF buildings have an AVR of 6.48.

<sup>1</sup> This section following the methodology outlined in the document here: [http://www.aqmd.gov/rules/doc/r2202/r2202\\_ecrp\\_guideline.pdf](http://www.aqmd.gov/rules/doc/r2202/r2202_ecrp_guideline.pdf) SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT, RULE 2202 - ON-ROAD MOTOR VEHICLE MITIGATION OPTIONS EMPLOYEE COMMUTE REDUCTION PROGRAM GUIDELINES, February 2004





## TMASF HIRING TRENDS SUMMARY 2008-2009



# TMASF

## HIRING TRENDS SUMMARY

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**This survey was conducted between December 2008 and January 2009  
by Lilia Scott Survey Consulting**

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The purpose of this survey is to gauge human resources needs to guide the Transportation Management Association of San Francisco (TMASF) design of its new local employment program, TMASF Connects. It was conducted from 12/13/2008 until 1/30/2009. Thirty-one (31) respondents completed the survey providing results similar to a focus group. Detailed results are listed at the end of the memo.

The following briefly summarizes results:

- Nine (9) buildings were represented.
- Most respondents employed 20-50 workers; respondents averaged 96 employees.
- Over the next 18 months, respondents anticipate hiring 273 new employees and reducing only 58 positions.
- New positions are primarily Professional/Managerial (167); eliminated positions are primarily Technical (52) but only with 2 employers
- Employers know about and/or use 4 community, civic, non-profit, medically-sponsored rehabilitation and employment re-entry program for the most part: Delancey Street, S.F. Chamber of Commerce, Employment Development Department (EDD), and St. Anthony's Foundation.
- They generally do not want information about community, civic, non-profit, medically-sponsored rehabilitation and employment re-entry programs (67%).
- In terms of technical, vocational, and academic institutions and programs, they primarily use Recent College Graduates and College Students looking for part-time work.
- They state that prospective employees primarily need help with Business Etiquette and Spelling, Business Communications Tools.
- Additional information that may be helpful to them includes Information about the challenges faced by entry level or returning to work employees and Additional information about the community/academic groups that are referring potential employees.
- Prospective employees should have a Degree/education that specifically matches the published job description, Equivalent Job with a competitor, client or partner firm, and/or be Referred by an employee, colleague or general reputation.
- Top mistakes candidates make included errors on application materials and lack of professional clothing and demeanor (being late, not answering questions asked, taking phone calls, etc.).
- Employers use website to recruit such as Craigslist, Monster and Careerbuilder. They generally do not use newspaper or radio.
- Referrals are helpful to them.



# 2010 TMASF CONNECTS PORTFOLIO

Materials Distributed To TMASF Connects Members

Supporting Documentation for the 2010  
Annual Report and Compliance Document

Prepared For The City and County of San Francisco  
Planning Department and Planning Commission  
In Accordance With  
Planning Commission Resolution 17210



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# TMASF CONNECTS ALERTS

**ALERT**

**breaking news**



## **Know your Options in Case of Travel Interruptions**

**--Severe Weather Expected This Week --**

**January 19, 2010**

Predicted thunderstorms and high wind may cause traffic and transit interruptions and delays. TMASF Connects is advising commuters to check the latest travel conditions before beginning any travel.

**Real Time Traffic and Transit Conditions and Alternatives:**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

**Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)

January 19, 2010  
3:15 p.m.





**--Know your Options--**  
**Possible Travel Interruptions Due**  
**to Severe Weather**

January 20, 2010

Heavy rains and high winds have caused traffic and transit interruptions and delays. TMASF Connects is continuing to advise commuters to check the latest travel conditions before beginning any travel.

**Real Time Traffic and Transit Conditions and Alternatives:**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

**Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)

January 20, 2010  
2:30 p.m.



## **BART Riders: Commuter Delays**

--Currently NO BART service between San Francisco and the East Bay --

**7:30 am March 16th, 2010**

**An issue in the Transbay Tube has blocked all BART trains from passing. This issue is expected to be resolved later this morning.**

**The Bay Bridge and Golden Gate Bridge may also experience delays this morning due to large cranes traveling underneath the bridges.**

These conditions may change faster than we can update you. Please check the latest conditions before you begin your commute.

**Real Time Traffic and Transit Conditions and Alternatives:**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org) Dial 511

[www.bart.gov](http://www.bart.gov)

**Media Resources:**

[www.cbs5.com](http://www.cbs5.com) [www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com) [www.sfgate.com](http://www.sfgate.com)



## **BART is recovering from this morning's disruption.**

9:15 a.m. March 16, 2010

**BART is back up and running after this morning's incident in the Transbay Tube. BART is still reporting minor delays but should be back on schedule shortly.**

**Please remember to always check the latest conditions before beginning your commute.**

**Real Time Traffic and Transit Conditions and Alternatives:**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org) Dial 511

[www.bart.gov](http://www.bart.gov)

**Media Resources:**

[www.cbs5.com](http://www.cbs5.com) [www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com) [www.sfgate.com](http://www.sfgate.com)



## **Possible Commuter Delays -Highway 80 in Richmond Currently Closed-**

4:15 p.m. Wednesday, March 24, 2010

**Highway 80 at Carlson in Richmond is currently shut in both directions due to an accident. There is no current estimate of when traffic will return to normal.**

**We are not an official source of information. We advise you to check the latest transit information and your local media resources before you begin your commute:**

### **Live Traffic and Transit Conditions**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

### **Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)



## Possible Commuter Delays: BART Riders

Tuesday, March 30, 2010

BART is experiencing slow speeds and delays due to an earlier problem on the tracks.

BART trains are being run in manual mode at a slower speed as a safety precaution following a track problem this morning. Some travelers may have to make extra transfers as well.

This is resulting in slight delays likely to continue throughout the day.

**We are not an official source of information. We advise you to check the latest transit information and your local media resources before you begin your commute:**

### Live Traffic and Transit Conditions

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

[www.bart.gov](http://www.bart.gov)

### Media Resources:

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)



**A Demonstration is Rumored  
April 8, 2010 at 4:00 p.m.  
Embarcadero BART Station**

## **Possible Transportation Disruptions**

**We cannot confirm whether a demonstration will actually take place or not, however we want to advise you that there are rumors that this disruption may heavily affect the Embarcadero and possibly other nearby BART stations.**

**We have been in touch with our contacts at BART and they assure us that they are on alert and are prepared to facilitate as smooth of an evening commute as possible.**

We are not an official source of information. We advise you to check the latest transit information and your local media resources before you begin your commute:

### **Live Traffic and Transit Conditions**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

### **Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)



## **BART Disruption**

**April 19, 2010**

**1:30 p.m.**

**An obstruction on the tracks is causing disrupted service on the Fremont line, between Coliseum/Oakland and San Leandro stations. Shuttle buses are being set up between these stations.**

**We do not currently have an estimate of when this issue will be resolved. We advise you to check the latest transit information and your local media resources before you begin your commute:**

### **Live Traffic and Transit Conditions**

[www.bart.gov](http://www.bart.gov)

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

### **Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)





**BART is Recovering from Earlier Disruption**  
**April 19, 2010**  
**3:00 p.m.**

**After a two hour shutdown, BART is back up and running after a disruption on the Fremont line in Oakland. Some residual delays may take place.**

**Situations may change at any time, we advise you to always check the latest transit information and your local media resources before you begin your commute:**

**Live Traffic and Transit Conditions**

[www.bart.gov](http://www.bart.gov)

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

**Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)





## Possible Commuter Delays

### BART Riders

April 30, 2010

9:30 a.m.

BART is currently recovering from an earlier problem at Lake Merritt Station. The system is currently experiencing significant delays.

We will update you with any changes we are made aware of.

**We are not an official source of information. We advise you to check the latest transit information and your local media resources before you begin your commute:**

#### Live Traffic and Transit Conditions

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

Dial 511

[www.bart.gov](http://www.bart.gov)

#### Media Resources:

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)

April 30, 2010  
9:30 a.m.



**ALERT**  
**breaking news**

## **President Obama Visiting San Francisco Street Closures and Possible Commuter Delays**

We have been in touch with the San Francisco Municipal Transportation Agency (SFMTA) who has confirmed that President Obama is expected to be in San Francisco on

**Tuesday, May 25<sup>th</sup>, 2010 and Wednesday, May 26<sup>th</sup>, 2010**

Because of the President's visit, **Fourth Street between Market and Mission Streets and Mission Street between Third and Fourth Streets are expected to be closed from 12:00 p.m. on May 25<sup>th</sup> through 12:00 p.m. on May 26<sup>th</sup>**, though these times are subject to change.

**Other areas of San Francisco may experience mild or significant travel delays, extra congestion, and short term street closures due to the President's visit, though no other street closures are being reported at this time.**

We are not an official source of information and these details may change. We suggest you check the latest travel conditions with the following resources before you begin your commute.

### **Live Traffic and Transit Conditions**

[www.tmasfconnects.org](http://www.tmasfconnects.org)  
[www.511.org](http://www.511.org) or Dial 511  
Dial 311

### **Media Resources:**

[www.cbs5.com](http://www.cbs5.com)      [www.sfgate.com](http://www.sfgate.com)  
[www.kcbs.com](http://www.kcbs.com)      [www.kgo.com](http://www.kgo.com)



## Resources from BART and TMASF Connects In the Event of a System Disruption

BART has announced that there is a possibility of service interruption following the upcoming verdict on the Johannes Mehserle trial.

**We will make all possible efforts, but cannot guarantee to release information to our members regarding any disruptions.**

The following pages contain important resources to use to know the latest travel information. We have re-ordered the information provided by BART to prioritize your need to know contact information. **We encourage you to check these resources and know your commute alternatives before you begin your travel.**

### Contents of this Alert

<b>Page 2: From BART</b>	Emergency BART Service Information Contacts
<b>Page 3: From BART</b>	Passenger Bulletin regarding Johannes Mehserle Trial
<b>Page 4: From TMASF Connects</b>	Additional Resources

<b>BART SERVICE INFORMATION</b>	<b>CONTACT</b>
BART website news/schedules	<a href="http://www.bart.gov">www.bart.gov</a>
BART email & text alerts	<a href="http://www.bart.gov/alerts">www.bart.gov/alerts</a>
BART mobile website	<a href="http://m.bart.gov">m.bart.gov</a>
BART Twitter	@SFBART
BART Facebook	BARTSF
BARTtv News	<a href="http://www.bart.gov/barttv">www.bart.gov/barttv</a>
BART SMS service information	Text 'BART service' to 878787
BART Phone Center	510-465-BART (2278)

**REPORTING SECURITY, SAFETY OR HAZARDOUS ISSUES:**

For urgent matters on BART dial 911, call (510) 464-7000, use the train intercom or contact a Station Agent. Here are additional useful numbers:

<b>POLICE DEPARTMENTS</b>	<b>CONTACT</b>
BART Police (non-emergency)	877-679-7000
Oakland Police (emergency)	911 or 510-777-3211
Oakland Police tip line	510-777-8814
Oakland website/email alerts	<a href="http://www.oaklandnet.com">www.oaklandnet.com</a>
Oakland Police Twitter	@oaklandpoliceca
City of Oakland: recorded messages/updates	510-444-CITY (2489)
San Francisco Police (emergency)	911 or 415-553-8090



## PASSENGER BULLETIN

News of Special Interest to BART Riders

### Bay Area Rapid Transit

300 Lakeside Drive  
Oakland, CA 94612  
(510) 464-6000  
[www.bart.gov](http://www.bart.gov)

# WAYS TO RECEIVE TIMELY INFORMATION ABOUT BART SERVICE AS MEHSERLE TRIAL CONCLUDES

Dear Customers:

We know many of you are concerned about BART's service plans in the event there are public demonstrations in reaction to the conclusion of the Johannes Mehserle trial. Beginning Wednesday, June 30, we will use our website, wireless, text message, email alert and phone system to update you on what, if any, changes we may make to train service in order to deal with protests or other public reaction.

You can expect to receive these updates at least once daily throughout the remainder of the trial and during any public reaction that may follow. However, if circumstances warrant we will send you pertinent, timely service advisory information as often as necessary and as expeditiously as possible.

Depending on public reaction, we may need to close some stations temporarily or make other adjustment to service on short notice. BART Police and Operations staff are closely working with other local law enforcement agencies to coordinate plans. Our overall goal is to ensure your safety and to keep trains moving.

## SIGN UP FOR TEXT MESSAGING, EMAIL ALERTS OR CALL

We encourage you to take advantage of BART's free email, wireless and text messaging service (*standard text messaging and data rates may apply – check with your mobile provider*). You can sign up on our website at [www.bart.gov/alerts](http://www.bart.gov/alerts).

Additionally, you find out real-time information about BART service on our website, [www.bart.gov](http://www.bart.gov), which you can also visit using your mobile device by pointing your browser to [m.bart.gov](http://m.bart.gov). We also have a number of other digital tools to get this information (see list on back side of this bulletin for information). Finally, you can call our customer services line at 510-465-BART (2278).

Last but not least, we encourage you to take the time now to plan your alternative transportation options. Visit [www.511.org](http://www.511.org) or more information about alternative commute options.

As always, your safety is our top priority.

-TURN OVER-



## **Additional Resources**

### **Live Traffic and Transit Conditions and Commute Alternatives**

Web: [www.tmasfconnects.org](http://www.tmasfconnects.org)

Mobile: [m.tmasfconnects.org](http://m.tmasfconnects.org)

[www.511.org](http://www.511.org)

**Dial 511**

[www.bart.gov](http://www.bart.gov)

### **Media Resources:**

[www.ktvu.com](http://www.ktvu.com)

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)



## **A Protest is Rumored Today**

**July 6, 2010**

**4:00 pm – 7:00 pm**

**Montgomery Street near Sacramento Street**

## **Possible Transportation Disruptions**

A protest at the San Francisco Israeli Consulate is rumored to take place today that may impact travel in San Francisco's Financial District. We are not an official source of information, we advise you to check the latest transit information and your local media resources before you begin your commute:

### **Live Traffic and Transit Conditions**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[m.tmasfconnects.org](http://m.tmasfconnects.org) (from your phone's web browser)

[www.511.org](http://www.511.org)

Dial 511

### **Media Resources:**

[www.cbs5.com](http://www.cbs5.com)

[www.kcbs.com](http://www.kcbs.com)

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)





## We Have Been Notified That A Verdict Has Been Reached in the Mehserle Trial

Please use these resources to find out more details about the verdict and about the status of traffic and transit before you begin your travel. **In the event of a BART disruption, know your alternatives!**

### Media Resources

[www.ktvu.com](http://www.ktvu.com)  
 [www.cbs5.com](http://www.cbs5.com)  
 [www.kcbs.com](http://www.kcbs.com)  
 [www.kgo.com](http://www.kgo.com)  
 [www.sfgate.com](http://www.sfgate.com)

BART SERVICE INFORMATION	CONTACT
BART website news/schedules	<a href="http://www.bart.gov">www.bart.gov</a>
BART email & text alerts	<a href="http://www.bart.gov/alerts">www.bart.gov/alerts</a>
BART mobile website	<a href="http://m.bart.gov">m.bart.gov</a>
BART Twitter	@SFBART
BART Facebook	BARTSF
BARTtv News	<a href="http://www.bart.gov/barttv">www.bart.gov/barttv</a>
BART SMS service information	Text 'BART service' to 878787
BART Phone Center	510-465-BART (2278)

POLICE DEPARTMENTS	CONTACT
BART Police ( <b>non-emergency</b> )	877-679-7000
Oakland Police ( <b>emergency</b> )	911 or 510-777-3211
Oakland Police tip line	510-777-8814
Oakland website/email alerts	<a href="http://www.oaklandnet.com">www.oaklandnet.com</a>
Oakland Police Twitter	@oaklandpoliceca
City of Oakland: recorded messages/updates	510-444-CITY (2489)
San Francisco Police ( <b>emergency</b> )	911 or 415-553-8090

### Live Traffic Conditions and Transit Alternatives

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[m.tmasfconnects.org](http://m.tmasfconnects.org) (Mobile website)

[www.511.org](http://www.511.org)

Dial 511





# TMASF CONNECTS

## ADVISORIES



# Advisory

**Beginning This Evening**  
**Wednesday February 17<sup>th</sup>, 2010 at 8:00 pm**  
**Estimated Through 2011**

## *Doyle Drive*

### *Long-Term Ramp Closure*

Please see the following two pages for a fact sheet provided by the Presidio Parkway about the Doyle Drive ramp closure that begins this evening.

**This closure and the other existing ramp changes associated with the Doyle Drive Replacement Project do not directly affect traffic between the Golden Gate Bridge and downtown San Francisco, but it may cause traffic delays for commuters.**

The final page of this TMA SF Connects Advisory contains resources that you can visit to learn more about the project as well as receive real time traffic and transit information.

February 17, 2010  
Page 1 of 4



# Long-Term Ramp Closure Advisory

February 2010



## LONG-TERM RAMP CLOSURE: EFFECTIVE FEBRUARY 17, 2010 THROUGH 2011

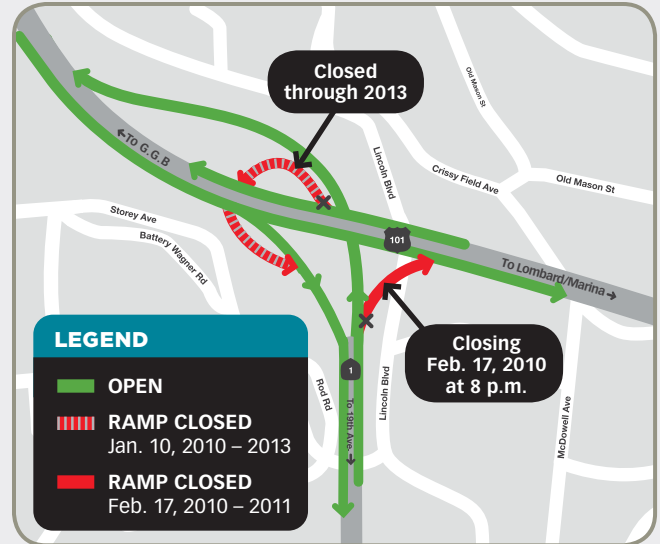
### Northbound Park Presidio/Hwy 1 (19th Avenue) to Southbound Doyle Drive/Hwy 101 Ramp Closure

Beginning Wednesday, February 17, 2010 at 8:00 p.m., the off-ramp from northbound Park Presidio/Hwy 1 (from 19th Avenue) to southbound Doyle Drive/Hwy 101 will be closed through 2011.

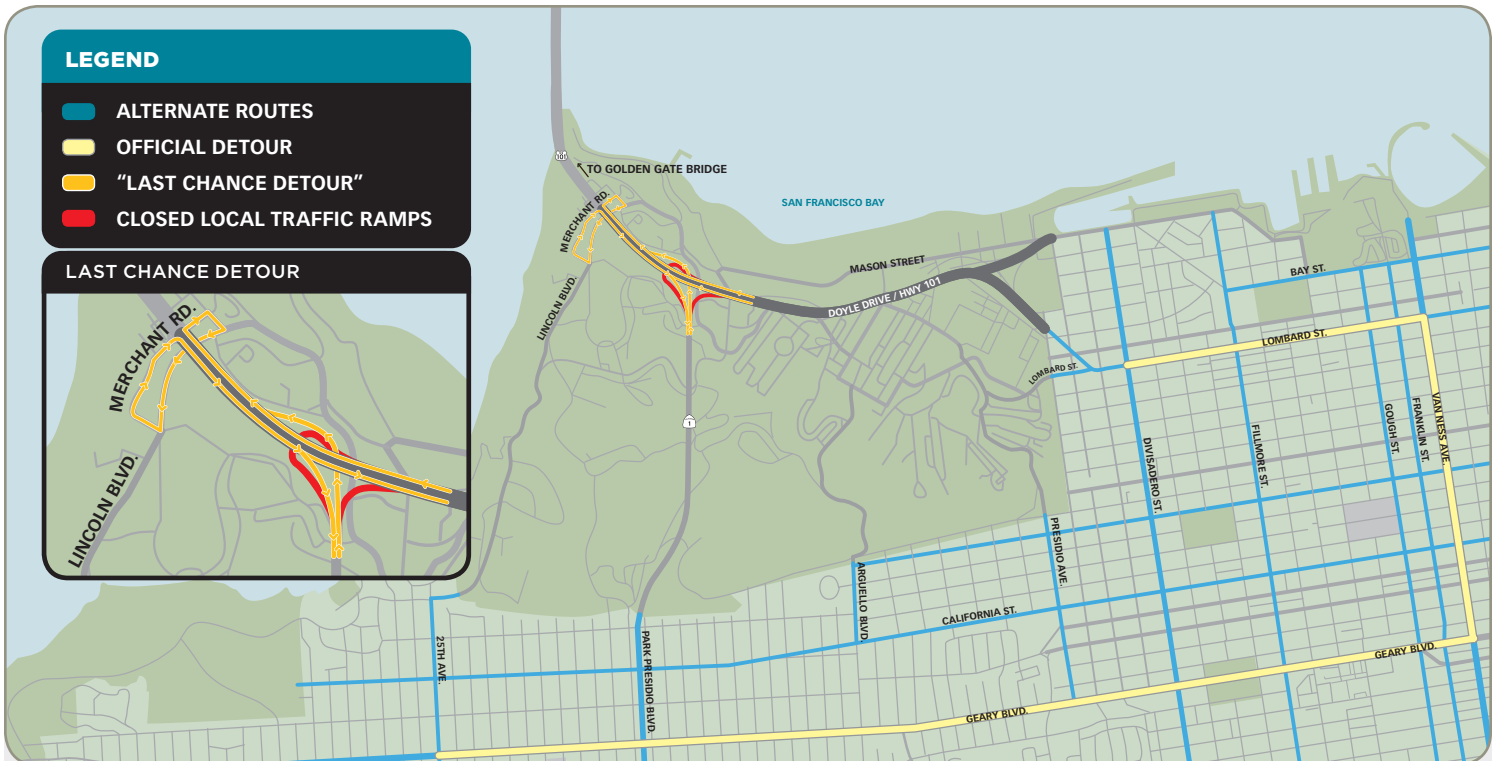
#### Recent Activity

The off-ramp from northbound Doyle Drive/Hwy 101 to southbound Park Presidio/Highway 1 (to 19th Avenue) successfully closed on January 10, 2010 and will be closed through 2013.

These closures are necessary to construct the Doyle Drive replacement, the Presidio Parkway. The closure of these ramps does not affect traffic coming from or going to the Golden Gate Bridge.



These ramp closures do not affect regional traffic coming from or going to the Golden Gate Bridge.



## DETOUR INFORMATION

During the ramp closures, motorists can use many other routes and traffic will be dispersed throughout the city street network. For drivers unfamiliar with the area, an official detour will be marked with signage and will direct drivers to a high volume, mild grade route – Geary Boulevard/Van Ness Avenue/

Lombard Street. Drivers who miss the signed detour and arrive at the closed ramp will be directed to use the "last chance detour" from northbound Doyle Drive to the Merchant Road off-ramp to Lincoln Boulevard, to the Merchant Road on-ramp to southbound Doyle Drive.

## ABOUT THE DOYLE DRIVE REPLACEMENT PROJECT

The replacement of Doyle Drive with the Presidio Parkway is a collaborative effort led by the California Department of Transportation, the San Francisco County Transportation Authority, and the Federal Highway Administration.

Doyle Drive is structurally and seismically deficient and must be replaced. The roadway is facing the same problem that threatens other crucial components of the nation's infrastructure – the ravages of time and continual use. Originally built in 1936, Doyle Drive has reached the end of its useful life. The Presidio Parkway is based on a world-class design that will improve the seismic, structural and traffic safety of the roadway. It also will be more sensitive to community needs and to the national park setting, reducing impacts on biological, cultural, historical and natural resources and on the surrounding neighborhoods.

### Highlights of the new design include:

- A parkway with two short tunnels, a wide landscaped median, traffic calming transitions to city streets and the inclusion of safety shoulders
- A spectacular regional gateway that respects the natural contours of the surrounding area and complements the unique environment of San Francisco and the Presidio, a national park
- New direct access to the Presidio and enhanced views
- A more centralized location for transit connections
- Enhanced pedestrian connections within the Presidio to the Main Post, Crissy Marsh, the National Cemetery and historic batteries
- Reduced light and noise intrusion at Crissy Field.

## CONSTRUCTION OVERVIEW

Construction of the Doyle Drive replacement, the Presidio Parkway, is underway and began more than a year ahead of schedule, due to \$50 million from the American Recovery and Reinvestment Act of 2009.

Construction of the new roadway will take approximately four years to complete. An ongoing series of advisories will update the public about what to expect as work progresses.

## CONSTRUCTION MILESTONES

### Major Construction Begins-December 2009

- ▶ Traffic remains on existing Doyle Drive until 2011

### Seismic Safety Achieved-2011

- ▶ Traffic is transferred onto a portion of the new southbound roadway and a temporary bypass adjacent to the existing Doyle Drive

### Substantial Construction Complete-2013

- ▶ Traffic is transferred onto the final Presidio Parkway

### Project Complete-2014

- ▶ Landscaping and final design details are complete

### RECEIVE THE MOST UP-TO-DATE INFORMATION!



[www.PresidioParkway.org](http://www.PresidioParkway.org)



PresidioParkway



[info@presidioparkway.org](mailto:info@presidioparkway.org)



(415) 263-5953





## Helpful Resources

### Real Time Traffic and Transit Information

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org) or Dial 511

### Doyle Drive Project

[www.doyledrive.org](http://www.doyledrive.org)

### Caltrans District 4

<http://www.dot.ca.gov/dist4/>

### Media Resources

[www.kgo.com](http://www.kgo.com)

[www.cbs5.com](http://www.cbs5.com)

[www.sfgate.com](http://www.sfgate.com)

February 17, 2010

Page 4 of 4



## transbay transit center

Dear TMASF Connects Members: We have received the following notice from the Transbay Joint Powers Authority regarding a utility relocation project that involves lane closures. For more information, please visit [www.transbaycenter.org](http://www.transbaycenter.org)

### **Notice: Verizon, AT&T and PG&E Utility Relocation to Occur on First/Fremont Streets**

*In preparation for the Transbay Transit Center Project's planned utility relocation later this year, PG&E, AT&T and Verizon will be moving some of their existing utilities on First and Fremont Street as early as Monday, March 8th. This work is expected to last for 6-7 weeks.*

*Intermittent lane closures are expected during this time.*

*This work is being performed independently of the TJPA by the private companies on their own utility lines in order to make room for TJPA's construction of the New Transit Center this year. If any questions or concerns arise during this effort, please contact the companies directly.*

*If you have questions about the Transbay Project, please contact Adam Alberti or Courtney Lodato, Transbay Outreach Team, at 415.227.9700 or email us at: [info@transbaycenter.org](mailto:info@transbaycenter.org)*

*The TJPA's planned utility relocation work in the project area is expected to begin last quarter of 2010 and we will keep our neighbors posted on our schedule as it becomes available.*



*Effective May 8, 2010*  
**Muni Riders: Be Aware of  
Schedule Changes**

Beginning this Saturday, May 8th, the San Francisco Municipal Transportation Agency (SFMTA) will be enacting schedule changes to most Muni lines as part of a cost-savings plan.

On many lines, the frequency will be reduced and the hours of operation will be cut. There will not be a significant impact during commute hours.

Please follow the following link to a PDF from the SFMTA listing the new frequencies and hours for each line.

[http://www.sfmta.com/cms/malerts/documents/SFMTAService2010\\_Onlinev1.pdf](http://www.sfmta.com/cms/malerts/documents/SFMTAService2010_Onlinev1.pdf)

Dial 311 for San Francisco Customer Service assistance with your Muni commute.

For real time traffic and transit information,  
please visit [www.tmasfconnects.org](http://www.tmasfconnects.org)

May 6, 2010





## *Bay to Breakers* *Sunday, May 16<sup>th</sup>*

Thousands of runners and walkers will be participating in this race across the length of San Francisco on Sunday.

**Many streets and transit lines will be affected. Know your travel options.**

**For real time traffic and transit information  
for planning your travel on race day, please visit:**

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

**Dial 511 for Bay Area Transit Information**

**Dial 311 for Muni Customer Service and Route Information**

For information about special race day transportation service to the race from Bay Area Transit Agencies click here:

[http://www.ingbaytobreakers.com/content.php?section=resources&page=public\\_transportation](http://www.ingbaytobreakers.com/content.php?section=resources&page=public_transportation)

For more information about Bay to Breakers, please visit:

[www.baytobreakers.com](http://www.baytobreakers.com)

**Please see the next two pages for information about Muni route changes and San Francisco street closures.**





## *Bay to Breakers Muni Changes*

### **Lines and routes that operate parallel to the course:**

- **Routes 5, 31, 38, 71** and **N-Owl** and **Line N** will experience crowding and delays.
- There will be **added bus trips** on routes **5** and **N-Owl**; these added trips will be [express service at Special Event fares](#). If you do not want to pay the special event fares, or want to go to stops not served by the express service, be sure to board only the regularly scheduled local service.
- There will be added **Line N Metro** service east of 19th Avenue. These trips will not stop at Civic Center, Powell, or Montgomery.

### **Routes that cross the course:**

- **19, 22, 24, 27, 33, 43** and **47** will be divided into 2 sections, with no service between sections. You will have to walk to get from one side of the race to the other, or else take alternate routings.
- Routes **9X** and **10** will route around the course via The Embarcadero.
- Routes **30** and **45** will not serve south of Mission. Use Route **N-OWL** or **Line N-JUDAH** from Market Street to reach Caltrain or Route **9X** to access mid-SOMA.
- Route **49** will not serve north of Mission & South Van Ness. You will have to walk to get from one side of the race to the other, or else take alternate routings, to reach Route **47** for Van Ness service.
- You can cross the park on routes **18, 28, 29** or **44**.
- Once BART opens, you can take BART from south of Market Street (16th/Mission, 24th/Mission, Glen Park, Balboa Park) to any Market Street stop. Regular BART fares apply. A Muni Adult Fast Pass may be used within San Francisco.

### **Routes that normally go to the Ferry Building:**

- **Routes 14, 21** and **31** will only go to the Transbay Terminal. The **21** will re-route over most of its route.

### **Market and Mission Street lines:**

- Some routes on Market and Mission - **6, 9, 14, 26, 49, 71, K-L-M Owls** - will only go to Market, 10th or 11th Street.
- **Before 8 a.m.:** use routes 5 and 21 between Market and 8th Streets and the Transbay Terminal. **After 8 a.m.:** use Market Street Metro subway service.

Source: [www.sfmta.com](http://www.sfmta.com)



# Advisory

## *Bay to Breakers Street Closures*

<b>Street</b>	<b>Closed Between</b>	<b>Start</b>	<b>End</b>
Steuart St.	Mission & Folsom	12:00 AM	10:00 AM
Spear St.	Mission & Folsom	12:00 AM	10:00 AM
Main St.	Mission & Folsom	12:00 AM	10:00 AM
Beale St.	Mission & Folsom	12:00 AM	10:00 AM
Fremont St.	Mission & Folsom	12:00 AM	10:00 AM
First St.	Mission & Folsom	12:00 AM	10:00 AM
Second St.	Mission & Folsom	12:00 AM	10:00 AM
New Montgomery St.	Mission & Folsom	12:00 AM	10:00 AM
Hawthorne Alley	Mission & Folsom	12:00 AM	10:00 AM
Howard St.	Embarcadero & Third St.	12:00 AM	10:00 AM
Howard St.	Third St. & Ninth St.	7:00 AM	10:30 AM
Ninth St.	Howard & Hayes	7:00 AM	10:45 AM
Hayes St.	Market & Divisadero	7:00 AM	11:00 AM
Divisadero St.	Hayes & Fell	8:00 AM	11:30 AM
Fell St.	Divisadero & Stanyan	8:00 AM	11:30 AM
John F. Kennedy Dr.	Stanyan & Transverse	5:00 AM	6:00 PM
John F. Kennedy Dr.	Transverse & Great Hwy.	5:00 AM	3:00 PM
Great Hwy.	Fulton & Sloat	12:00 AM	2:00 PM
Lincoln Way	Great Hwy. & 32nd Ave.	5:00 AM	3:00 PM
Martin Luther King Dr.	Great Hwy. & Transverse	5:00 AM	3:00 PM
Sunset Blvd.	Irving & Martin Luther King Jr. Dr.	5:00 AM	3:00 PM

Source: [www.baytobreakers.com](http://www.baytobreakers.com)



# Advisory

*Dear TMASF Connects Members: We have received the following notice from Translink about the transition from Translink to Clipper.*



**TRANSLINK™ BECOMES  
CLIPPER™ ON JUNE 16.**

Keep an eye out for our fresh new look.



- Customers can still use their TransLink cards, even after the change to Clipper.
- Between April and June, TransLink logos will be replaced with Clipper logos.
- Customers can visit [translink.org](http://translink.org) for more information.

*This is the new look and name of the Bay Area's regional transit fare card that can be used on all major Bay Area transit agencies. Clipper will continue to operate just like Translink.*

# Advisory

## *San Francisco Pride Celebration and Parade*

*June 25-27, 2010*

### **Friday, June 25<sup>th</sup>**

Various marches and celebrations  
and

Critical Mass bicycle ride at 5:30 p.m. leaving from  
Justin Herman Plaza

### **Saturday, June 26<sup>th</sup>**

**Celebration in Civic Center**

Noon to 6:00pm

### **Sunday, June 27<sup>th</sup>**

**Parade on Market Street from Beale to Eighth Street**

Begins at 10:30 a.m.

**Celebration in Civic Center Noon to 7:00pm**

The annual LGBT Pride Celebration and Parade cause numerous street closures in San Francisco. Please see the following page for resources about street closures and transit options to help you travel during the Pride Celebration.



# Advisory

## *About San Francisco Pride*

For information about the events at pride, please visit

<http://www.sfpride.org/>

## *Transit and Traffic Information*

For real time traffic information and for links to all Bay Area transit agencies and rideshare information, please visit:

[www.tmasfconnects.org](http://www.tmasfconnects.org)

[www.511.org](http://www.511.org)

or **Dial 511**

For San Francisco street or Muni questions: **Dial 311**

## *Street Closures*

For a detailed summary of all street closures and transit recommendations for the San Francisco Pride Celebration and Parade, please visit the following links to the San Francisco Municipal Transportation Agency (SFMTA):

Pride Celebration: <http://www.sfmta.com/cms/vadv/sfpride610.htm>

Pride Parade: <http://www.sfmta.com/cms/vadv/SFPrideParade610.htm>

## *Media Resources*

[www.kgo.com](http://www.kgo.com)

[www.sfgate.com](http://www.sfgate.com)

[www.kron.com](http://www.kron.com)

[www.kpix.com](http://www.kpix.com)



# Advisory

*Effective July 1, 2010*  
**Bay Area Bridge Toll Increases**

Beginning on Thursday, July 1<sup>st</sup>, 2010, Bay Area bridges will have toll changes

Tolls will be increasing on  
**all bridges except the Golden Gate Bridge**

**The San Francisco Oakland Bay Bridge** will begin congestion pricing, with tolls varying depending on the time of day.

**All bridges, including the Golden Gate Bridge** will begin charging for carpoolers, with a reduced fare for carpoolers using FasTrak.

Please see the following pages for a release from the Metropolitan Transportation Commission and FasTrak with all of the pricing details.





# NEW BRIDGE TOLLS STARTING JULY 1, 2010

**Starting July 1, 2010 a new toll schedule goes into effect** on the Bay Area's seven state-owned toll bridges.\* The regular auto toll for most drivers will be \$5. **Tolls on the Bay Bridge, will range from \$4 to \$6 according to the day of the week and the time of day.**

Also new at all seven of the state-owned toll bridges is a **toll for carpools**, which will be set at \$2.50, or half the regular rate, during weekday peak periods of 5 a.m. to 10 a.m. and 3 p.m. to 7 p.m. Also starting July 1, 2010, the Golden Gate Bridge carpool rate on weekdays will be \$3.00 from 5:00 a.m. – 9:00 a.m. and 4:00 p.m. – 6:00 p.m.

Carpools, motorcycles and inherently low-emission vehicles (ILEVs) will not have to stop at toll booths. Tolls in the designated carpool lanes will be collected exclusively through the FasTrak® electronic toll collection system.

Motorcycles and ILEVs with a DMV decal will also pay the discounted rate during commute hours instead of passing for free.

**Drivers must use FasTrak in the carpool lanes to pay their discounted toll.**

**Get up to \$10 in FREE tolls when you pick up a FasTrak toll tag at select Walgreens, Costco and Safeway stores between May 15 and July 15, 2010** (valid only for new accounts at time of registration.) Keep moving with FasTrak®. It's FREE, you're just prepaying your tolls. Visit: [511.org](http://511.org) for retail locations or to register online.

**For more information** about the new toll schedule, including details of the new congestion pricing plan for the Bay Bridge, please visit [www.mtc.ca.gov/tolls](http://www.mtc.ca.gov/tolls).

To join or start a carpool or vanpool, go to [511.org](http://511.org) for an instant RideMatch.

**511.org - Call 511**

For more information on bridge tolls, [visit: mtc.ca.gov/tolls](http://visit.mtc.ca.gov/tolls)

\*Bridges include: Antioch, Benicia-Martinez, Carquinez, Dumbarton, Richmond-San Rafael, San Mateo-Hayward and San Francisco-Oakland Bay Bridge. (Golden Gate Bridge Highway & Transportation District carpool rate will be \$3.00 starting July 1, 2010.)

511 Rideshare is a free Web and phone service funded by the Federal Highway Administration, U.S. Department of Transportation, the Metropolitan Transportation Commission, and the Bay Area Air Quality Management District. For more information, visit the Rideshare page at [511.org](http://511.org).



METROPOLITAN  
TRANSPORTATION  
COMMISSION



<b>BATA Bridges Toll Info (Excluding SF/Oakland Bay Bridge and Golden Gate Bridge)</b>		
Antioch Bridge Benicia-Martinez Bridge Carquinez Bridge Dumbarton Bridge Richmond-San Rafael Bridge San Mateo-Hayward Bridge  (Start Date: July 1, 2010) Multi-axle increase in July 2011	2-axle vehicles—regular toll: \$5.00	
	Monday – Friday only 5:00 a.m. – 10:00 a.m. 3:00 p.m. – 7:00 p.m.	Carpool/Vanpool toll: \$2.50 (FasTrak® required)
<b>San Francisco - Oakland Bay Bridge (time-of-day pricing)</b>		
San Francisco-Oakland Bay Bridge (time-of-day pricing - tolls will vary according to time of day)  (Start Date: July 1, 2010) Multi-axle increase in 2011	Monday - Friday 12:01 a.m. – 5:00 a.m. 10:00 a.m. – 3:00 p.m. 7:00 p.m. - midnight	2-axle vehicles: \$4.00
	Monday - Friday 5:00 a.m. – 10:00 a.m. 3:00 p.m. – 7:00 p.m.	2-axle vehicles: \$6.00
	12:01 a.m. Saturday – midnight Sunday	2-axle vehicles: \$5.00
	Carpool/Vanpool toll: \$2.50 (FasTrak® required) Monday – Friday only 5:00 a.m. - 10 a.m. 3:00 p.m. – 7:00 p.m.	
<b>Golden Gate Bridge</b>		
Golden Gate	Carpool/Vanpool toll: \$3.00 (FasTrak® required) 2-axle vehicles Monday – Friday only 5:00 a.m. – 9:00 a.m. 4:00 p.m. – 6:00 p.m.	
<b>Reduced Carpool Toll Requirements</b>		
Vehicles using the HOV lane must have a FasTrak® toll tag to receive the reduced toll on all Bay Area Bridges		
<b>Carpools - Qualifying Occupancy per Vehicle</b>		
Antioch Bridge	3 or more people, 2 persons in two-seater vehicle OK, 1 person motorcycle OK	
Benicia-Martinez	3 or more people, 2 persons in two-seater vehicle OK, 1 person motorcycle OK	
Carquinez	3 or more people, 2 persons in two-seater vehicle OK, 1 person motorcycle OK	
Dumbarton	2 or more people, 1 person motorcycle OK	
Golden Gate	3 or more people, 1 person motorcycle OK	
Richmond-San Rafael	3 or more people, 2 persons in two-seater vehicle OK, 1 person motorcycle OK	
SF-Oakland Bay Bridge	3 or more people, 2 persons in two-seater vehicle OK, 1 person motorcycle OK	
San Mateo-Hayward	2 or more people, 1 person motorcycle OK	
<b>Hybrid Vehicles</b>		
Hybrid vehicles with DMV-issued clean air decals may receive the discounted (carpool) rate using the HOV lane and a FasTrak toll tag (regardless of the number of people in the vehicle).	Discounted toll: \$2.50 (FasTrak® required)  Golden Gate Bridge: Carpool/vanpool toll: \$3.00 (FasTrak® required)	
<b>Vanpools</b>		
Vanpools of 11-15 passengers	Vanpools with 11-15 passengers and a FasTrak® toll tag may cross all Bay Area bridges (except Golden Gate) toll-free.	





## *More Resources*

For more information about FasTrak electronic toll tags and how to get one, please visit:

<http://www.bayareafastrak.org/>

For real time traffic conditions, transit alternatives, and Bay Area travel resources, please visit:

[www.tmasfconnects.org](http://www.tmasfconnects.org)

For more information about the bridge toll increase or for assistance with carpooling, visit:

[www.511.org](http://www.511.org) or Dial 511

For information about Bay Area roads, visit Caltrans District 4 at:

<http://www.dot.ca.gov/dist4/>



**August 7, 2010**

**Transbay Temporary Terminal Set to Open  
and the  
Existing Transbay Terminal  
Closing For Demolition**

The Temporary Terminal, **located at Howard and Main Streets**, will be used as the temporary bus facility until the opening of the Transbay Transit Center, expected in 2017, located at First and Mission Streets.

The Transbay Temporary Terminal will serve AC Transit, Muni, Greyhound, WestCAT Lynx, SamTrans and Golden Gate Transit.

For more information about the Temporary Terminal, visit [www.temporaryterminal.org](http://www.temporaryterminal.org)

To learn more about the Transbay Transit Center project, visit [www.transbaycenter.org](http://www.transbaycenter.org)

For traffic conditions and transit alternatives, visit [www.tmasfconnects.org](http://www.tmasfconnects.org) or [m.tmasfconnects.org](http://m.tmasfconnects.org) from your mobile phone!

August 3, 2010



*The Bay Area Air Quality Management District (Air District) has notified  
TMA SF Connects that*

**Tomorrow, Tuesday, September 28th  
is a Spare the Air Day**

**Thanks to all of you who use public transportation, ridesharing,  
walking, bicycling and telecommuting options.**

If you usually drive to work, a *Spare the Air Day* is a great time to try public transportation or rideshare options. If you must drive, you can link more of your day's necessary trips and errands together to reduce miles traveled.

**Know your public transit options – [www.tmasfconnects.org](http://www.tmasfconnects.org)**

**Information on Ridesharing – [www.511.org](http://www.511.org)**

*Spare the Air Days* occur when concentrations of ground-level ozone pollution are forecast to be unhealthy. The Air District asks that you take steps to reduce smog by making clean air choices.

**To monitor current air quality conditions and see the Air District's recommended actions to stay healthy and help reduce smog, visit [www.sparetheair.org](http://www.sparetheair.org) and [www.baaqmd.gov](http://www.baaqmd.gov)**



TMASF CONNECTS  
PROMOTIONS AND  
FACT SHEETS



## Check out the newly revised [www.tmasfconnects.org](http://www.tmasfconnects.org)

- Improved and easier accessibility to Breaking News transit feeds automatically updated directly from trustworthy sources such as BART, SFMTA, and the Bay Bridge Project
- TMASF Alerts included in Breaking News section
- Streamlined Real Time Traffic map
- More relevant information about our program for member buildings
- Updated homepage appearance

The website still has all of the great real time transit and traffic information, as well as the work and daycare resources.

**And coming soon, the  
[www.tmasfconnects.org](http://www.tmasfconnects.org) real time  
traffic and transit map will be  
available on your mobile phone!**

March 8, 2010



Dear Members: We received the following article from a Burr Pilger Mayer newsletter and thought we'd share in the unlikely event that someone may not have these facts. Hope this is of interest.

## ***Congress Gives Cash to Cover Companies' Renewable Energy Costs***

By **Jordan Kahn**, Manager in Assurance

*In July of 2009, Congress passed the American Recovery and Reinvestment Act (ARRA) which provided some significant incentives for businesses to invest in constructing green energy-producing property. With the law now having been in effect for a few months, Companies are still evaluating the potential benefits of these incentives.*

### **Background**

*Historically, renewable energy projects such as solar, fuel cells, geothermal, wind, hydroelectric and biomass have been eligible for tax credits ranging from 10 to 30%. Under the new ARRA program, however, companies have a new option. Since many corporations don't pay taxes in terrible economies, the Treasury Department has decided to further incentivize companies by covering up to 30% of the cost of qualifying energy projects. These federal grant payments will be made within 60 days from the date the property is placed in service. We are now seeing these grant funds trickle in for projects completed in 2009.*

*The key requirements to qualify include the following:*

- *The applicant must be the entity that put the property into service,*
- *The project must meet the definition for specified energy property,*
- *The construction must have begun in either 2009 or 2010,*
- *The application must include an independent accountant's report validating the applicant's claim.*



### **Why This Matters to You**

*The beauty of this program is that it isn't limited to those in the green-tech field. Sure, renewable energy manufacturers and installers are benefiting, but so are many others in more traditional sectors of the economy. Recent projects receiving funding include a warehouse company that installed solar rooftop panels, a distributor that installed fuel cells on their forklifts, and a landowner who constructed a wind turbine on his property. As you can see, the definition of renewable energy property is quite broad.*

*Although the grant does decrease the basis of the qualifying project by 50% of the grant amount, there are still some great tax saving opportunities when it comes to depreciation as well. This means that a company can invest in a qualifying project, receive a 30% grant and still take accelerated tax depreciation on 70% of the asset to further lower their taxes, including the year that the property is placed into service. A double financial win!*

*Our firm is seeing companies take advantage of this program in two ways. The first is when a company makes the direct investment itself, to fund and construct the property and track all qualified costs in order to maximize the grant request.*

*The second option for those that want to go green but are lacking the immediate funds, is to work with an outside investor. Under this scenario, the investor will pay to build the project on the company's site and then sell the energy back to the company under a fixed, long term Power Purchase Agreement (PPA). Either strategy complies with the grant program depending on your capital requirements.*

### **Conclusion**

*The Federal government has created a very powerful incentive for those able and willing to pursue alternative energy creation.*

*If you are interested in taking advantage of this program and want to determine the feasibility of a project, structure a PPA, navigate the application process, or have your project certified, BPM can assist you in working through these details.*

*More specific information about the program is available at the Treasury Department's website at <http://www.ustreas.gov/recovery/1603.shtml>*

*Jordan Kahn, assurance manager at Burr, Pilger & Mayer. Reach him at [jkahn@bpmlp.com](mailto:jkahn@bpmlp.com)*



**[Click Here](http://www.tmasfconnects.org/index.php/calendar/) for the TMASF Connects Calendar**  
**(<http://www.tmasfconnects.org/index.php/calendar/>)**

**Another Way to Keep Up To Date With Your Commute!**

-Travel impacting holidays and San Francisco events

-Promotional transportation events  
that offer contests and prizes.

**Included in the Calendar is the *Sunday Streets San Francisco* event series, whose 2010 season kickoff is this Sunday, March 14<sup>th</sup> at the Embarcadero. See the event listing on the calendar, or visit <http://sundaystreetssf.com/> for more information.**

Keep watching! The TMASF Connects calendar will continue to be updated with the latest commute information.

March 12, 2010





# Celebrate being green

**As we approach Earth Day on April 22<sup>nd</sup>  
TMASF Connects congratulates our members for making  
the right commute choices for our planet!**

According to the *TMASF 2009 Commuter Behavior Survey*:

**90 %**

of the estimated 50,000 people commuting to a TMASF Connects member building choose to commute with an earth-friendly alternative method to driving alone.

According to the Progressive Policy Institute,

**One pound of CO<sub>2</sub>**

is produced by the average car for every mile traveled.

Based on the Metropolitan Transportation Commission (MTC) estimate of the average Bay Area roundtrip commute distance of

**20 miles**

**TMASF Connects Members save an average of  
*4.5 million pounds of CO<sub>2</sub>*  
from being produced each week!**

Thank you! We are here to help you keep up the great work!  
Visit [www.tmasfconnects.org](http://www.tmasfconnects.org) to find out about your commute options.

April 8, 2010



# Celebrate being green

## 90% of TMASF Connects Members Celebrate Being Green Every Day

By choosing not to drive alone to work, TMASF Connects Members are doing one of the best things possible do to reduce CO<sub>2</sub> output, air pollution, traffic congestion, as well as save the world's limited natural resources.

**“When compared to other household actions that limit CO<sub>2</sub>, taking public transportation can be 10 times greater in reducing this harmful greenhouse gas.”**  
—American Public Transportation Association (Apta)

[Click here](#) to calculate how much CO<sub>2</sub> you are saving by commuting by public transportation instead of driving!

[Click here](#) to calculate your overall carbon footprint to see how much of an overall impact your travel decisions make.

**“Public transportation saves the U.S. the equivalent of 4.2 billion gallons of gasoline annually – more than three times the amount of gasoline refined from the oil we import from Kuwait.”**  
—American Public Transportation Association (Apta)

**“Without public transportation, congestion would have increased by 27 percent”**  
—Timothy Lomax, Texas Transportation Institute

[Click here](#) for a report about how more use of public transportation affects traffic congestion.

Visit [www.tmasfconnects.org](http://www.tmasfconnects.org) to find out about your commute options and their benefits.

April 16, 2010



## Celebrate being green

### **By Choosing to Make Every Day Earth Day, It's Not Just the Earth That Benefits**

Earth Day 2010 may be over, but it is just as important to think about your impact on the environment every other day of the year. By choosing not to drive alone to work, you are taking one of the best steps possible to reduce your carbon footprint.

But, by not driving alone, you aren't just helping the Earth, you are also...

#### **...Saving Money**

Households that use public transportation on a given day save over \$9,000 every year, according to the American Public Transportation Association.

[Click here](#) to calculate how much you are saving by taking public transportation instead of driving to work!

[Click here](#) to calculate how much you save by bicycling to work instead of driving. It will also tell you how many more calories you will burn!

Many employers provide pre-tax commuter benefits that can be used for transit, vanpool, or bicycling expenses. [Click here](#) to learn more about Commuter Benefits.



## Celebrate being green

### ...Saving Time and Hassle

According to the Wall Street Journal, the average person in the Bay Area wastes 55 hours per year sitting in traffic.

On transit or riding in a carpool, you can sit back and avoid the stress of driving and traffic. You can get work done, get some extra sleep, catch up on reading, or anything that will give you more free time once you get home! Plus, taking your car off the road contributes to less traffic for others to have to sit in!

### ...Getting More Exercise

It's no secret that people who commute by foot or bicycle will get more exercise than if they drove.

What many people don't realize is that transit users also tend to walk more to transit stops, up and down subway steps, and get more exercise. Think about the few minutes of extra walking you do as a little more exercise that will benefit your health.

**[Click here](#) for a calculator to add up all the minutes you do walking or bicycling to work, or even just walking to transit here to see how many extra calories you burn in a day than you would burn by driving.**

Visit [www.tmasfconnects.org](http://www.tmasfconnects.org) to find out about your commute options and more of their benefits.

April 27, 2010



# Advisory

## Win Prizes!

**TMASF Connects *Bike to Work Day* Raffle**  
***Bike to Work Day is May 13, 2010***

[Click Here](#) to take a brief survey before May 13, 2010 about your biking experience that will enter you to win one of the following great bike accessories!

**1 Grand Prize: Garmin Edge 205 GPS Enabled Cycling Computer**  
**Valued at \$250.00**



Whether you're prepping for your next ride or just want a more accurate way to measure your performance on the trails, the Garmin Edge 205 GPS-enabled Personal Trainer and Cycle Computer can help. The Edge 205 is easy to use, requires no calibration, and features customizable screens and data fields to meet your needs. Measuring speed, distance, time, calories burned, altitude, climb, descent, and more, the Edge 205 will help you to always know where you are and how far you've gone.

**2 Second Prizes: Kryptonite Evolution-Series 4 U-Lock**  
**Valued at \$65.00**



14mm (4 x 9 in.) MAX-Performance steel shackle resists bolt cutters and leverage attacks; Reinforced anti-drill/pull cylinder protection system; Enhanced internal engineering resists twist attacks; Center key location and dual overhead cam locking mechanism resist leverage attacks; Includes versatile EZ Mount transportation bracket.

**3 Third Prizes: CatEye EL135 / TL-LD130 Combo Light Set**  
**Valued at \$30.00**



Front light uses three LEDs, Opticube Lens technology and features a wide beam for increased visibility; Rear light offers triple LED performance and has three flashing modes to choose from; Both lights attach with Flex-Tight™ universal mounting brackets to just about any size bars without tools.



# Advisory

## *Bike to Work Day Thursday, May 13<sup>th</sup>*

*Bike to Work Day* is a Bay Area wide event where thousands of commuters, including me, will be trading their usual transportation mode for their bicycle. There will be commuter convoys, energizer stations, and other resources set up to help you with your commute.

**Please see the final page of this document for a chance to  
WIN PRIZES in the TMA SF Connects *Bike to Work Day* Raffle!**

### *Bike to Work Day Resources*

For San Francisco *Bike to Work Day* information, click here: <http://www.sfbike.org/?btwd>

For information about *Bike to Work Day* all over the Bay Area click here:  
<http://btwd.bayareabikes.org>

### **Commuter Convoys**

If you are not an experienced bicyclist or if you would like a social ride to work, you may join a Commuter Convoy leaving from 11 San Francisco districts on May 13<sup>th</sup>- they are free and you don't need to register.

To see the map and list of Commuter Convoy meeting places, click here:  
<http://www.sfbike.org/?commuterconvoy>

### **Energizer Stations**

Stop by one of 27 energizer stations around San Francisco, or dozens more around the Bay Area for free coffee, snacks and goodies to keep you charged for your commute.

To see a map of San Francisco Energizer Stations, click here:  
<http://www.sfbike.org/?btwd2010>

For a complete list of all Bay Area Energizer Stations, click here:  
<http://btwd.bayareabikes.org/energizer>





## Maps

For bicycle maps to find your best route to work by bike, click here

<http://www.sfbike.org/?maps>

Click here, <http://www.tmasfconnects.org/index.php/your-trip-planner>, for the TMASF Connects Trip Planner, powered by Google, where you can plan your trip by bicycle, as well as by public transit, car, and walking. This bicycle planner is still in beta, so please use caution.

## Safety

The following links are resources for bicycle rules and safety to be sure you have a safe ride:

San Francisco Bicycle Safety: <http://www.sfbike.org/?safety>

CA DMV Bicycle Rules: <http://dmv.ca.gov/about/bicycle.htm>

## Bicycling and Transit

On *Bike to Work Day*, bicyclists ride for free on the [Alameda-Oakland](#) and [Alameda-Harbor Bay](#) Ferries.

To find your transit agencies' rules about bicycling, visit [www.tmasfconnects.org](http://www.tmasfconnects.org) or visit <http://bicycling.511.org/transit.htm> for an overview of the Bay Area's transit agencies rules about bikes.

## Why Bike?

Bicycling is a great commute option for many people because it is healthy, fast, environmentally friendly, and inexpensive.

And commuter tax benefits for bicyclists are available! Click here to learn more about Bike Commuter Benefits: <http://www.sfbike.org/?commute>



# Advisory

## Win Prizes!

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#### 1 Grand Prize: Garmin Edge 205 GPS Enabled Cycling Computer Valued at \$250.00



Whether you're prepping for your next ride or just want a more accurate way to measure your performance on the trails, the Garmin Edge 205 GPS-enabled Personal Trainer and Cycle Computer can help. The Edge 205 is easy to use, requires no calibration, and features customizable screens and data fields to meet your needs. Measuring speed, distance, time, calories burned, altitude, climb, descent, and more, the Edge 205 will help you to always know where you are and how far you've gone.

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Front light uses three LEDs, Opticube Lens technology and features a wide beam for increased visibility; Rear light offers triple LED performance and has three flashing modes to choose from; Both lights attach with Flex-Tight™ universal mounting brackets to just about any size bars without tools.





# Advisory

Thank you for participating in the  
TMASF Connects *Bike to Work Day* Raffle!

## And the Winners Are...



**1 Grand Prize: Garmin Edge 205 GPS Enabled Cycling Computer  
Valued at \$250.00**

**Claire McConnell of 343 Sansome Street**

---



**2 Second Prizes: Kryptonite Evolution-Series 4 U-Lock  
Valued at \$65.00**

**Sok An, of an undisclosed building**

**Sofia Kolidas of 345 California Street**

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**3 Third Prizes: CatEye EL135 / TL-LD130 Combo Light Set  
Valued at \$30.00**

**James McDowell of 303 Second Street**

**Marie Pompa of 185 Berry Street**

**Andy Miller of 101 Second Street**

The survey was closed on May 13, 2010 at 12:00 p.m. and winners were drawn using an automatic randomizer.  
The winners have been notified and have given permission for their names to be released.



# Advisory

## 2010 TMA SF Connects *Bike to Work Day* Survey --Results and Conclusions--

### Background

According to our 2009 TMA SF Commuter Behavior Survey, 2.5%, or roughly 1,250 of an estimated 50,000 TMA SF Connects members bike to work as their primary mode of transportation. It is a reasonable assumption that a higher percentage of members bicycle as a secondary or occasional mode to work, and that many more members would choose to start bicycling if their reservations were addressed.

### About the Survey

For *Bike to Work Day*, 2010, we surveyed our members and the public to learn more about their bicycling habits. Participants were eligible for our TMA SF Connects *Bike to Work Day* Raffle to win bicycle accessory prizes.

- The questions were asked to gauge the reason respondents choose or choose not to commute by bicycle, and what it would take to motivate them to try bicycling.
- The survey was open for eight days and received 453 responses.
- Respondents could choose more than one answer to fully assess their sentiments.
- Taken as a measure of cycling during our *Bike to Work Day* promotion and is associated with bicycle accessory prizes, this survey naturally selects a majority of cycling commuters, but is a good insight into the needs of bicyclists and those who may potentially choose to begin a bicycle commute.

### Who is Biking?

- 25% of survey respondents commute by bicycle most days
- 8% ride one or two times per week

A total of 63% at least have some bicycle commuting experience.



### **Top Reasons People Choose Not to Commute By Bicycle**

- Personal safety and bicycle security and parking concerns, 31%
- Prefer other commute options, 18%
- Transit connection limitations, 17%
- Personal hygiene, 16%

Other responses included the distance from work, number of hills on the route, too many personal items to carry on a bicycle, other transit options are more convenient, and physical limitations.

### **Why People Choose to Bicycle**

- Improved health and well being, 78%
- Bicycling is enjoyable, 68%
- Environmental contribution, 51%

Other reasons for choosing to bicycle were; it is the fastest and most cost effective option, and for social reasons.

### **What Would it Take to Try Cycling?**

- Enhanced showering and bicycle parking facilities, 44%
- Moving home or office location, 30%
- Updated safety and road rules information, 28%
- Other notable responses included, receiving commuter benefits for bicyclists, and if more bicycle lanes were created

A mere 3% of respondents are most inclined to try cycling in any circumstance.



# Advisory

## Win Free BART Tickets for a Year

**Dear TMASF Connects Members: Please read the following announcement from BART for an opportunity to win \$2,400 worth of BART tickets**

### *Avoid the bridge toll increase, take BART instead*

*Starting July 1, you'll pay \$6 to cross the Bay Bridge during peak commute hours and \$5 on the weekends. Carpools will now pay a \$2.50 toll instead of crossing for free.*

*BART invites you to give our fast, reliable, environmentally friendly Transbay service a try. Pledge to try BART instead of driving to work this July and you could win free BART tickets (\$2,400) for a year. Enter at [bart.gov/pledge](http://bart.gov/pledge).*

*If you already ride BART, thank you! Be sure to tell your friends and co-workers they can avoid the toll increase by joining you on BART. Encourage them to take the pledge to try BART and they could win free BART tickets.*

### *Tips for an easier and less expensive BART commute:*

- *At [bart.gov](http://bart.gov), you can plan trips using the easy QuickPlanner, get real-time train arrival information and updated BART service advisories.*
- *Get a [Clipper](http://clippercard.com) card (formerly TransLink) and riding BART is a snap. Visit [clippercard.com](http://clippercard.com) for details and to sign up. Set up the Autoload feature and Clipper will waive the \$5 card fee. With Autoload, you also get a discount on your BART fares.*
- *Don't waste time looking for parking; reserve a BART parking spot. Visit [bart.gov/parking](http://bart.gov/parking) to learn where spaces are available and make an online reservation.*
- *Ask your employer about pre-tax commuter benefits. You can save thousands of dollars each year by using tax-free dollars to pay for your BART commute and parking. For info, visit [bart.gov/pre-tax](http://bart.gov/pre-tax).*

**Thank you!**

June 21, 2010



Dear TMA SF Connects Members:

Did you know there is a free rideshare service available throughout the San Francisco Bay Area to help commuters find carpool/vanpool partners?

Here's how San Francisco employees can get started:

- 1) Sign up online at [www.sfenvironment.org/RideshareMatch](http://www.sfenvironment.org/RideshareMatch) to find others who live and work near you to start a carpool/vanpool.
- 2) Receive a personalized map and contact list of potential rideshare partners.
- 3) Coordinate with your new rideshare partner(s) & enjoy a faster, cheaper and more relaxing commute to work!

From May 24<sup>th</sup> through June 24<sup>th</sup>, we will be hosting a special promotion for TMA SF Connects members! Everyone working in a TMA SF Connects member building who signs up through June 24<sup>th</sup> for our free rideshare service will be entered into a raffle to win one of twenty free \$45 carpool parking vouchers.\*

Help spread the word to your employees by distributing and posting up the attached promotional flyer. Thank you for helping to promote smarter, more eco-friendly commuting choices!

Please contact us for further assistance and/or questions at:

(415) 355-3727 or [commuterbenefits@sfgov.org](mailto:commuterbenefits@sfgov.org)

Or contact TMA SF Connects at (415) 392-0210 or [nzappas@tmadf.org](mailto:nzappas@tmadf.org)

Sincerely,

TMA SF Connects

And Clean Air & Transportation Program

San Francisco Department of the Environment

\*Employees must email us their sign-up confirmation to be entered into the raffle.

Want a *Faster Commute?* Want to *Save Money?*

**Try a Carpool or Vanpool TODAY!**



Find carpool & vanpool partners at  
[www.sfenvironment.org/RideshareMatch](http://www.sfenvironment.org/RideshareMatch).

If you sign-up between May 24, 2010 and June 24, 2010, you  
could **WIN A FREE \$45 Carpool Parking Voucher!**

**Here's How To Win:**

1. Sign-up by visiting [www.sfenvironment.org/RideshareMatch](http://www.sfenvironment.org/RideshareMatch) or calling 415-355-3727 between **May 24, 2010** and **June 24, 2010**.
2. Forward your registration confirmation email to [commuterbenefits@sfgov.org](mailto:commuterbenefits@sfgov.org) with the subject line "TMASF Rideshare". Include your name and company name.
3. Your name will be entered into a drawing for a free \$45.00 Carpool Parking Voucher.
4. Winners will be notified by email at the beginning of July.

If you have any questions, please contact [commuterbenefits@sfgov.org](mailto:commuterbenefits@sfgov.org) or call 415-355-3727.







## TMASF Connects goes Mobile [m.tmasfconnects.org](http://m.tmasfconnects.org)

Last year, TMASF Connects introduced our new website, [www.tmasfconnects.org](http://www.tmasfconnects.org) with the information you need to know to keep you on the move in the Bay Area, including a real time traffic map that matches incidents with transit and paratransit options and a trip planning tool, and links to the Bay Area transit agencies' maps, schedules, fares, and paratransit options. There are resources for ridesharing and biking options as well as information about financial, environmental resources, and much more.

The website also introduces information and resources for job seekers and employers in San Francisco and daycare resources to help connect your day.

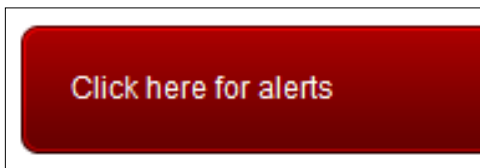
**Now, we have taken the features of the website that you need for your commute when you are on the go and made them accessible on your mobile phone! Visit [m.tmasfconnects.org](http://m.tmasfconnects.org) on your mobile web browser.**

Please see the following three pages for an overview of what the new TMASF Connects mobile site has to offer and how to use it.


## Mobile Website Features

Please note that this mobile website is designed to work on as many different mobile browsers and phones as possible, but is not guaranteed to work or look the same on every phone. Also note that JavaScript must be enabled on your mobile web browser.

### Alerts



Click on the red alerts tab at the top of your screen for up to the minute alerts automatically updated by RSS feeds about Muni, BART, and the Bay Bridge.

	
ALERTS	
BART	Ways to receive timely information ...
SFMTA	July 4: Sunday schedules: July 5: Weekday non-school schedules Tue, 29 Jun 2010 17:49:22 -0700
Bay Bridge	Update to Closures and Detours...
SFMTA	10, construction postponed...
SFMTA	9, 9L, 23; June 28 to July 19; Bays...
SFMTA	Today: delays possible before and a...

You may click on a specific alert to expand the alert and read more. To link to the source website of the alert, click the expanded alert.

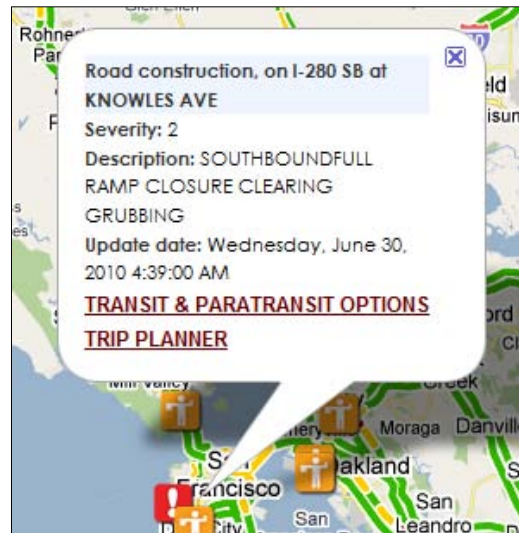


## Real Time Map



Our real time traffic map gives you live information on traffic conditions. The green, yellow, red, and black lines indicate how fast traffic is moving.

Click on any red or yellow “exclamation point” to see information about a traffic incident. Click on the orange icons to find out about construction in that area and how it will affect your travel.



**TRANSIT OPTIONS - SAN FRANCISCO**

- San Francisco Muni
- BART
- Golden Gate Transit
- SamTrans
- Caltrain
- Alameda-Oakland Ferry
- AC Transit
- Vallejo Transit
- Vallejo Baylink Ferry

**PARATRANSIT OPTIONS - SAN FRANCISCO**

- San Francisco Paratransit
- Department of Aging and Adult Services

These icons also offer a link to transit and paratransit options that are in the area of the incident you are viewing. You may click on any option listed to go to the agency’s webpage. Please note that not all transit and paratransit agencies have websites that are easily viewable on mobile browsers at this time.

**TRIP PLANNER VIA GOOGLE MAPS**

From:

To:

The traffic incident icons also contain a link to a trip planner powered by Google Maps. Enter your starting and ending locations to plan a trip. Your trip plan automatically is set to be by transit, you may also change the setting to plan a trip by walking, bicycling, or driving.

You will be brought to a Google Maps trip plan page with several trip options to choose from. You may enter a new time of the trip for a new set of trip plans.

**Transit directions to San Francisco, CA**

Suggested routes

<a href="#">1:55pm - 2:20pm</a> 26 mins	
<a href="#">2:03pm - 2:30pm</a> 28 mins	
<a href="#">2:10pm - 2:35pm</a> 26 mins	
<a href="#">1:55pm - 2:23pm</a> 29 mins	
<a href="#">1:55pm - 2:39pm</a> 44 mins	

Oakland, CA

Showing Trip 1 \$5.10 (vs. \$7.23 driving!)  
Travel time: about 26 mins

[Walk to 12th St. Oakland City Center BART](#)  
About 2 mins

[Metro rail - BART - Direction: SFIA / Millbrae](#)  
Service run by Bay Area Rapid Transit

1:57pm Depart 12th St. Oakland City Center BART  
: 12 mins  
2:09pm Arrive Embarcadero BART  
[Route Information - bart.gov](#)

[Light rail - L - Taraval - Direction: S F Zoo](#)  
5 mins to make transfer  
Service run by San Francisco Municipal Transportation Agency

2:14pm Depart Metro Embarcadero Station  
: 6 mins  
2:20pm Arrive Van Ness Station Outbound

[Walk to San Francisco, CA](#)  
About 1 min

By clicking on one of the trip plans, you will expand all of the details you will need to know for your trip. If you have selected a trip plan by public transit, you will see a transit trip price versus driving comparison.

**Thank You from TMSAF Connects!**

# Advisory



## Attention Carpoolers- Save Time and Money

### Win One of Ten FasTrak Toll Tags Loaded with \$30.50!

The new bridge toll increase and the beginning of a discounted fee for carpoolers with FasTrak has been creating some confusion for the public and contributed to slowing on the bridge. The best way to help is to have a FasTrak in your car.

TMASF Connects would like to help its members who carpool or would like to carpool and receive the discounted toll by giving away ten FasTrak responders preloaded with \$30.50 worth of tolls.

Click on the link below to tell us about your carpool plans to enter to win one of ten FasTraks.

**The raffle will close this Friday, July 9, 2010 at noon** so act fast, it will only take a minute!

**Click here to enter:**

<http://www.zoomerang.com/Survey/WEB22AW2LE623M>

July 7, 2010



# Advisory

## Sign-up for the Great Race for Clean Air 2010 & Commuter Benefits Ordinance Updates

### Great Race for Clean Air 2010



The Great Race for Clean Air is a friendly competition between employers to reduce their greenhouse gas emissions.

TMASF Connects, The City & County of San Francisco, the Bay Area Air Quality Management District would like to invite your company to participate in this fun, friendly competition to encourage alternative transportation – such as carpooling, vanpooling, biking, walking or riding transit.

**Participation is free and there are many benefits to joining! Including...**

**Recognition:** Your company will be recognized by the City and the Air District as leaders in the fight to improve air quality in the Bay Area.

**Free Prizes:** Participating employees will be eligible to receive prizes such as iPods, Starbucks' Gift Cards and more.

**Helping our Planet:** Every participant contributes to a healthier planet by reducing their greenhouse gas emissions. Last year alone we saved over 130,000 pounds of CO<sub>2</sub>!

**Registration Deadline:** Employers must sign-up by July 15th.

**Race Dates:** Kick-off is on August 1st and the race runs through September 30th, 2010.

Interested? More information can be found at

[www.GreatRaceForCleanAir.com](http://www.GreatRaceForCleanAir.com)



## **The Commuter Benefits Ordinance Annual Employer Compliance Form Extended to July 30, 2010**

The deadline for the mandatory Commuter Benefits Ordinance Annual Employer Compliance Form has been extended to July 30, 2010 for employers who have not submitted a form for 2010.

Forms can be completed online at <http://tinyurl.com/sfe-cbo-form>.

The Commuter Benefits Ordinance requires employers with 20 or more employees to offer (1) a pre-tax benefit through IRS 132(f), (2) an employer-paid subsidy greater than or equal to the current price of a Muni Fast Pass (including BART travel within the city), or (3) a free shuttle service.

More information on the Ordinance can be found at [www.CommuterBenefits.org](http://www.CommuterBenefits.org).

Now that we are in the second year of the Ordinance, the City and County of San Francisco Department of the Environment (SFDOE) is wondering if employers need any additional assistance from their office.

Please contact Adeline Canez with the SFDOE at [Adeline.Canez@sfgov.org](mailto:Adeline.Canez@sfgov.org) if you need anything else to help make the Ordinance easier to digest for your employees.

**Thank you!**



# Advisory



## Attention Carpoolers- Another Chance to Win

### Win One of Ten FasTrak Toll Tags Loaded with \$30.50!

The new bridge toll increase and the beginning of a discounted fee for carpoolers with FasTrak has been creating some confusion for the public and contributed to slowing on the bridge. The best way to help is to have a FasTrak in your car.

Last week, TMASF Connects raffled off ten FasTraks responders preloaded with \$30.50 worth of tolls to carpoolers and potential carpoolers to help receive the discounted toll.

With over 200 entries in a two day long raffle, we found that many of our members are interested in getting a FasTrak, so we decided to give away ten more this week. If you entered last week and were not notified that you won, you may enter again. Your original entry will not be counted, so be sure to enter again.

Click on the link below to tell us about your carpool plans to enter to win one of ten FasTraks.

**The raffle will close this Friday, July 16, 2010 at noon** so act fast, it will only take a minute! **Click here to enter:**

<http://www.zoomerang.com/Survey/WEB22AWXPTPSRJ>

July 14, 2010



## Win Tickets to the Outside Lands Music Festival!



The San Francisco County Transportation Authority (SFCTA) is holding a Twitter contest. To enter the contest, tweet **in exactly six words**:

### What does “Livability” Mean to You?

A panel of judges at the Authority will review all qualifying entries, and select one winning response and two runner-up responses based on creativity and originality.

Winner will receive 2 two-day passes to Outside Lands Music Festival at Golden Gate Park on August 14 and 15, 2010. More information about Outside Lands Music Festival is available at [www.sfoutsidelands.com](http://www.sfoutsidelands.com). Two runners-up will each be awarded \$50 in Clipper Cash (more information at [www.clippercard.com](http://www.clippercard.com)).

**Hurry! All entries need to be received by August 1, 2010!**

Visit [www.sfcta.org/twitter](http://www.sfcta.org/twitter) for more information about this contest!

**Thank you!**

July 28, 2010



## **Attention: Travelers along US 101- New Way To Receive Traffic & Traffic Conditions For Select Routes**

**-Join UC Berkeley's Field Test-  
Participants Have an Opportunity to Win Prizes!**

Test Synopsis: Free Real-Time Traveler Information Delivered To Your Mobile Phone Or Internet Connection. The project is run by the California Partners for Advanced Transit and Highways (PATH), Institute of Transportation Studies at University of California, Berkeley.

This field test uses a smart phone application to give you real time comparisons of driving versus transit or bicycling with trip planning, next bus or train arrival times, parking availability at selected Caltrain lots and more.

This study only covers traffic conditions on US101 and transit conditions on Caltrain, BART, SF Muni buses, SamTrans and VTA line 22. If you travel along this corridor, you may be interested in participating. Successful feedback from this study will assist in the expansion of the project to more locations.

We feel this is the first step in the next generation of trip planning, and you can help in its development.

*----For detailed project specific information, please see the following page----*

August 4, 2010





FREE REAL-TIME TRAVELER INFORMATION DELIVERED TO YOUR MOBILE PHONE OR INTERNET CONNECTION

WHAT DOES PATH 2 GO OFFER?

PROJECT OVERVIEW

The Networked Traveler research project offers travelers an innovative web-based trip planner and mobile applications, based on real-time information about conditions on US101, Caltrain, BART, buses operated by SF Muni, Samtrans, and VTA (Line 22), and selected Caltrain parking lots.

Researchers will evaluate, through the experiences of volunteers like you, whether and how real-time information can encourage and assist travelers to make

PROJECT PARTNERS

This research is conducted by the California Partners for Advanced Transit and Highways (PATH), Institute of Transportation Studies at University of California, Berkeley, partnering with:

- Research and Innovative Technology Administration (RITA), U.S. Department of Transportation
• California Department of Transportation (Caltrans)
• Metropolitan Transportation Commission (MTC)
• Santa Clara Valley Transportation Authority (VTA)
• San Mateo County Transit District (Samtrans) and Caltrain
• NAVTEQ
• ParkingCarma
• SpeedInfo

PATH2Go gives you real-time information to enable you to reduce waiting time, relieve stress, and help the environment. Access PATH2Go via http://www.networkedtraveler.org

PATH2Go Trip Planner

- Compare driving, transit, driving to transit, and bicycling options
• Choose among travel options based on current travel time, fare, and carbon footprint
• Send trip plan to your smart phone

PATH2Go Smart Phone Application

- Available on iPhone, Windows Mobile smart phones and (coming soon) Android with GPS
• Search for real-time bus arrivals at nearby stops
• Plan your transit trip on your phone
• When you're waiting at a station, get an alert about the approach of your train or bus
• When you're on a train or bus, get an alert as it approaches your destination

PATH2Go Web-Based Transit Information

- Find out precisely when your bus or train will arrive
• See parking availability at selected Caltrain parking lots
• Search for arrival info using route name, stop name, or nearby address
• Set up one-time or recurring reminder of train or bus arrivals at your favorite stops via email or SMS

HOW DO I PARTICIPATE

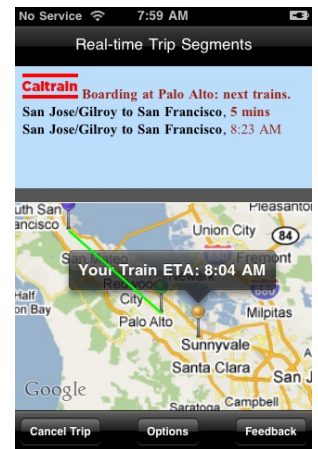
Sign up: Visit the Networked Traveler website www.networkedtraveler.org

Download phone apps: iPhone, Windows Mobile Smart Phones and (coming soon) Android phones.

Provide Us with Feedback: Registered users can take a survey on the Networked Traveler website and be entered into a monthly drawing for a \$100 gift certificate.

For Questions Contact path2go@lists.berkeley.edu

Visit the Networked Traveler Website http://www.networkedtraveler.org



A screenshot of PATH2Go mobile phone interface



**tmasf connects radio campaign  
representative commercials**  
october through december 2010

**commuter appreciation day**

**october 14 - october 28, 2010**

05: Coming soon - Commuter Appreciation Day – at five transit hubs around town. Visit TMASF Connects dot org to learn more.

15: It's our birthday, but you're getting the gifts. October 28<sup>th</sup> is Commuter Appreciation Day. Brought to you by TMASF Connects, now celebrating our 20<sup>th</sup> Anniversary. Over 5000 prizes and goodie bags will be given away. Learn where to go at TMASF dot org.

**general awareness**

**october 28 – november 14, 2010**

15: There's green, then there's Northern California green. Thank you commuters for not driving alone, and for making TMASF Connects the ultimate commuter website. TMASF Connects, now with real time traffic, real time transit options, and real time mobile. Check out TMASF Connects dot org today.

**commute**

**november 1 – december 31, 2010**

15: TMASF Connects, a non-profit association bringing you options to driving alone: Up-to-the-minute info on buses, trains, ferries, freeways and more. We've grown into more than just a transportation site, and now provide resources for work and daycare. Visit TMASF Connects dot org today.

**work**

**november 1 – december 31, 2010**

15: San Francisco offers the best workforce around – find a way to be part of it at TMASF Connects dot org. Links on writing the perfect resume, interviewing skills, and making you more marketable. Refresh yourself, reinvent yourself – go to TMASF dot org today.

15: Calling all business owners and human resource executives – San Francisco has a workforce waiting for you. We offer lots of links for small, medium and large businesses looking to tap into the great local talent pool. From agencies to training organizations and more – check out TMASF Connects dot org first.

**b2b and leed**

**november 1 – december 31, 2010**

15: Be a part of TMASF Connects, 20 years young and going strong. A non-profit association made up of 55 of San Francisco's finest office buildings looking to provide their tenants with options to driving alone. Learn how you can become a member, go to TMASF Connects dot org.

15: Has your building been LEED Certified yet? TMASF Connects can help. TMASF is a non-profit association providing lots of benefits to its member buildings: commuting options, daycare leads and resources to improve job skills. Learn how you can become a member -- go to TMASF Connects dot org.

# Commuter Benefits Workshop

**Calling all HR, Benefits and Corporate Sustainability leaders!**

Come join us for a **free** Commuter Benefits Workshop at the beautiful Ferry Building hosted by the San Francisco Department of the Environment. With a view of the San Francisco Bay as your backdrop, enjoy a complimentary lunch and receive all the tools necessary to start offering Commuter Benefits, a pre-tax transit benefit allowing employees to save money on their transit costs.

**WHEN: Tuesday, October 19, 2010 from 11:30am – 1:30pm**

**WHERE: San Francisco Ferry Building**  
(Short walk from the Embarcadero Station; Second Floor)

**Spaced is Limited. RSVP today!**

<http://commuterbenefitsworkshop.eventbrite.com/>

**Why should I attend?**

Starting in 2008, the San Francisco Commuter Benefits Ordinance requires employers with 20 or more employees nationwide to offer Commuter Benefits to their employees.

Whether or not you need to comply, this great benefit helps both employees and employers save money.



**SF Environment**

**Our home. Our city. Our planet.**

A Department of the City and County of San Francisco



# TMASF CONNECTS EVENTS



## **100 First Street Earth Day Event Summary**

Date: Wednesday, April 21, 2010

Time: 11-1

TMASF Staff Attending: Nora Zappas

Attended a building planned Earth Day lobby fair.

Other tables at the Fair included Zipcar, Transbay Transit Center, sustainable lighting and material vendors, San Francisco Department of the Environment, etc. A total of about 12 tables.

Giveaways from TMASF: Earth Balls



**Celebrate being green**

**To Celebrate Earth Week 2010,  
TMASF Connects will be in the Lobby of  
33 New Montgomery Street**

**DATE: Thursday, April 22, 2010**

**TIME: 11:00 am- 1:00 pm**

Stop by our table for strategies, information and materials to help you have the most Earth-friendly commute possible. While you are here, you may also take a free earth friendly piece of chocolate!

*See you there!*



## **33 New Montgomery Street Earth Day Event Summary**

Date: Thursday, April 22, 2010

Time: 11-1

TMASF Staff Attending: Nora Zappas

TMASF Connects was the only staffed table in the lobby for this event. The building had set out displays about recycling and a raffle. TMASF provided chocolates and transit information. Most questions involved TransLink.

Giveaways from TMASF: Earth Balls



**Celebrate being green**

**To Celebrate Earth Week 2010,  
TMASF Connects will be in the Lobby of  
555 Montgomery Street**

**DATE: Friday, April 23, 2010**

**TIME: 11:00 am- 1:00 pm**

Stop by our table for strategies, information and materials to help you have the most Earth-friendly commute possible. While you are here, you may also take a free earth friendly piece of chocolate!

*See you there!*





## **555 Montgomery Street Earth Day Event Summary**

Date: Friday, April 23, 2010

Time: 11-1

TMASF Staff Attending: Nora Zappas

TMASF Connects scheduled this event, and the building included their janitorial company, a green company. Questions asked to the TMA were mostly relating to TransLink and other ticket options, as well as casual carpooling.

Giveaways from TMASF: Earth Balls



## 50 Fremont Street Earth Day Event Summary

Date: Thursday, April 29, 2010

Time: 11-2

TMASF Staff Attending: Nora Zappas

TMASF Connects was invited to a large Earth Fair at the plaza at 50 Fremont. There were over 20 other tables in attendance, and a live band, which drew a lot of people. Other vendors included organic food vendors, recycling programs, vendors of green electronics and other products, etc. Commuters asked questions to TMASF regarding many topics. Most common was TransLink and carpooling, as well as some trip planning options.

Giveaways from TMASF: Earth Balls



*Rincon Center, managed by CAC Real Estate Management Co., Inc.  
is pleased to announce a TMASF Connects Commute Clinic*

**DATE: Wednesday June 16, 2010**

**TIME: 11:00 am- 1:00 pm**

**LOCATION: Rincon Center Atrium**

Stop by the Commute Clinic for:

- ❖ Valuable information and materials about commuting
- ❖ Strategies to help you make the most of your commute
- ❖ On-site representatives from local transit agencies who can answer your questions about transit and rideshare options, bridge toll changes, construction projects, and much more
- ❖ Free goodies!

*See you there!*



## Rincon Center Event Summary

Date: Wednesday, June 16, 2010

Time: 11-1

TMASF Staff Attending: Nora Zappas, Jessica Crawford (set up, breakdown)

Rincon Center Staff involved: Liz Henderson, Caroline Stanley, Rod Collings

Agencies in attendance: 7

TMASF

SFCTA- Liz Brisson and Margaret Cortes

Transbay Terminal- Courtney Lodato and another staff member

BART- Maureen Wetter

SFDOE- Lillian Chan

511 Vanpool- Amy Paz

BATA- Linda Lee

Giveaways from TMASF: Earth Balls and new transit pass holders



*The property management at 185 Berry is pleased to announce a  
TMASF Connects Commute Clinic*

**DATE: Tuesday June 29<sup>th</sup>, 2010**

**TIME: 11:00 am – 1:00 pm**

**Location: China Basin Courtyard**

Stop by the Commute Clinic for:

- ❖ Valuable information and materials about commuting and strategies to help you make the most of your commute
- ❖ Information about travel options, toll changes, construction projects and more from on-site representatives from:
  - BART
  - Bay Area Toll Authority
  - Caltrans
  - San Francisco County Transportation Authority
  - San Francisco Department of the Environment
  - Transbay Terminal
  - 511 Vanpool
- ❖ TMASF Connects staff to assist you with any other travel questions regarding any other Bay Area agency or topic
- ❖ Free goodies and opportunities to win raffle prizes!



## 185 Berry Event Summary

Date: Tuesday, June 29, 2010

Time: 11-1

TMASF Staff Attending: Nora Zappas

185 Berry Staff involved: Randy Valdez, Calli Chinen

Agencies in attendance: 7

TMASF

SFCTA- Jesse Koehler

Transbay Terminal- 2 staff members

BART- Michael Maeda

SFDOE- Lillian Chan

511 Vanpool- Amy Paz

BATA- John Goodwin

Raffle: Win a FasTrak or Jamba Juice Gift card (2 winners)

Giveaways from TMASF: Earth Balls and mixed candy bars and new transit pass holders

Notable occurrences: SFDOE had 30 people sign up for their Ridematching service.



## Win a FasTrak Toll Tag loaded with \$30.50 Or a \$25 Jamba Juice gift card



Drop in your business card for a chance to win! Two winners from today's event will be drawn.



TMASF Connects staff is not eligible to win raffle prizes. Ten winners will be chosen at random from all business cards at the termination of the 185 Berry Commute Clinic. Prizes are subject to change without notice. Winner will be selected on June 29<sup>th</sup> after the conclusion of the Commute Clinic and contacted shortly after.



# TMASF CONNECTS PROGRAM MATERIALS DISTRIBUTED



Member Building	Footage	Ticket Holders	Mobile Cards	Getting There Guides	BART	Caltrain	Samitrans	Clipper	FasTrak1	FasTrak2	Relocation	Notepad
<b>Totals</b>		5000	15000	600	350	350	250	150	250	250	1	1
100 First	396,300	75	250	10	5	5	4	2	4	4	1	1
100 Spear	197,000	50	250	10	5	5	4	2	4	4	1	1
101 California	1,262,673	150	400	15	7	7	5	2	5	5	1	1
101 Second	389,468	75	250	10	5	5	4	2	4	4	1	1
1155 Market	160,816	50	250	10	5	5	4	2	4	4	1	1
150 California	197,157	50	250	10	5	5	4	2	4	4	1	1
160 Spear	259,860	50	250	10	5	5	4	2	4	4	1	1
185 Berry (Berry Bldg.)	196,000	50	250	10	5	5	4	2	4	4	1	1
185 Berry (Wharf)	413,000	75	250	10	5	5	4	2	4	4	1	1
199 Fremont	373,240	75	250	10	5	5	4	2	4	4	1	1
201 Filbert	44,500	25	100	5	4	4	2	2	2	2	1	1
201 Mission	483,289	75	250	10	5	5	4	2	4	4	1	1
201 Spear	252,269	50	250	10	5	5	4	2	4	4	1	1
22 Fourth Street	186,077	50	250	10	5	5	4	2	4	4	1	1
222 Kearny	115,935	50	250	10	5	5	4	2	4	4	1	1
235 Pine	147,500	50	250	10	5	5	4	2	4	4	1	1
250 Montgomery	107,096	25	100	5	4	4	2	2	2	2	1	1
260 Townsend	60,193	25	100	5	4	4	2	2	2	2	1	1
275 Battery	439,831	75	250	10	5	5	4	2	4	4	1	1
303 Second	680,152	150	400	15	7	7	5	2	5	5	1	1
33 New Montgomery	249,673	50	250	10	5	5	4	2	4	4	1	1
333 Bush	520,112	150	400	15	7	7	5	2	5	5	1	1
343 Sansome	306,361	75	250	10	5	5	4	2	4	4	1	1
345 California	579,506	150	400	15	7	7	5	2	5	5	1	1
345 Spear	531,325	150	400	15	7	7	5	2	5	5	1	1
350 Rhode Island	243,648	50	250	10	5	5	4	2	4	4	1	1
353 Sacramento	277,000	50	250	10	5	5	4	2	4	4	1	1
388 Market	235,575	50	250	10	5	5	4	2	4	4	1	1
400 Howard	347,934	75	250	10	5	5	4	2	4	4	1	1
405 Howard	502,424	150	400	15	7	7	5	2	5	5	1	1
455 Market	372,949	75	250	10	5	5	4	2	4	4	1	1
456 Montgomery	164,020	50	250	10	5	5	4	2	4	4	1	1
49 Stevenson	127,840	50	250	10	5	5	4	2	4	4	1	1
50 Fremont	738,657	150	400	15	7	7	5	2	5	5	1	1
500 Howard	266,135	50	250	10	5	5	4	2	4	4	1	1
501 Second	186,428	50	250	10	5	5	4	2	4	4	1	1
505 Montgomery	314,000	75	250	10	5	5	4	2	4	4	1	1
55 Second	379,162	75	250	10	5	5	4	2	4	4	1	1
555 Mission	548,273	150	400	15	7	7	5	2	5	5	1	1
555 Montgomery	193,421	50	250	10	5	5	4	2	4	4	1	1
560 Mission	645,000	150	400	15	7	7	5	2	5	5	1	1
580 California	337,283	75	250	10	5	5	4	2	4	4	1	1
600 California	310,000	75	250	10	5	5	4	2	4	4	1	1
600 Harrison	276,800	50	250	10	5	5	4	2	4	4	1	1
601 Gateway	300,000	75	250	10	5	5	4	2	4	4	1	1
651 Gateway	400,000	75	250	10	5	5	4	2	4	4	1	1
655 Montgomery	209,913	50	250	10	5	5	4	2	4	4	1	1
71 Stevenson	395,000	75	250	10	5	5	4	2	4	4	1	1
750 Battery	124,372	50	250	10	5	5	4	2	4	4	1	1
875 Howard	150,000	50	250	10	5	5	4	2	4	4	1	1
88 Kearny	252,000	50	250	10	5	5	4	2	4	4	1	1
90 New Montgomery	113,605	50	250	10	5	5	4	2	4	4	1	1
901 Market	137,543	50	250	10	5	5	4	2	4	4	1	1
Ferry Building	201,188	50	250	10	5	5	4	2	4	4	1	1
One Rincon	100,000	25	100	5	4	4	2	2	2	2	1	1
One Sansome	600,804	150	400	15	7	7	5	2	5	5	1	1
<b>Totals</b>	<b>18,000,301</b>	<b>4100</b>	<b>14900</b>	<b>590</b>	<b>296</b>	<b>296</b>	<b>296</b>	<b>112</b>	<b>226</b>	<b>226</b>	<b>56</b>	<b>56</b>

Bold = New Changes



## TMASF Connects Member Promotional Materials July 2010

TMASF Mobile Web Site Announcement Cards – two sided, glossy  
TMASF Website Announcement Cards – two sided, glossy

TMASF Transit Ticket Holders pre-loaded with Website and Mobile cards  
TMASF Fact Sheets -- electronically sent; one master included  
    How to use Mobile Site  
    Emergency Service Resource Update

Getting There Guide – brochure overview of Bay Area transit systems – ideal for those without phone or computer access

FasTrak explanatory pieces  
    FasTrak Customer Handbook  
    Where to buy FasTrak -- Costco, Safeway, Walgreens (two different pieces)

Transit Schedules for Peninsula travelers – Caltrain and samTrans

BART Fare and Schedule brochure  
    BART updates as received will be sent electronically – **please forward to tenants unless specifically requested to keep information confidential**

Bay Bridge July newsletter update



Celebrating  
 20 years

TRANSPORTATION  
 MANAGEMENT ASSOCIATION  
 OF SAN FRANCISCO

**tmasf connects**

Commute. Work. Daycare.

[www.tmasfconnects.org](http://www.tmasfconnects.org) • [m.tmasfconnects.org](http://m.tmasfconnects.org)



Celebrating  
 20 years

**tmasf connects**  
 Commute. Work. Daycare.

introducing our new **mobile site**  
 real time. personalized. mobile.

[m.tmasfconnects.org](http://m.tmasfconnects.org)

TMASF Connects you to San Francisco's  
 exceptional commute and work possibilities

- ★ real-time traffic conditions matched with transit alternatives from web and mobile browsers
- ★ employer and job seeker resources
- ★ daycare info for better trip planning

[www.tmasfconnects.org](http://www.tmasfconnects.org) • 415.392.0210

Introducing:



TRANSPORTATION  
 MANAGEMENT ASSOCIATION  
 OF SAN FRANCISCO

**tmasf connects**  
 Commute. Work. Daycare.

[www.tmasfconnects.org](http://www.tmasfconnects.org)  
 415-392-0210

**tmasf connects you and your day**

Whether you are looking to explore commute options, identify job skills, or find quality daycare, a better way is just a click away.

Site features specials, promotions, and seasonal raffles.

[www.tmasfconnects.org](http://www.tmasfconnects.org)





# GETTING THERE ON TRANSIT

## San Francisco Bay Area Route Maps and Popular Destinations



Call 511 • 511.org



NEW SCHEDULE  
EFFECTIVE  
SEPTEMBER 14, 2009

# BART Fares and Schedules

Fares, Schedules,  
Map and General  
Information  
SEPTEMBER 2009  
FREE



BART... and you're there.



**Caltrain** **Timetable**  
Effective August 31, 2009



**Regional Rail Link**

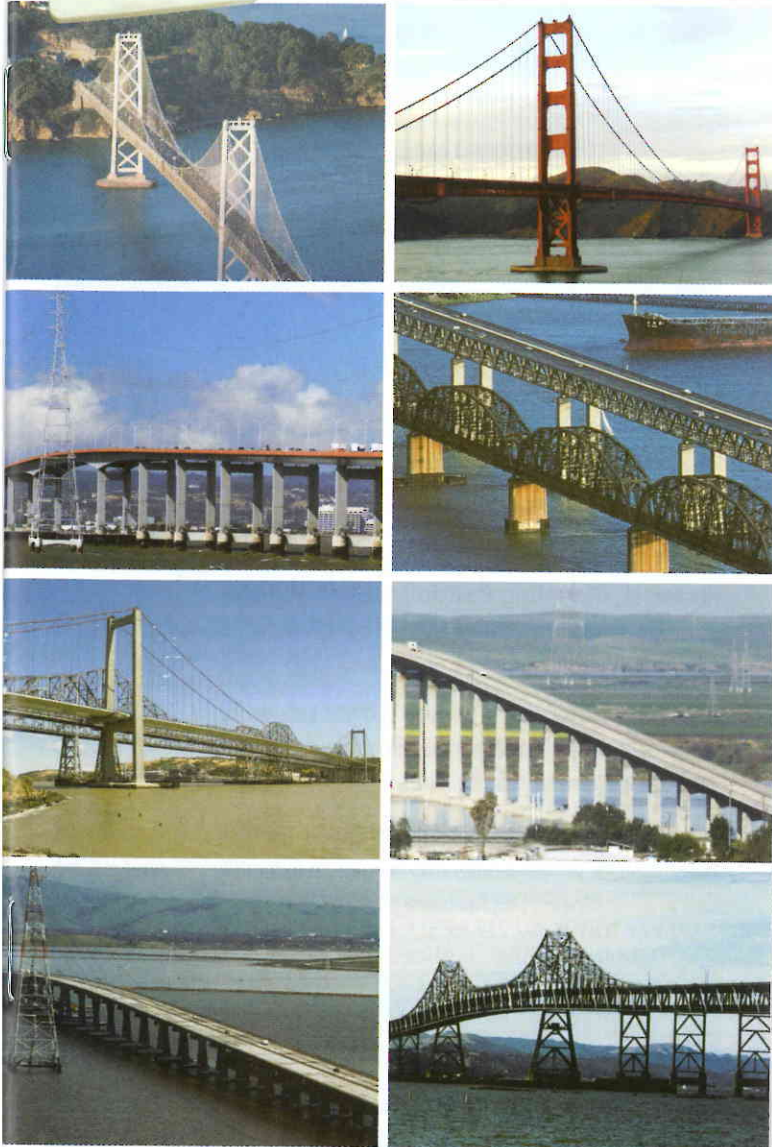
San Francisco ↔ San Jose/Gilroy







# Bay Area Fastrak® Customer Handbook



## BAY AREA FASTRAK® CUSTOMER SERVICE CENTER

P.O. Box 26926      1-877-BAY-TOLL (1-877-229-8655)  
San Francisco, CA 94126      1-415-486-8655 (outside CA)  
[www.bayareafastrak.org](http://www.bayareafastrak.org)



# YOUR TICKET TO THE FAST LANE.

Accelerate your bridge crossings.

Now get your Fastrak® toll tag at select  
Costco, Safeway and other retail locations.  
Or sign up online at [511.org](http://511.org).



ALL YOUR TRANSIT IN ONE CARD



ALL ABOUT  
**CLIPPER**<sup>SM</sup>



- ▶ MUNI
- ▶ BART
- ▶ AC TRANSIT
- ▶ CALTRAIN
- ▶ GOLDEN GATE TRANSIT AND FERRY

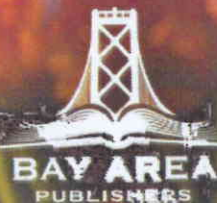


RELOCATION

# BAY AREA

*The BAY AREA  
INSIDER'S GUIDE*

*Spring / Summer  
2010*



[www.BayAreaPublishers.com](http://www.BayAreaPublishers.com)

2010 TMASE Connects Portfolio Page 83



By Nora Zappas

# Connecting Your Commute, Work and Daycare

*The Transportation Management Association of San Francisco's (TMASF) new program—Connects—offers an innovative approach to connecting your commute to your work and daycare.*

## Commute

Perhaps the best way of reminding commuters about their trip options is to combine a real-time map depicting current traffic conditions with a showcase of all other travel possibilities—transit, carpooling, biking, walking or finding a Park & Ride lot. As the TMASF turns 20 with a new multi-service website, dependably hosted by Amernet at [www.tmasfconnects.org](http://www.tmasfconnects.org), we continue to build upon the strategy of presenting alternatives to the daily trip to work that might actually help enhance your working and commuting experience.

The site features resources for Paratransit, casual carpool, biking and walking, as well as public transit alternatives. Real-time GPS systems predict arrival and departure information from participating transit agencies. Carbon calculators, live breaking news feeds, airport and air quality links are easily accessible from the site.

Beginning in April 2010 see real-time traffic conditions, view transit alternatives, find Park & Ride or casual carpool lots, plan your trips and more—all from your mobile phone on the new TMASF Connects mobile version.

## Work

San Francisco has it all: great employers, a talented local workforce, and we are the hub of most Bay Area transit systems. TMASF Connects WORK now links the daily commute with the end goal of the trip—getting to the job.

At [www.tmasfconnects.org](http://www.tmasfconnects.org), you will find links to help you find the right job or identify the best local talent for your business. The site takes an innovative approach to workforce development by connecting business owners to local job seekers and bringing an exhaustive list of local job banks and financial resources to your fingertips. Job seekers can find anything from keyboarding skill development and resume resources to tips on keeping your job and managing your money. Business owners will find everything from HR tools to legal resources. TMASF Connects WORK has everything to help you find the right job or identify the best local talent for your business.

## Daycare

Typically, daycare programs are assumed to primarily be concerned with childcare. TMASF Connects DAYCARE looks at the true profile of Bay Area care needs and understands that many people have needs that extend beyond childcare. Whether your commute trip needs to be linked to child, teen, adult or even pet care this site offers a great array of resources, including a link to California's one stop daycare center licensing clearing house. Check out the facility that interests you for children, teens or adults at [www.cclcd.ca.gov](http://www.cclcd.ca.gov).

As part of the comprehensive new Connects program, the DAYCARE site is designed to link your commute with your care responsibilities, helping you locate facilities convenient to your transit route. With the site's exhaustive collection of resources in the Bay Area, you can enhance your commute and resourcefully connect your daily care and transit needs.

*TMASF Connects will continue to keep up with the latest technological developments. Keep checking [www.tmasfconnects.org](http://www.tmasfconnects.org) for the latest.*

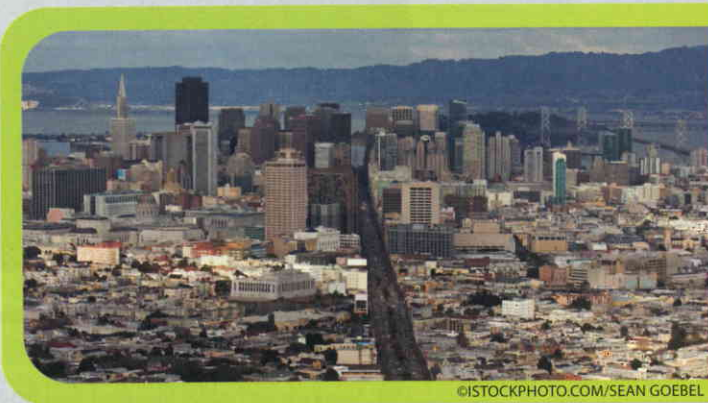
*If you would like to contact TMASF, please call (415) 392-0210, or e-mail [info@tmasf.org](mailto:info@tmasf.org).*



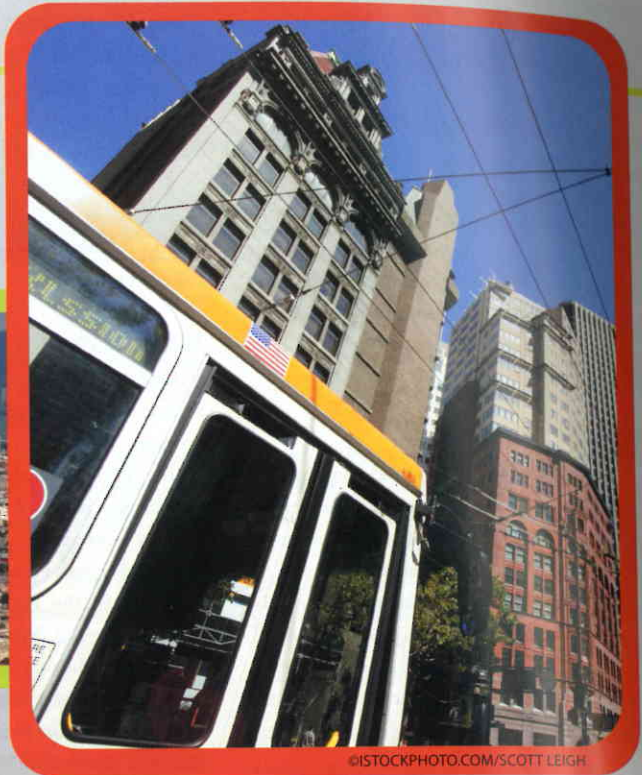
# TMASF Connects

By Kimberly Martinson, CAE  
Executive Director

*Relocating your business or home to the San Francisco Bay Area is one of the best decisions that can be made. Relocating to the City of San Francisco makes that decision even better...*



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**T**wenty years ago, the Transportation Management Association of San Francisco (TMASF) opened its doors and began offering trip reduction programs for 24 buildings in the downtown area. Today, TMASF has expanded from offering daily commute options to including trip linking of daycare facilities as well as the promotion of local workforce and employment opportunities. The association has also expanded to 58 member properties. In 2009 the US Green Building Council determined that TMASF members qualify for the maximum number of credits for participation in a trip reduction program to help satisfy some of the requirements for achieving Green Building or LEED status.

More than 50% of all TMASF member properties have obtained or are on their way to obtaining LEED status at one of the four levels for existing buildings—Certified, Silver, Gold or Platinum. Obtaining the maximum points for trip reduction program participation from the US Green Building Council was a significant accomplishment based on survey results of travel behavior and ongoing commitment to continued participation in the program.

TMASF member buildings are offered commute clinics and events, informational campaigns, and also host [www.tmasfconnects.org](http://www.tmasfconnects.org). The TMASF website features a customized real-time map with traffic conditions, transit alternatives, carpool pick-up points and Park & Ride lots, and senior and Paratransit services. This single source map offers the ultimate commuter assistance. The TMASF website has been generously hosted by Amernet for the past decade, and we've been fortunate to work with many other great consultants throughout the last 20 years.

Currently, the TMASF program is going mobile and is planned for release in April 2010—look for us on your smartphone!

TMASF has continued to identify commute strategies that help reduce single occupant vehicle trips into the City since 1990. Survey results consistently demonstrate that less than 13% of all TMASF members choose to drive a car

alone each day. As we enter our 20th year, we congratulate our membership and commuters who help fight for better air quality, reduced congestion, and less dependence upon fossil fuels.

During 2009, the TMASF launched our Connects program and added WORK and DAYCARE features to the website and services roster to further develop trip linking options. As a commute reduction strategy, the WORK section of the website is designed to promote the hiring of local employees for San Francisco businesses. The site offers tools and resources to help job seekers find work, improve their marketable job skills and refine their interview technique. Business owners will find access to San Francisco's major job training and placement programs. Regardless of whether you're entering, participating, transitioning, hiring or retiring from the workforce, please visit us at [www.tmasfconnects.org](http://www.tmasfconnects.org) to see what's new and helpful.

To more fully complement the array of needs and services for commuters and workers, the TMASF Connects website has expanded to include information about daycare resources. Fulfilling daycare obligations for children, teens, seniors and pets can be a huge responsibility, and we have designed [www.tmasfconnects.org](http://www.tmasfconnects.org) to help you better understand your options. If you need to assess your loved-ones' readiness for daycare or find, evaluate, understand and pay for the facility or service, we probably have a helpful link.

TMASF Connects strives to make the commuting and working experience even more enjoyable by identifying work strategies and daycare resources to help make every day just a little bit easier. So, whether you are thinking of working in, or relocating to an office building, TMASF member properties offer that extra connection to information that enhances the unique San Francisco working experience. To see a complete list of TMASF member buildings, visit our website at [www.tmasfconnects.org](http://www.tmasfconnects.org).



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annually. The airport handles an average of 352 commercial and 170 general aviation departures and landings daily. Many of the country's largest high-tech firms are located within 30 miles of downtown San Jose and SJC, making SJC a vital link in Silicon Valley's business transportation network. With the

recent introduction of JetBlue Airways, SJC currently has 15 major airlines connecting San Jose and the Silicon Valley with nonstop flights to 30 destinations in the United States, Mexico and Japan. SJC is the fifth-busiest airport in California, serving approximately 20 percent of total Bay Area passenger volume. SJC plans improvements for the near future, such as reconstructed runways, additional terminal space, new parking garages and rental-car facilities, and an automated people mover to connect with BART or VTA's light-rail system.

TMASF Connects. 20 years of going green and still growing strong.



★ TMASF Connects members now eligible for the maximum allowable points toward LEED certification for trip reduction programs.

TMASF Connects is a non-profit organization that provides real time information about **commuting** options to the millions of people who call the Bay Area home. And, coming in Spring 2010, this real time info will be available on your mobile phone. Plus, we've recently expanded our program to provide resources to help job seekers improve their skills and connect with business owners, as well as resources for **working** people to find the right **daycare** for kids, seniors, even pets. So much info, so easy to use, **visit us today at TMASFConnects.org**.



For LEED certification details please contact TMASF Connects at info@TMASF.org.

www.tmasfconnects.org

Air Service at SJC

Alaska Airlines	JetBlue Airways
American Airlines	Mexicana
American Eagle	Northwest Airlines
Continental Airlines	Southwest
Delta	United Airlines
Frontier Airlines	United Express
Hawaiian Airlines	US Airways
Horizon Air	

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1732 N. First St., Suite 600  
San Jose, CA 95112 .....(408) 501-7600  
.....www.sjc.org

Bay Area Ports

**Port of Oakland**  
530 Water St.  
Oakland, CA 94607 .....(510) 627-1100  
.....www.portfoakland.com

**Port of Richmond**  
1411 Harbour Way South  
Richmond, CA 94804 .....(510) 215-4600  
.....www.ci.richmond.ca.us/

**Port of San Francisco**  
Pier 1, The Embarcadero  
San Francisco, CA 94111 .....(415) 274-0400  
.....www.sjport.com

# TMASF Connects Microfiber Sleeves

7,500 with the 20<sup>th</sup> anniversary bug, and 7,500 without the anniversary bug for use in 2011



**tmasf connects**  
Commute. Work. Daycare.

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# TMASF Connects Milk Chocolates in Green, Orange, and Purple

Four cases, totaling over 60 pounds





## TMASF Connects Keylight/Compass/Whistle

3,000 printed



## TMASF Connects Keychain Tape Measure

3,000 printed





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## TMASF CONNECTS STAFF MEMBERS

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## TMASF CONNECTS MEMBER BUILDINGS

275 Battery	400 Howard	<b>235 Pine *</b>
750 Battery	405 Howard	90 New Montgomery
185 Berry (Berry Bldg.)	<b>500 Howard *</b>	Rincon Center
185 Berry (Wharf)	<b>875 Howard *</b>	350 Rhode Island
333 Bush	88 Kearny	353 Sacramento
101 California	222 Kearny	One Sansome
<b>150 California *</b>	901 Market	<b>343 Sansome *</b>
345 California	1155 Market	<b>55 Second *</b>
580 California	388 Market	<b>101 Second *</b>
<b>600 California *</b>	455 Market	303 Second
Ferry Building	201 Mission	501 Second
201 Filbert	<b>555 Mission *</b>	100 Spear
<b>100 First *</b>	<b>560 Mission *</b>	160 Spear
22 Fourth Street	250 Montgomery	201 Spear
50 Fremont	456 Montgomery	<b>345 Spear *</b>
<b>199 Fremont *</b>	505 Montgomery	49 Stevenson
601 Gateway	555 Montgomery	71 Stevenson
651 Gateway	655 Montgomery	260 Townsend
600 Harrison	33 New Montgomery	

\* indicates WORK program required per terms of permit





TMASF Connects encourages you to visit our website [www.tmasfconnects.org/annualreports](http://www.tmasfconnects.org/annualreports) to view this document and supporting reports