



tmasf[™]
connects
Commute • Career • Community

WORK PLAN 2021 - 2030

*Building Our Current & Future Workforce
to be
Mobile and Competitive*

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1989/1990

1995

2001

PLANNED DIRECTION

UNEXPECTED EVENT

PIVOT

OUTCOME

TMASF is incorporated and staffed to reduce Single Occupant Vehicle (SOV) trips. CCSF *Transit First* policy implementation expands.

The 1989 Loma Prieta Earthquake shifts initial TMA focus in 1990 from strictly SOV reduction to mobility management in a vastly changed and emerging new transit and road profile.

Traffic and construction advisories, customizing daily commuter trips, and promoting ridesharing and transit services.

Launched program with strong member involvement, demonstrated relevance, promoted trip options, conducted first survey.
Drive-Along rate in 1990 is 23.3%

TDM programs expand, membership grows, distributed 1,000,000 materials per year. Conducted Feasibility Study and focus groups. Findings show 90% of the members used electronic communication routinely.

Findings from the Feasibility Study lead to electronic communication strategies, professional ad agency involvement changes messaging and creates website.

Campaigns developed for electronic media. We shift to providing on-demand info. SMART technology trials begin for members. We begin to offer increasingly targeted events.

Became early adapters of electronic technology in lieu of paper. Shift to transit, remote and technology-based solutions for programming.
Drive-Along rate in 1996 is 13.23%

Develop electronic communication capability to promote transit features for each member building. Built transit website for each of our 45 member buildings and uploaded in August 2001.

September 11th changes member attitude toward building information on the web for security reasons. Large-scale events are no longer possible, building-specific transit information deemed inappropriate.

In response to member security concerns. TMASF removed each building website and developed a new communication protocol for changing needs.

More reliance on *creative* tech. Smaller, more targeted events, 95% of members use e-communication and membership grows.
Drive-Along rate is 13%



2007

PLANNED DIRECTION

Launched new web services to promote transit use and mobility options. Live traffic conditions info become available.

UNEXPECTED EVENT

Technology innovation explodes and creates new opportunity for mapping transit solutions to traffic and construction conditions. Our new mapping capability and partnerships allows us to match transit options to real time travel conditions.

PIVOT

Shifted to on-demand traffic, paratransit, and Park & Ride Lot information. Resumed smaller, targeted events. Increased member involvement and site visits.

OUTCOME

Increased member engagement and community partnerships. Drive-Alone rate overall is 13% of those people not using a car to conduct their job. **Drive-Alone rate by choice is 6.5%**

2016

Full service communication campaigns and initiatives featuring alternatives to driving-alone, promote the features of working and learning in SF.

Live traffic service provider ceases business causing major program shift.

Change focus about traffic messaging and transit services to the benefits of working in SF for transit, employment, and living. New mapping features proximity of transit amenities to each member building. **SF -- No Car Needed!**

Increased membership and engagement. **Drive-Alone rate by choice in 2017 is 5.2%**

2020

Q1 2020
130,000 daily commuters working in TMASF Connects members buildings. 30th anniversary and new work plan in progress.

Q2 2020
COVID-19- daily building population in member buildings drop below 5% as employers comply with SF's Stay-at-Home mandate. Career and Community resources become our prominent message and service.

Focus on resources for student meals, computers, telecommuting and remote work options.

Continued membership involvement and retention. **Drive-Alone rate by choice is 7%**

50 WAYS TO LEAVE YOUR BUBBLE...

As we emerge from social distancing, we expect the arguments for using shared transportation to become more complex.

Whatever the number, the date, the destination, or the frequency of trips -

We will all need to leave our bubble...

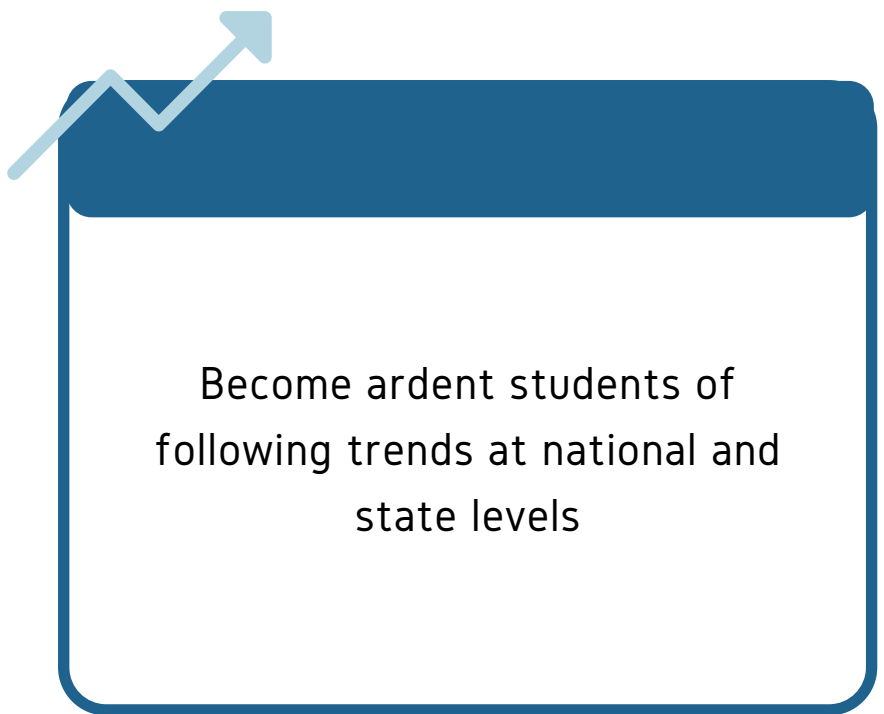
WHAT IS OUR ROLE?

BUILD ON OUR CORE BELIEF

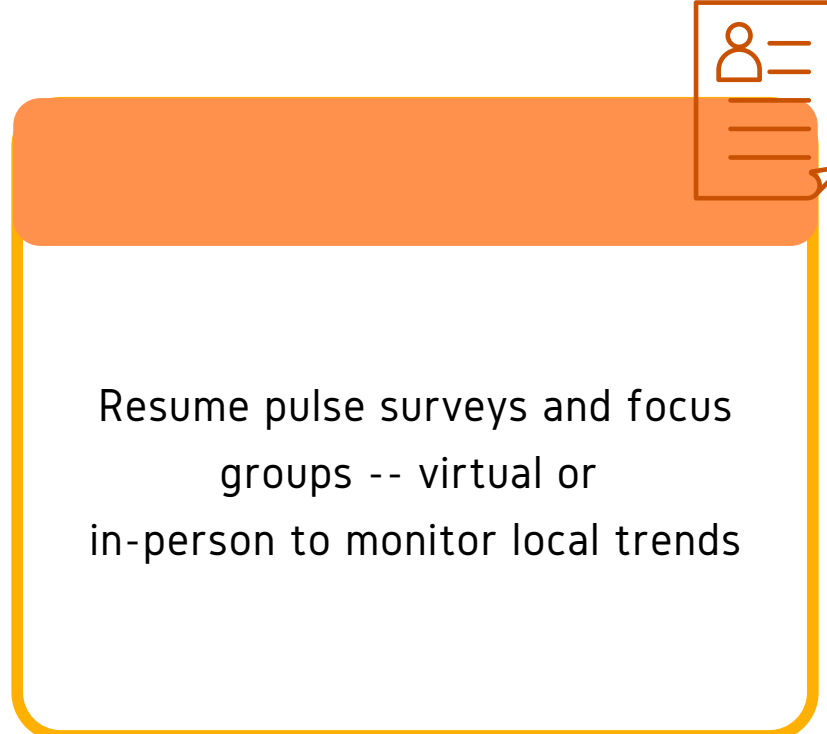
TMASF Connects the ecosystem of integrated choices that Bay Area residents have to enhance their lives through remote working, on-site & staggered schedules, satellite feeds or facilities, cycling, walking, buses, ferries, trains and access to community resources for trip linking, daycare, education and recreation.




DEVELOP A RELEVANT MESSAGE




Become ardent students of following trends at national and state levels



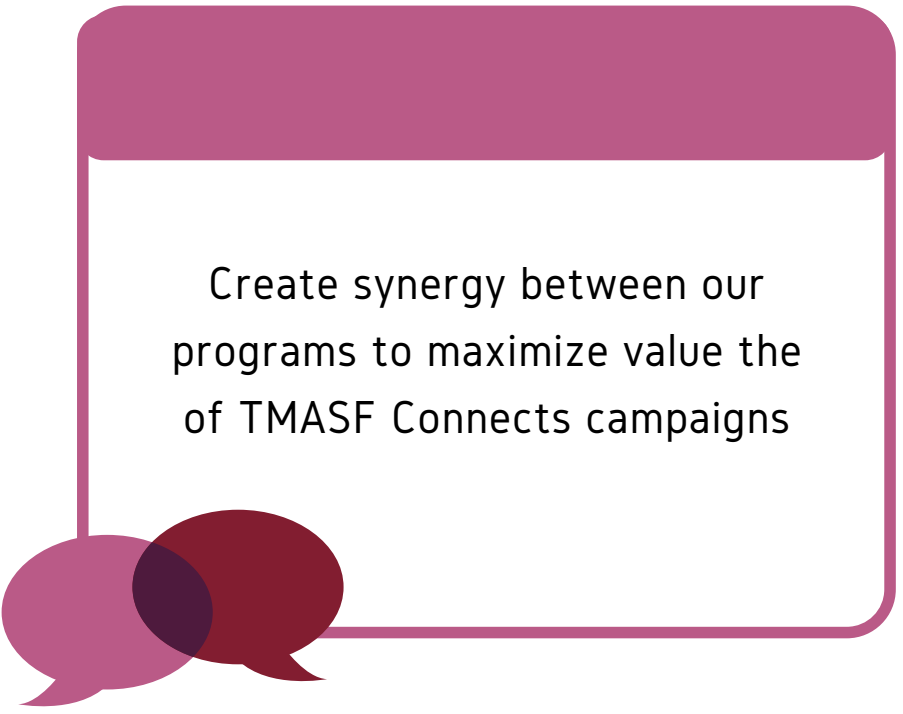
Resume pulse surveys and focus groups -- virtual or in-person to monitor local trends




Understand the inventory of available transit services and their outreach efforts and promote those aggressively



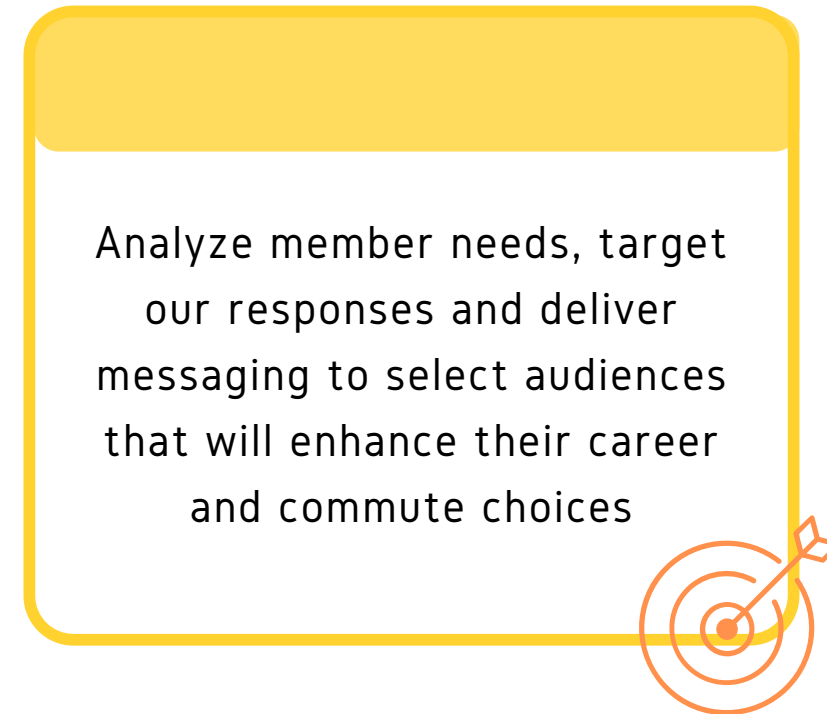
Promote lifelong learning and job training opportunities, and continue to assess TMASF Connects scholarship awards and intern program for effectiveness



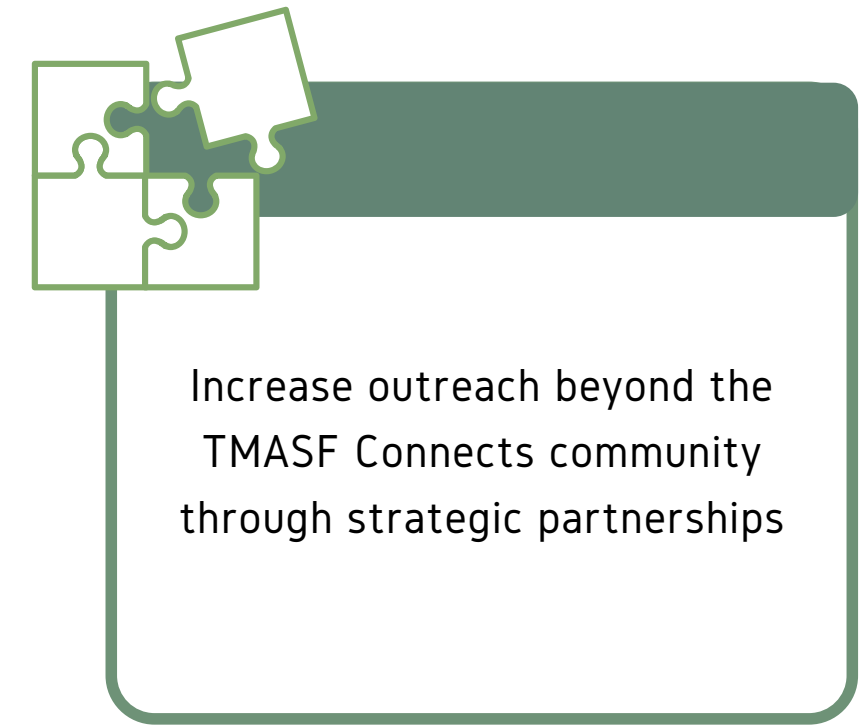
Create synergy between our programs to maximize value the of TMASF Connects campaigns



Build partnerships and develop strong community alliances to amplify and expand messages



Analyze member needs, target our responses and deliver messaging to select audiences that will enhance their career and commute choices



Increase outreach beyond the TMASF Connects community through strategic partnerships

REFINE OUR PROGRAMS

COMMUTE

Campaigns that focus on abundant transportation options, practical issues of transit safety, reliability, cost effectiveness and cleanliness.

Identify decision making considerations to be addressed.

CAREER

Tools for job seekers, resources for business hiring and retention of local and alternative forms of employment. Develop intern, extern, and scholarships opportunities as possible. Encourage education and job training.

COMMUNITY

Resource identification for trip linking, daycare and other local resources.

**We remain prepared to meet the
challenges of the future**



Thank you on behalf of the
TMAASF Connects
Board of Directors, members, and staff