



Sponsorship RFP

February 12, 2015

Transbay Transit Center

TJPA





Objective

- This RFP seeks proposals from corporations, philanthropic foundations, individuals, families, and other entities for Sponsorship of all or part of the Transbay Transit Center.
- Offers the right to name the Transbay Transit Center and/or its component facilities, equipment, and services for a set term.
- The selected sponsor or sponsors will have unparalleled opportunities to reach millions of transit riders, retail and restaurant patrons, workers, residents, and tourists in the new heart of downtown.
- TJPA's primary objective is to secure additional funding to assist in completing this landmark project.



Minimum Terms

Full Sponsorship - The minimum term for Full Sponsorship of the entire Transbay Transit Center (including the Rooftop Park, Grand Hall, Park Amphitheater, public art installations, information technology, and all other components) will be **10 years**.

Component Sponsorship - The minimum term for all components will be **5 years**, with the exception of the Transit Center Building and the Rooftop Park, which will be **10 years**.

Right of First Refusal - Following the initial term, the sponsoring entity(ies) will be granted a right of first refusal for an additional term, the duration of which will be subject to negotiation with the TJPA.



Payment Options

A Respondent may propose up to three different schedules to pay for a Sponsorship opportunity:

- (1) **Lump-Sum Payment** - a lump-sum payment on the effective date of the Sponsorship agreement in June 2015;
- (2) **Installment Payments** - a payment in five equal installments six-months apart, the first in June 2015 and the last in June 2017; or
- (3) **Extended Payment** - payments on a schedule and in amounts proposed by respondent, that may include Lump-Sum Payment in June 2015, Installment Payments from June 2015 through June 2017, and/or later payments.



Transbay Transit Center

Transbay Transit Center Sponsorship Opportunities



Transbay Transit Center





Transbay Transit Center

Component Sponsorship Opportunities



Transbay Transit Center

Component Sponsorship

Transit Center Building

Rooftop Park

Park Amphitheater

Park Main Plaza

Park Children's Playground

Park Gardens (13)

Grand Hall

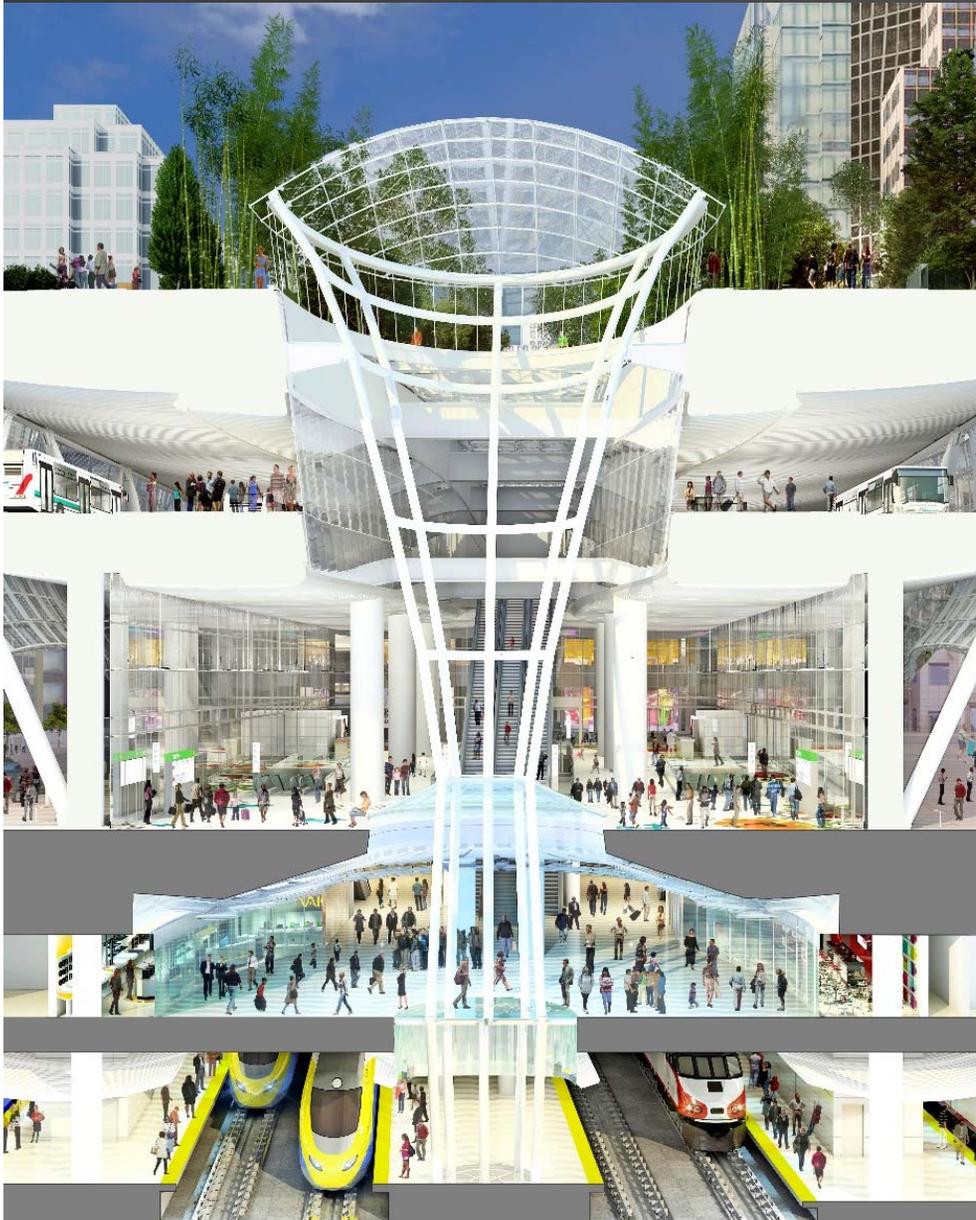
Main Digital Schedule Board

Beale Street Lobby

Public Art Installations (5)

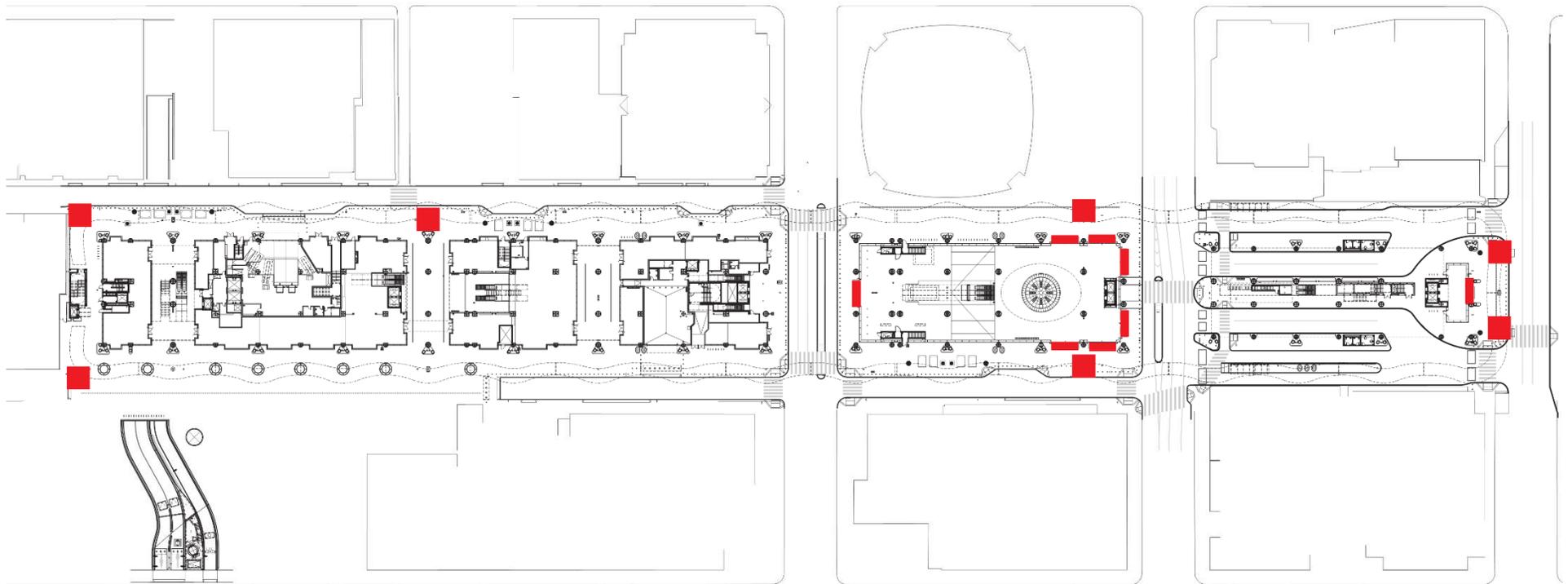
Bicycle Facilities

Official Wi-Fi Partnership





Transit Center Building



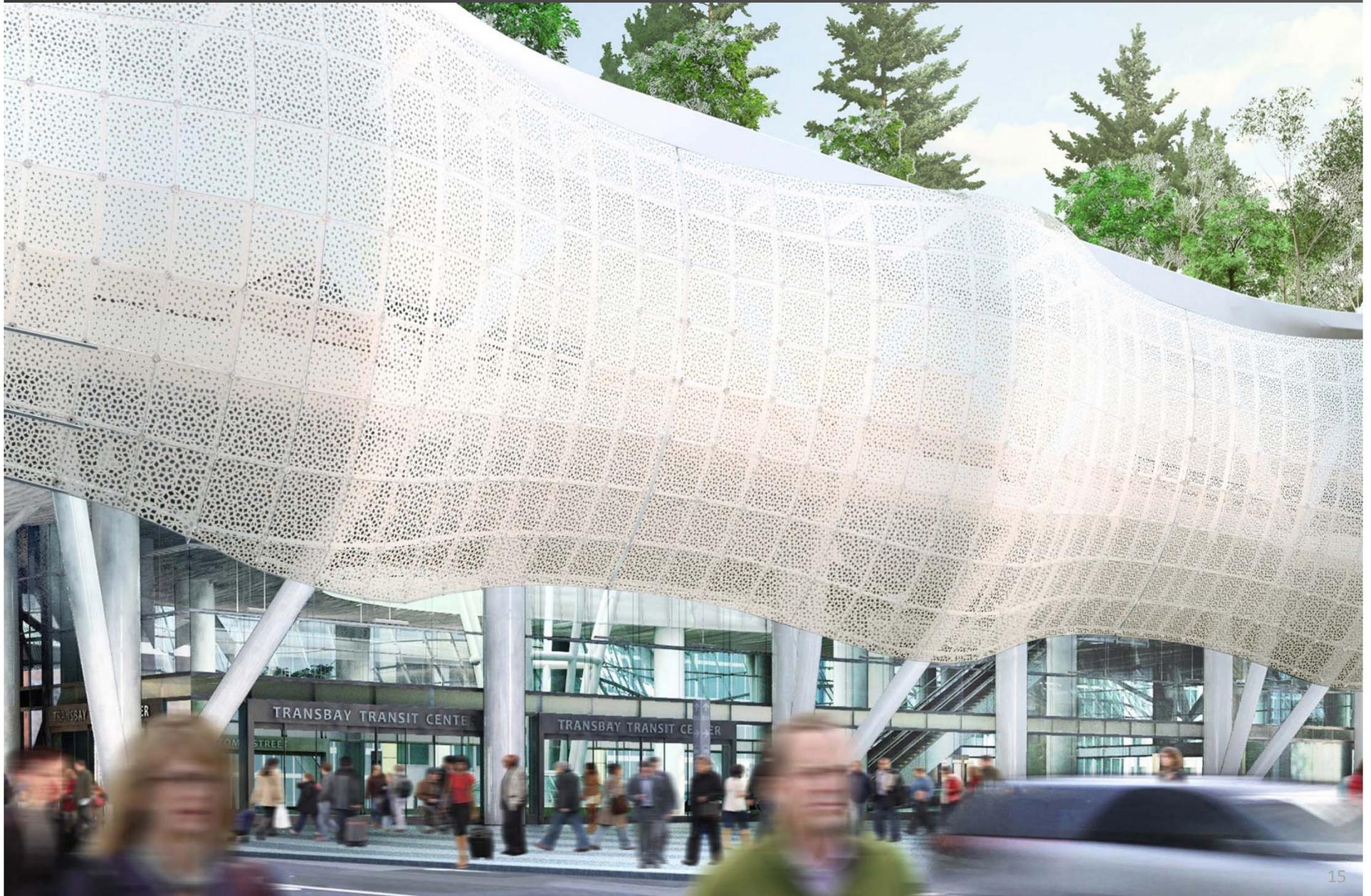
STREET LEVEL PLAN

■ BUILDING
NAME
SIGNAGE
LOCATIONS



Transbay Transit Center

Transit Center Building





Transbay Transit Center

Transit Center Building





Transbay Transit Center

Transit Center Building





Transbay Transit Center

Transit Center Building





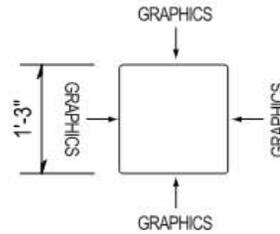
Transbay Transit Center

Transit Center Building

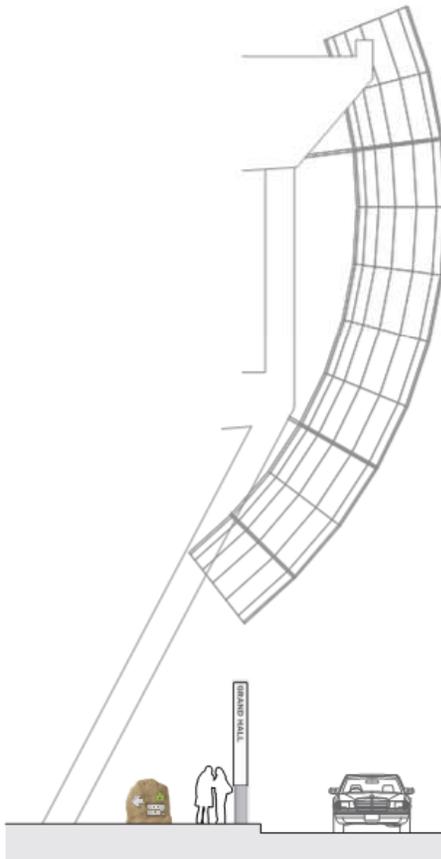




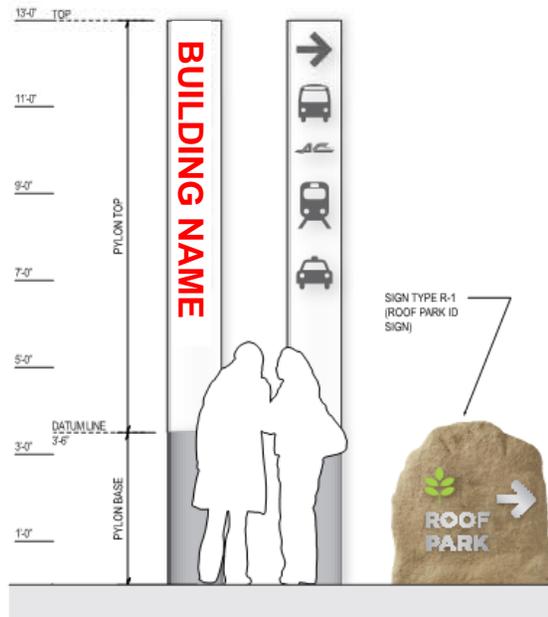
Transit Center Building



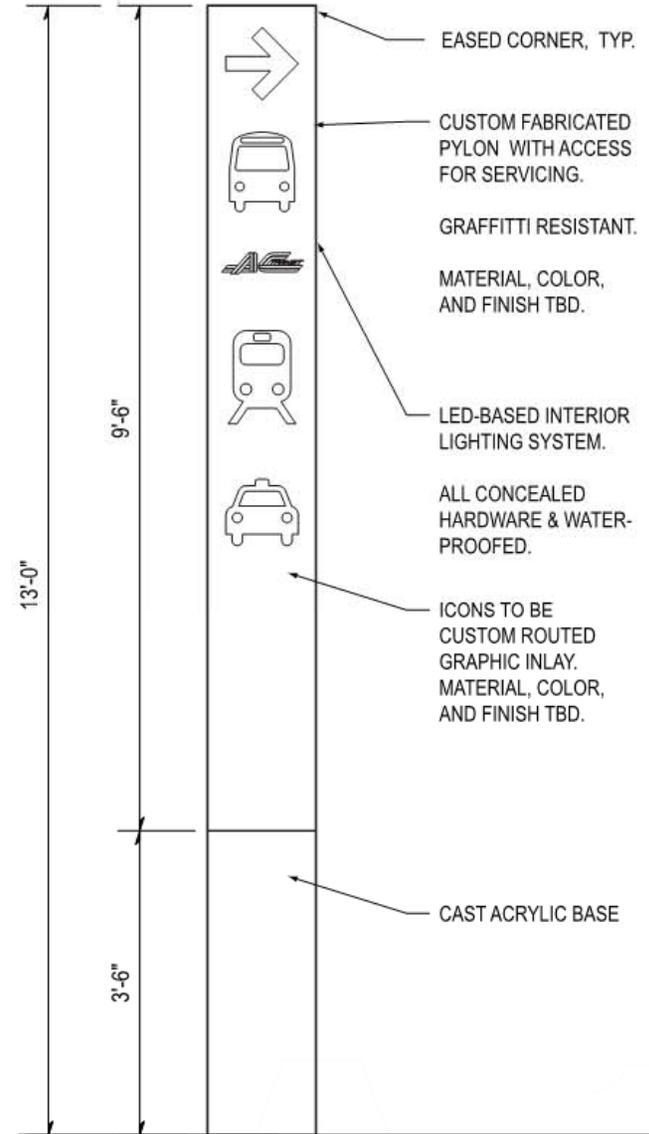
PLAN: GIANT PYLON (PS-1)
SCALE: 1/2" = 1'-0"



ELEVATION: GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE: 1/16" = 1'-0"



SKETCH: GIANT PYLON (PS-1) & ROOF PARK ID (R-1)
SCALE: 1/2" = 1'-0"



FRONT ELEVATION: GIANT PYLON (PS-1)
SCALE: 1/2" = 1'-0"

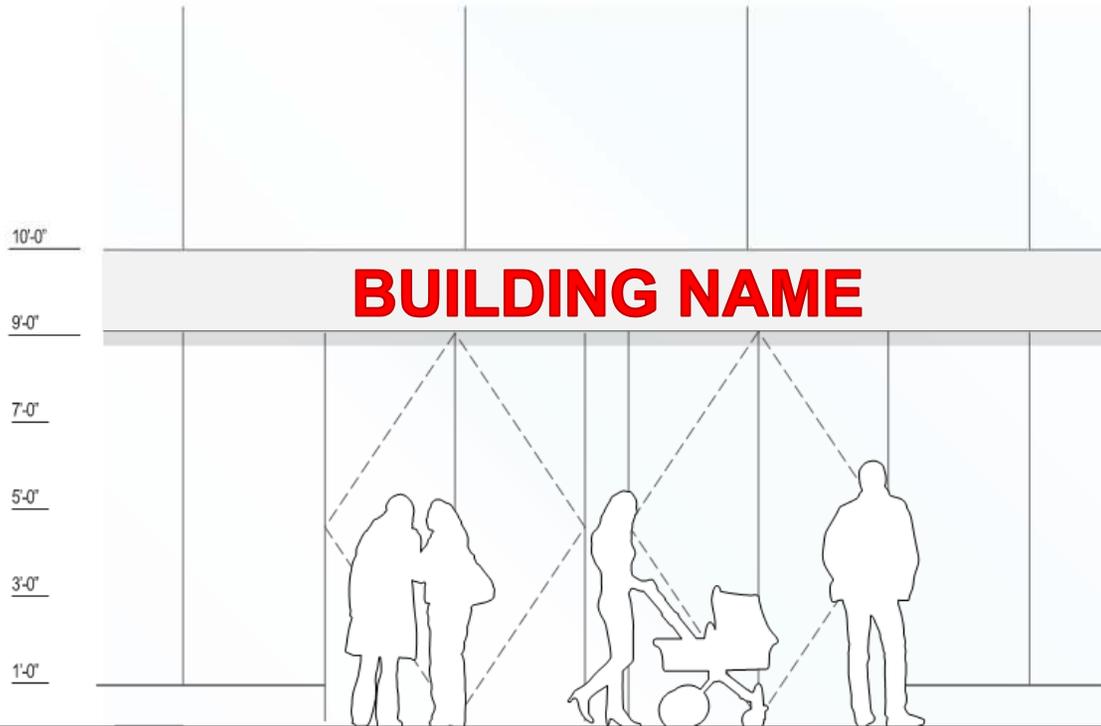


LETTERS TO BE LIT
BY BUILDING OR
DEDICATED LIGHT.
NO INTEGRATED LIGHTING.

SS CUSTOM FABRICATED
DIMENSIONAL LETTER
FINISH STUD MOUNTED
WITH EPOXY ADHESIVE

FINISH & MOUNTING
DETAIL TBD

FRONT ELEVATION: DESTINATION ID (D-1)
SCALE : 1/4" = 1'-0"



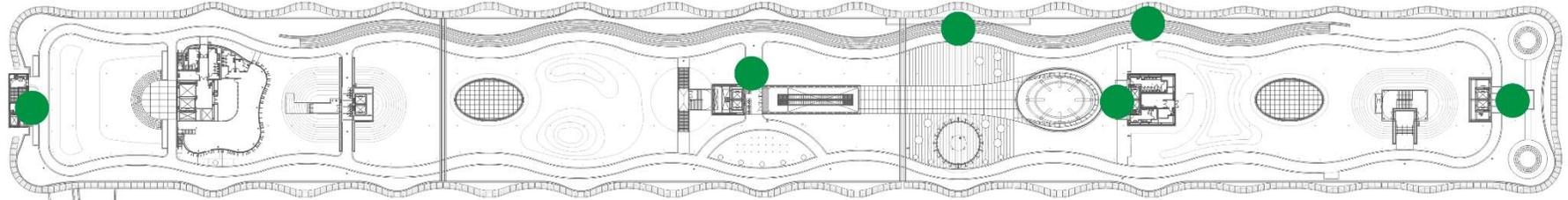
MESSAGE

INTERIOR:
EXIT STREET
NAME

EXTERIOR:
NAME OF BLDG
ENTRY LOBBY



SKETCH : DESTINATION ID (D-1)
SCALE : 1/4" = 1'-0"



PARK LEVEL PLAN



STREET LEVEL PLAN

 **PARK NAME
SIGNAGE
LOCATIONS**



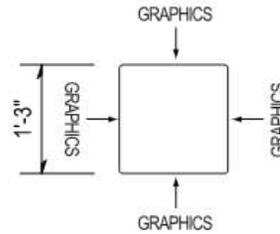
Transbay Transit Center

Rooftop Park

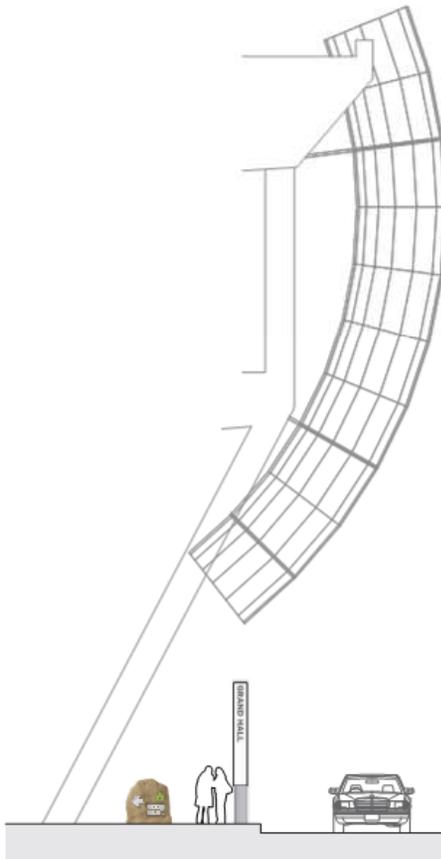




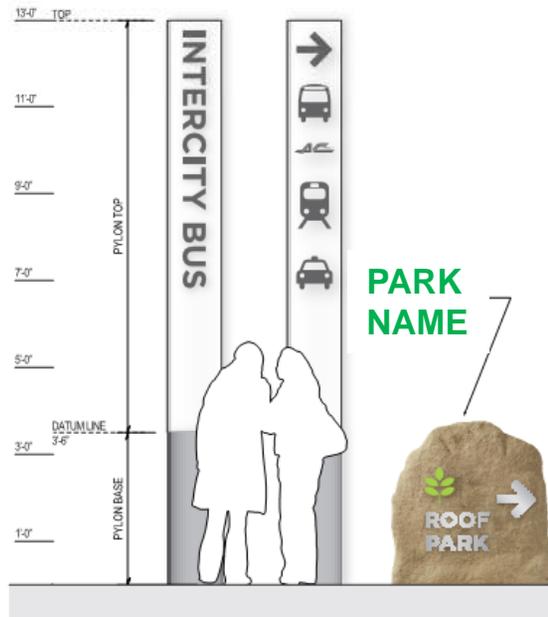
Rooftop Park



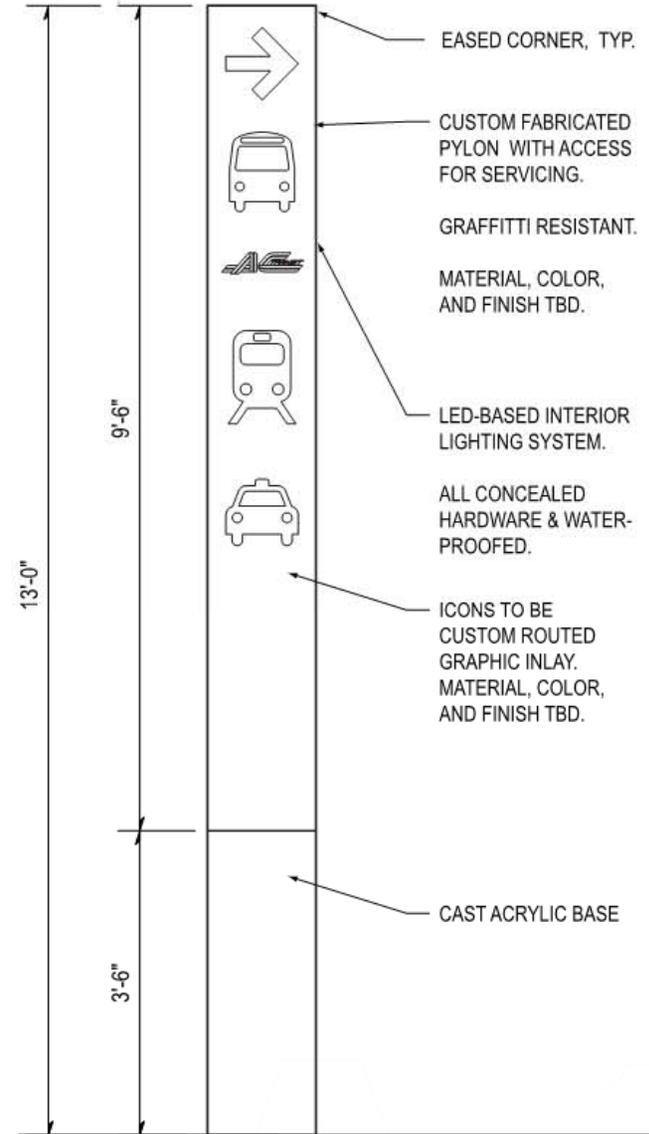
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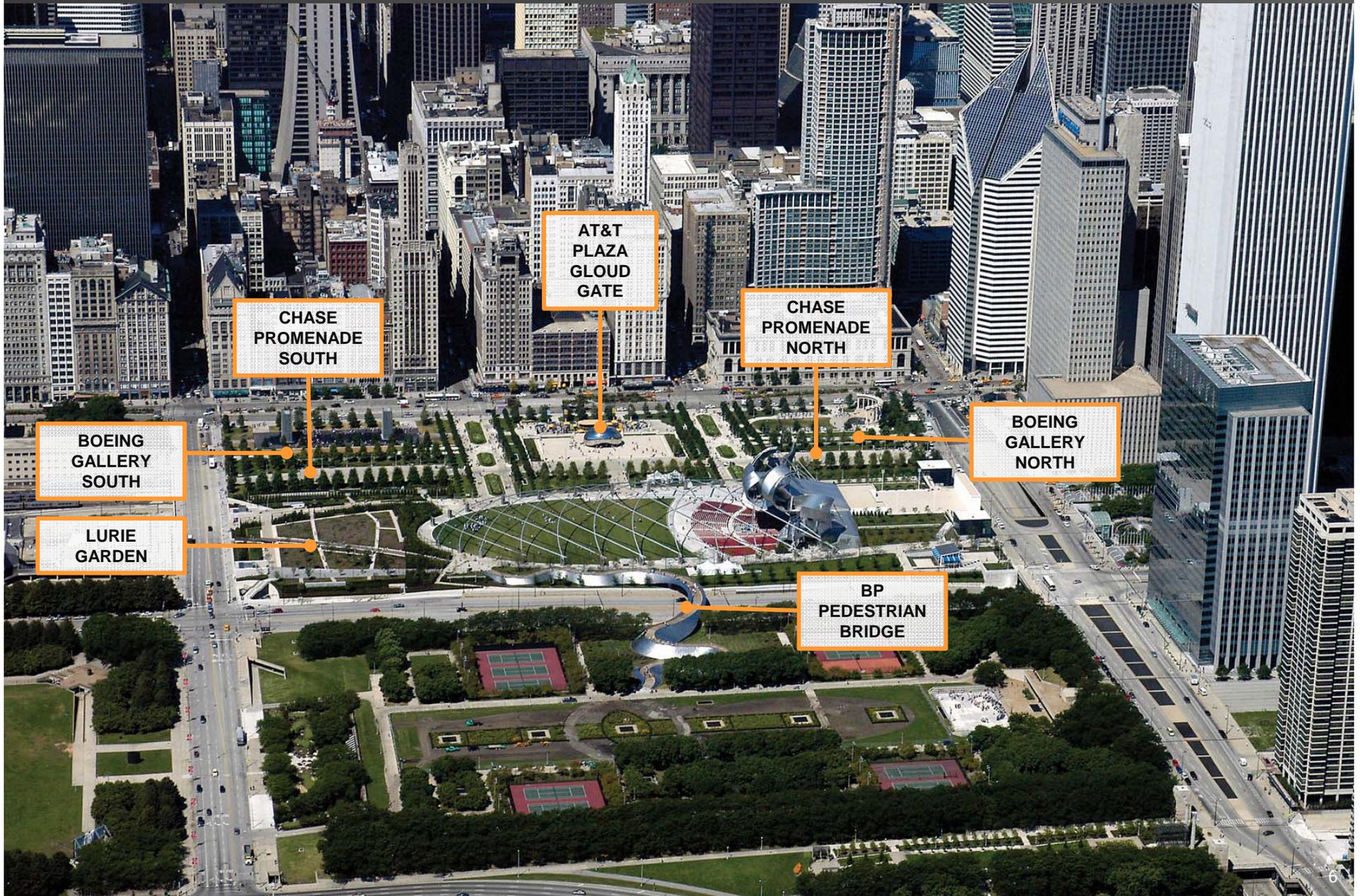


FRONT ELEVATION : GIANT PYLON (PS-1)
SCALE : 1/2" = 1'-0"



Transbay Transit Center

Millennium Park, Chicago





Transbay Transit Center

Offshore Park, New York City

Sponsor Barry Diller to provide \$130M to build a 2.4-acre park and cover operating expenses for 20 years.





Transbay Transit Center

Park Amphitheater





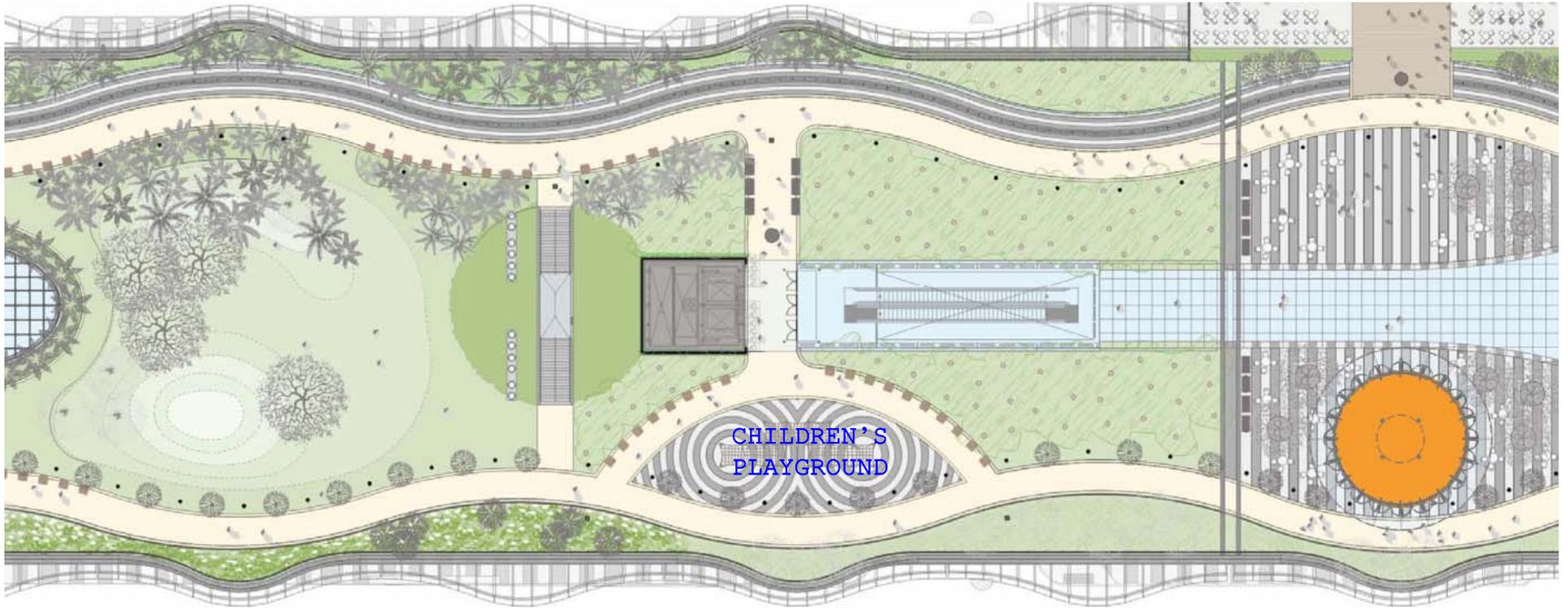
Park Main Plaza





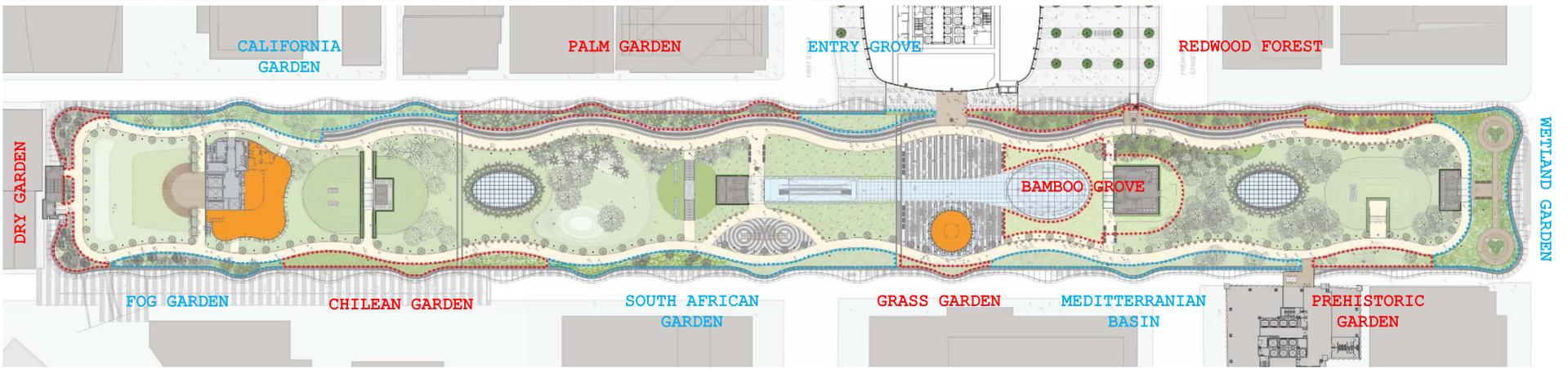
Transbay Transit Center

Park Children's Playground





Park Gardens





Transbay Transit Center

Grand Hall





Transbay Transit Center

Grand Hall





Transbay Transit Center

Main Digital Schedule Board

Tuesday March 3, 2014

RAIL SCHEDULE

ARRIVALS

CHSR	California 135	Local	Track 5	10:41 am
MUNI	California 237	Express	Track 6	11:02 am
MUNI	California 143	Local	Track 5	11:41 am

DEPARTURE

MUNI	California 135	Local	Track 5	11:07 am
MUNI	California 146	Express	Track 6	12:47 pm
MUNI	California 140	Local	Track 5	4:47 pm

ARRIVALS

MUNI	CHSR 234	San Valley 154	Track 2	10:05 am
MUNI	CHSR 485	SD Express	Track 4	10:30 am
MUNI	CHSR 234	San Express	Track 2	11:15 am

DEPARTURE

MUNI	CHSR 137	SanValley	Track 3	10:45 am
MUNI	CHSR 237	LA Express	Track 5	10:50 am
MUNI	CHSR 133	SD Int'l	Track 3	11:15 am

Last Call for CHSR 234 to Central Valley

BUS SCHEDULE

245	Line B	10:10 am	STOP 13	3/F Bus Deck
245	Line C	10:18 am	STOP 34	3/F Bus Deck
245	Line D	10:22 am	STOP 12	3/F Bus Deck
245	Line G	10:26 am	STOP 32	3/F Bus Deck
245	Line P5	10:29 am	STOP 35	3/F Bus Deck
245	Line G	10:35 am	STOP 18	3/F Bus Deck
245	Line H	10:39 am	STOP 15	3/F Bus Deck
245	Line J	10:43 am	STOP 27	3/F Bus Deck

Line 2	10:00 am	First St. Bus Stop		
Line 4	10:09 am	First St. Bus Stop		
Line 2	10:09 am	First St. Bus Stop		
Line 4	10:09 am	First St. Bus Stop		
28 Goany	10:05 am	Muni Bus Plaza		
12 Folson	10:15 am	Muni Bus Plaza		
1 ColdFusion	10:19 am	Muni Bus Plaza		
2 Clement	10:21 am	Muni Bus Plaza		
10 Broadway	10:24 am	Muni Bus Plaza		
12 Edison	10:31 am	Muni Bus Plaza		
36 Goany L	10:45 am	Muni Bus Plaza		
245	108 Tr. Island	10:48 am	STOP 16	3/F Bus Deck

FREMONT STREET







Transbay Transit Center

Public Art Installation

Julie Chang
Jenny Holzer
Jamie Carpenter
Ned Kahn
Tim Hawkinson







Transbay Transit Center

Jenny Holzer





Transbay Transit Center

Jamie Carpenter





Transbay Transit Center

Ned Kahn





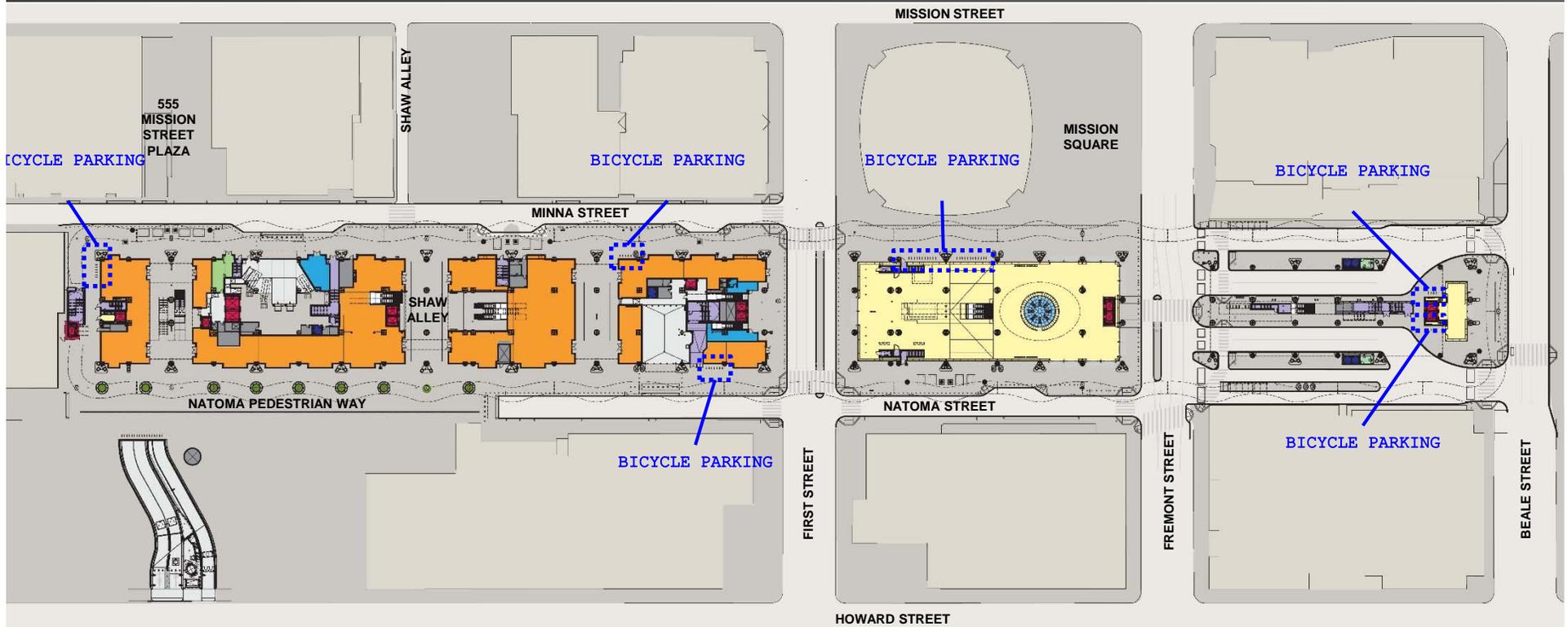
Transbay Transit Center

Tim Hawkinson





Bicycle Facilities





Transbay Transit Center

Official Wi-Fi Partnership





Transbay Transit Center

Full Sponsorship Opportunity



Transbay Transit Center

Full Sponsorship





Transbay Transit Center

Full Sponsorship





Selection Criteria

Financial Proposal	75 points
Profile of Respondent	15 points
Full Sponsorship, Station, and/or Park named for significant cultural or historical figure	10 points
<i>Maximum Total Score</i>	<i>100 points</i>



Advertising Policy: Objectives

- **Maximize revenue for the Transbay Program.** The class and consumer friendliness of Advertising directly relates to the goal of maximizing revenue.
- **Promote the Transbay Program** and ridership on the public transportation systems that partner with the TJPA.
- **Maintain a safe and welcoming environment** for passengers, particularly minors, using TJPA property and riding the public transportation systems that use TJPA property by encouraging a minimum level of decorum.
- **Maintain the TJPA's position of neutrality** on issues not directly related to the Transbay Program.
- **Not promote illegal activity.**



Advertising Policy: Restrictions

Advertising *shall not*:

- (1) concern a political campaign or candidate, ballot measure, initiative, or other legislation;
- (2) contain false, misleading, or deceptive commercial speech;
- (3) contain profanity;
- (4) be libelous, slanderous, or defamatory;
- (5) contain nude, obscene, or pornographic images, by community standards;
- (6) advocate or promote the use of illegal goods or services, or unlawful conduct;
- (7) depict graphic violence;
- (8) contain or use a graffiti style to convey a message;
- (9) infringe on any copyright, trademark, or other protected intellectual property;
- (10) demean or disparage an individual or group;
- (11) conflict with the requirements of the TJPA's funding partners, including the US Department of Transportation, or any applicable federal, state, or local law;
- (12) contain, imply, or declare an endorsement by the TJPA, except as expressly permitted by the TJPA.



Key Dates

- **RFP Issued** February 19, 2015
- **Pre-Submission Information Session** March 3, 2015
- **Submission of Questions** March 10, 2015
- **Response to Questions** March 17, 2015
- **Sponsorship Proposals Due** March 26, 2015
- **Proposals Selected / Notification** April 15, 2015
- **Sponsorship Agreements Negotiated
and Approved** June 11, 2015



Transbay Transit Center

Questions?

