

PROGRAM STATUS REPORT AND PLAN FOR 2018

January 2018

Agenda

2017 YEAR IN REVIEW

Highlights & Key Accomplishments

Programwide

Funding

Small Business Enterprise/Disadvantaged Business Enterprise (SBE/DBE)

Phase 1

Temporary Terminal

Salesforce Transit Center

Project Labor Agreement

Bus Storage

Budget, Schedule & Risks

Phase 2

Operations

Asset Management

Transit Operations

Security

PLAN FOR 2018

Programwide

Funding

Phase 1

Construction

Phase 2

Operations

Asset Management

Transit Operations

Security

Grand Opening



2017 YEAR IN REVIEW

Highlights & Key Accomplishments

- Achieved full funding for Phase 1
- Secured additional funding for operations
- Obtained funding commitment for operations and Phase 2 in the upcoming Regional Measure 3 (RM-3) ballot measure
- Signed Naming and Signage Rights Agreement with [salesforce.com](https://www.salesforce.com)
- Awarded Asset Management Agreement to Lincoln Property Company
- Completed staffing for operations



Highlights & Key Accomplishments

- In partnership with AC Transit & Golden Gate Transportation District, negotiated a lease agreement for the Bus Storage Facility with Caltrans at a rate 85% below Fair Market Value, and secured approval from the California Transportation Commission (CTC) in January
- In partnership with Office of Community Investment & Infrastructure, negotiated a lease agreement with Caltrans for the Under Ramp Park for \$1/year, and secured approval from the CTC in August
- Last full year of Phase 1 – created economic opportunities for over 190 small businesses, 1,400 union apprentices in 30 trades, and 75 college and high-school interns
- Added the California High-Speed Rail Authority (CHSRA) to the TJPA Board



Programwide

Funding

SBE / DBE

Programwide

Funding

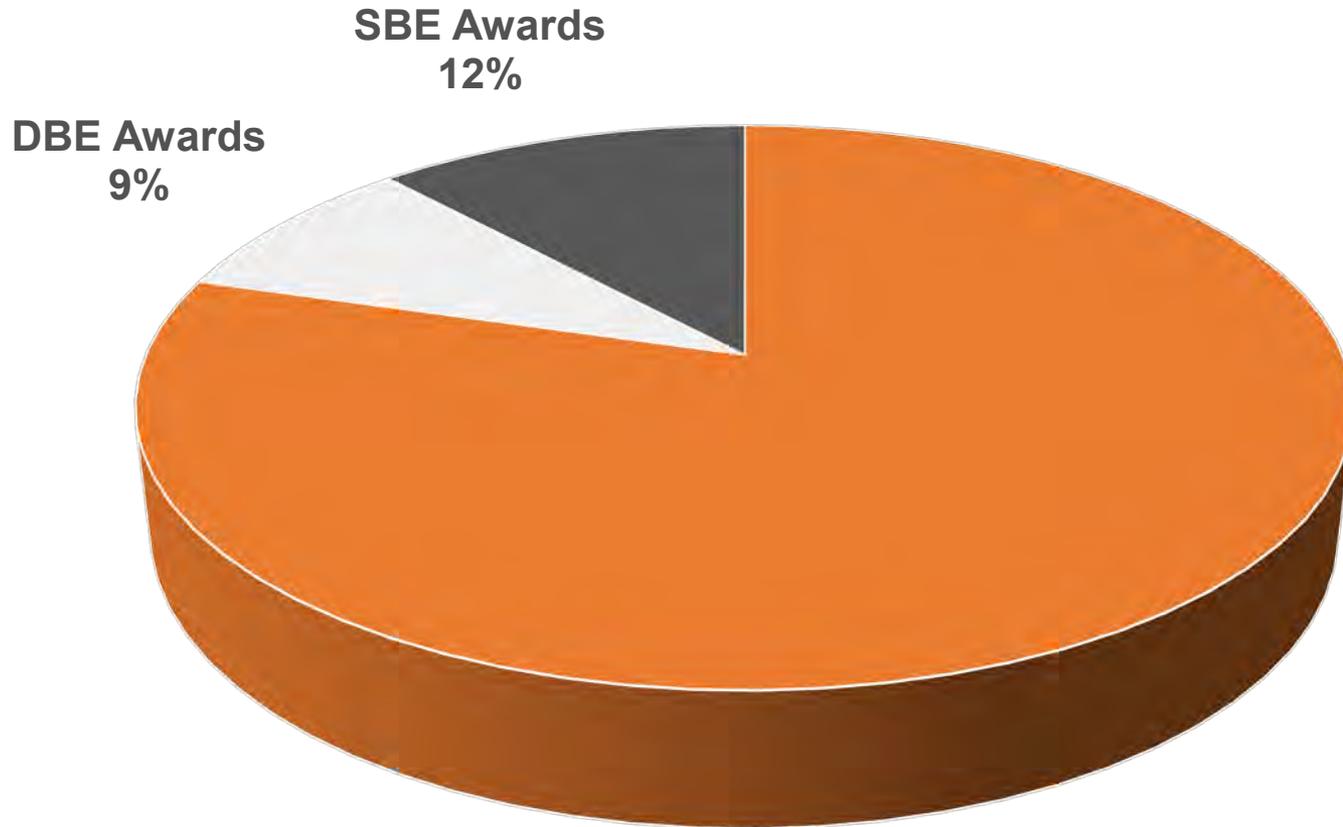
- Financial close of interim City Financing and successful sale of first tranche of CFD bonds (with net proceeds of \$149 million), fully funds Phase 1
- Naming rights agreement will provide more than \$110 million over 25 years to offset expenses at the transit center
- Additional \$3 million in RM-2 funds allocated for each of next five fiscal years for operations
- Received revenue of \$2.25 million from Boingo, the Neutral Host Distributed Antenna System (DAS) provider
- Secured approximately \$5.4 million in Prop K funding from San Francisco County Transportation Authority (SFCTA) to complete 30% design and study on certain Phase 2 elements



Programwide

SBE & DBE

AWARDS

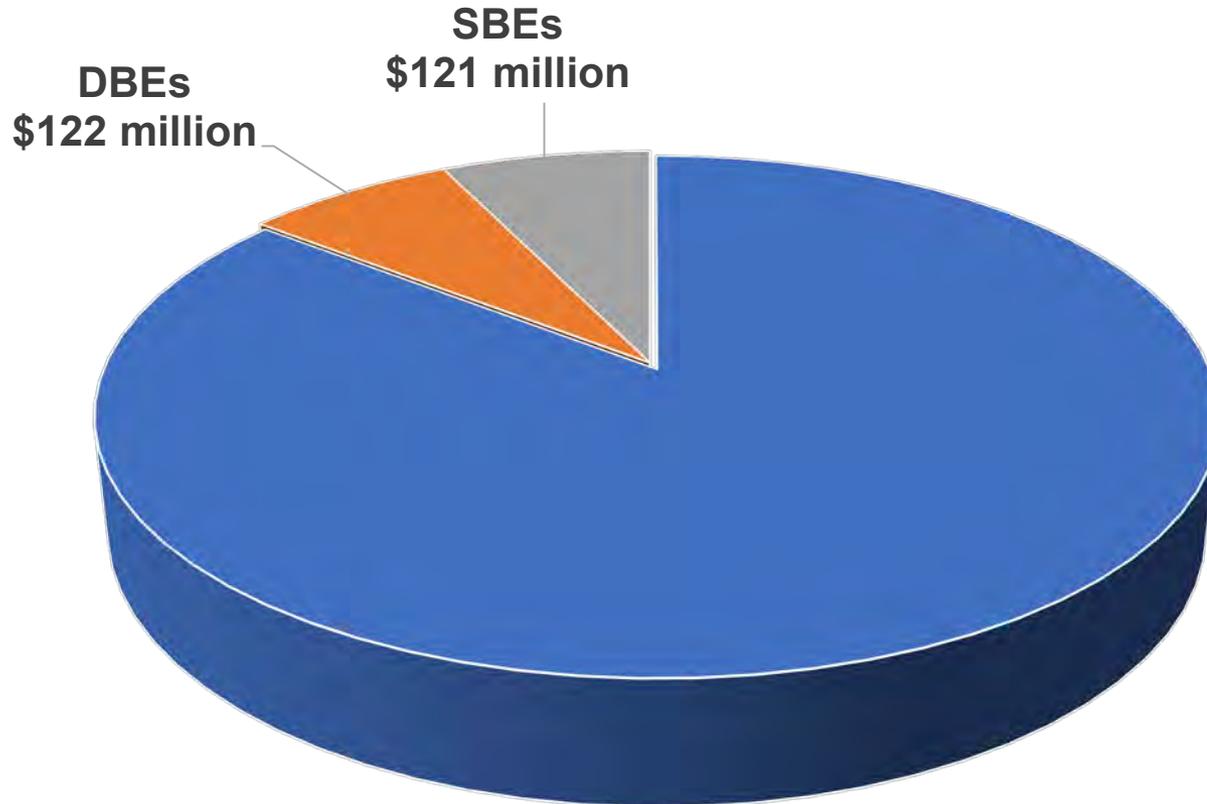


**Total Awards to DBEs/SBEs = \$350 million
(Life of the Program)**

Programwide

SBE & DBE

PAYMENTS

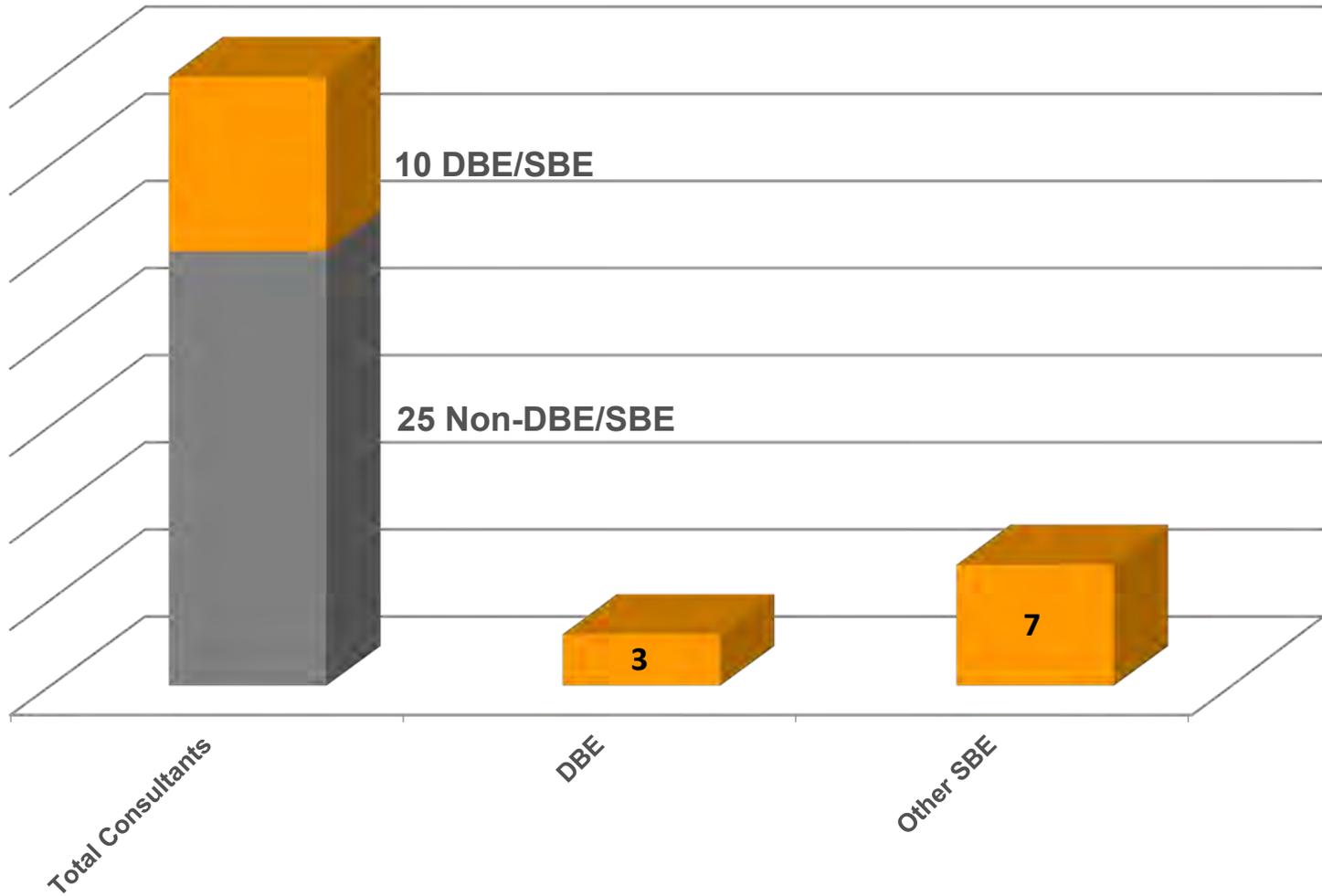


**Total Payments to DBEs/SBEs = \$243 million
(Life of the Program)**

Programwide

SBE & DBE

CURRENT CONSULTANT CONTRACTS

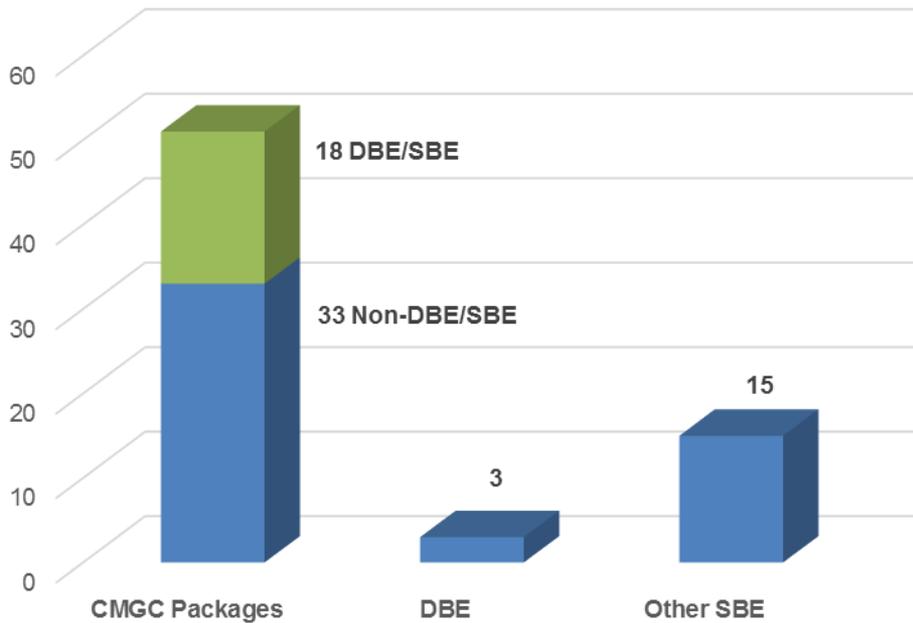


Programwide

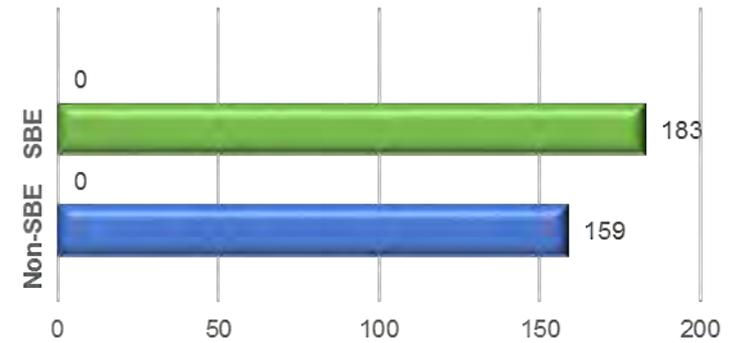
SBE & DBE

CONSTRUCTION

CM/GC Trade Packages



CM/GC Lower Tier Subs



Bus Storage Construction

FY17	3% DBE/SBE
FY18	11% DBE

Phase 1

Temporary Terminal

Salesforce Transit Center

Project Labor Agreement

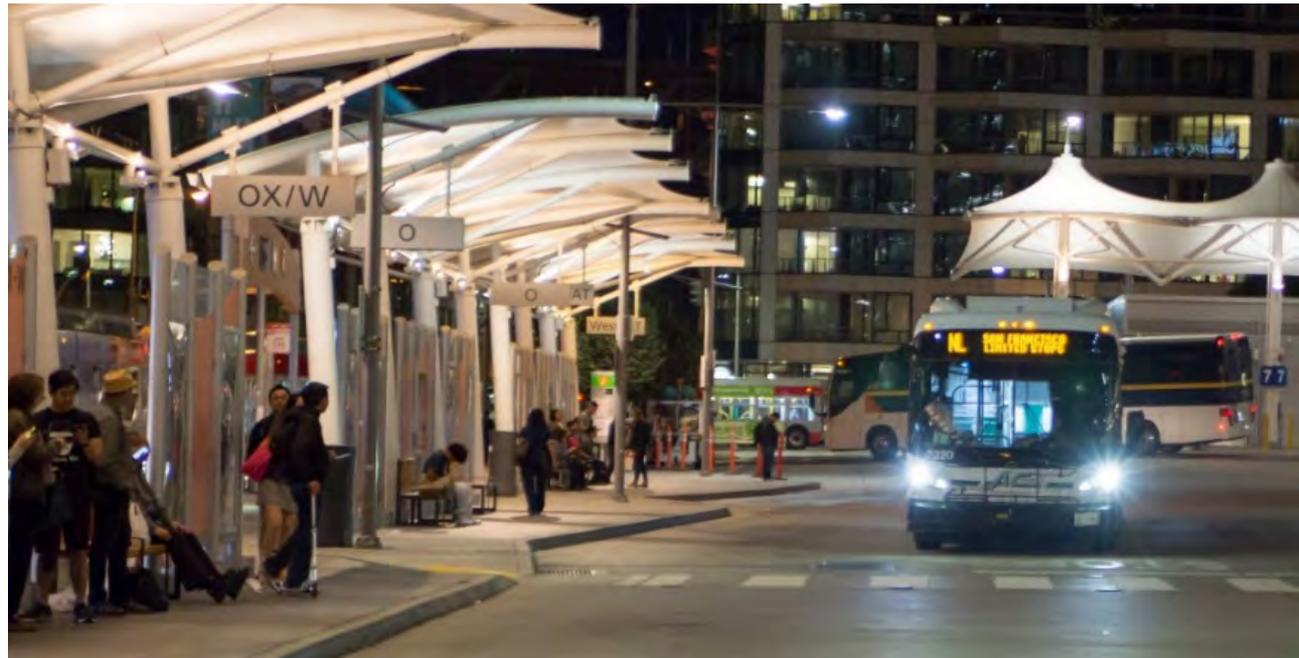
Bus Storage

Budget, Schedule & Risks

Phase 1

Temporary Terminal

- Seventh full year of successful operation
- ABM began coordination with asset management team for transfer of operations
- Negotiated two-year lease with Tishman Speyer for Greyhound/Amtrak building following transfer of operations

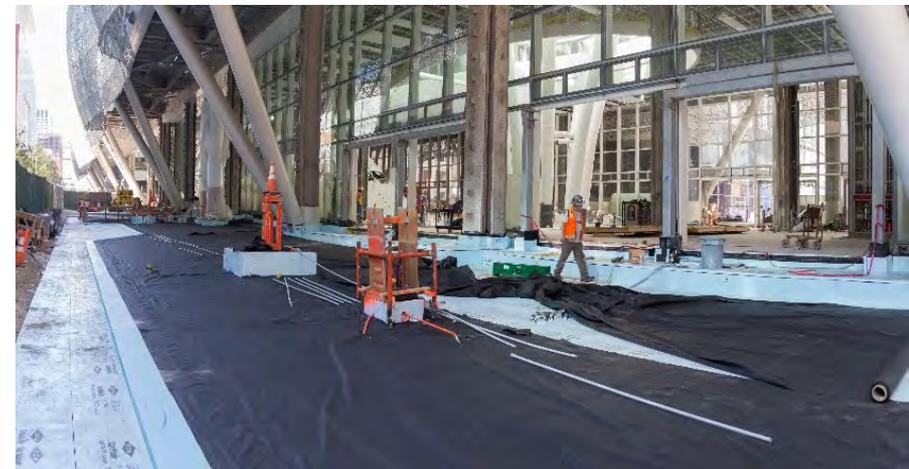


Phase 1

Salesforce Transit Center

DESIGN & PROCUREMENT

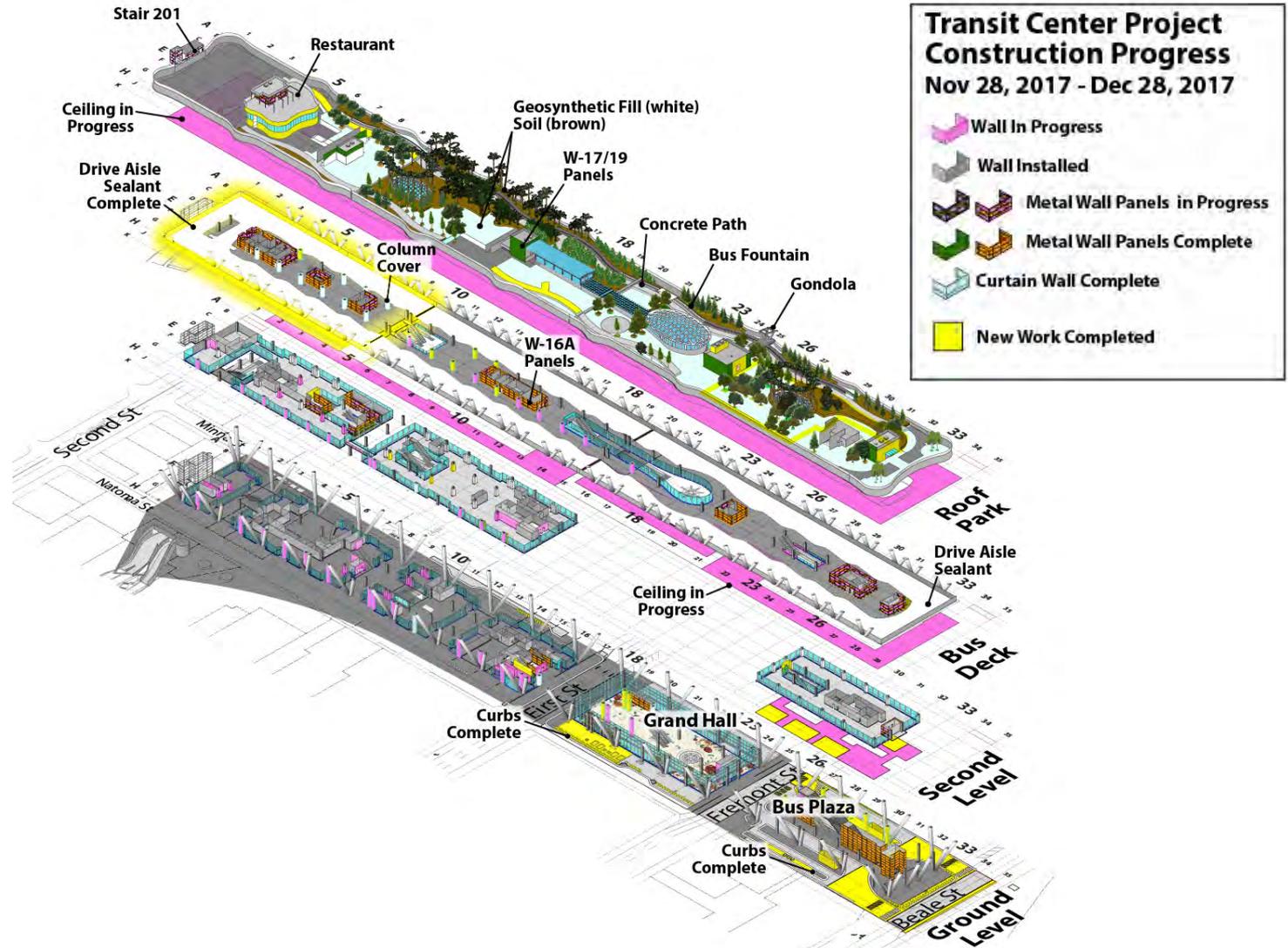
- Awarded Neutral Host DAS
- Awarded Physical Security Information Management (PSIM) system and Emergency Communication/Mass Notification systems (ECS/MNS)
- Executed amendment to agreement with San Francisco Public Works (SFPW) for works to be constructed under existing SFPW contracts:
 - Mission Street bus island, to be completed in early 2018
 - Natoma Pedestrian Way Extension to Second Street, to be completed in spring 2018 and include construction of a planned bicycle parking area



Phase 1

Salesforce Transit Center

CONSTRUCTION



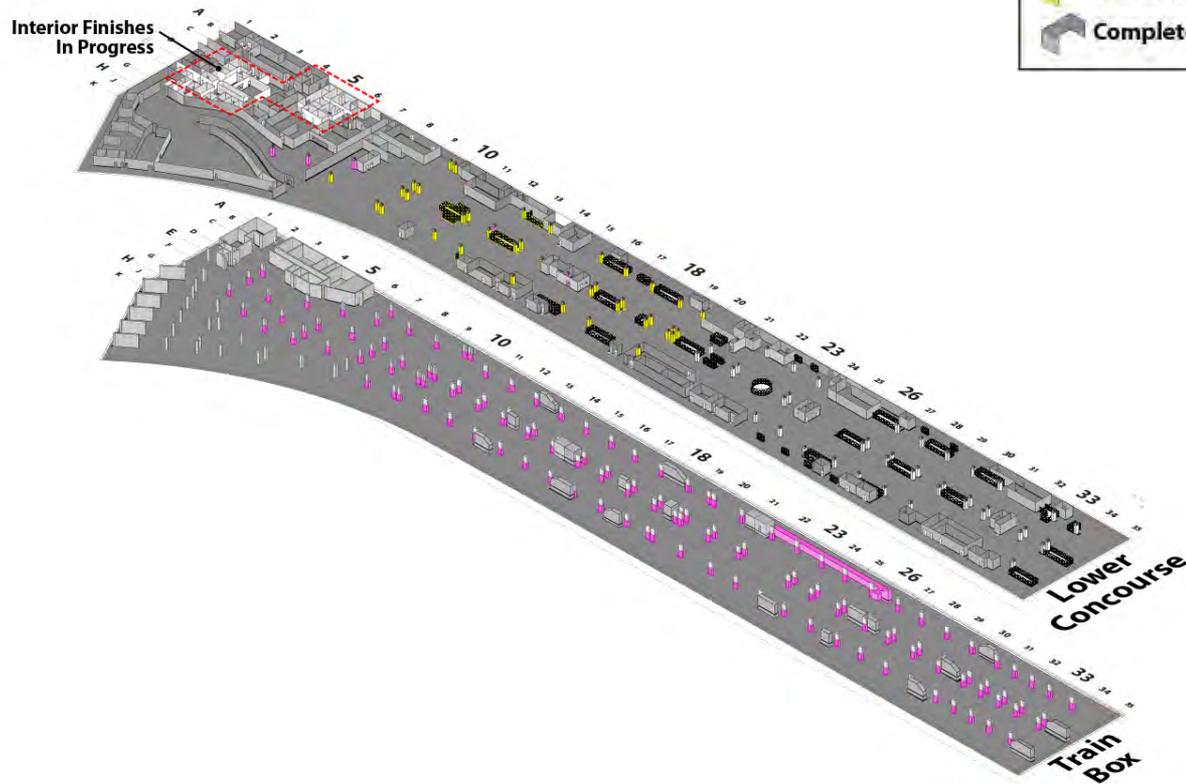
Phase 1

Salesforce Transit Center

CONSTRUCTION

**Transit Center Project
Construction Progress
Nov 27, 2017 - Dec 28, 2017**

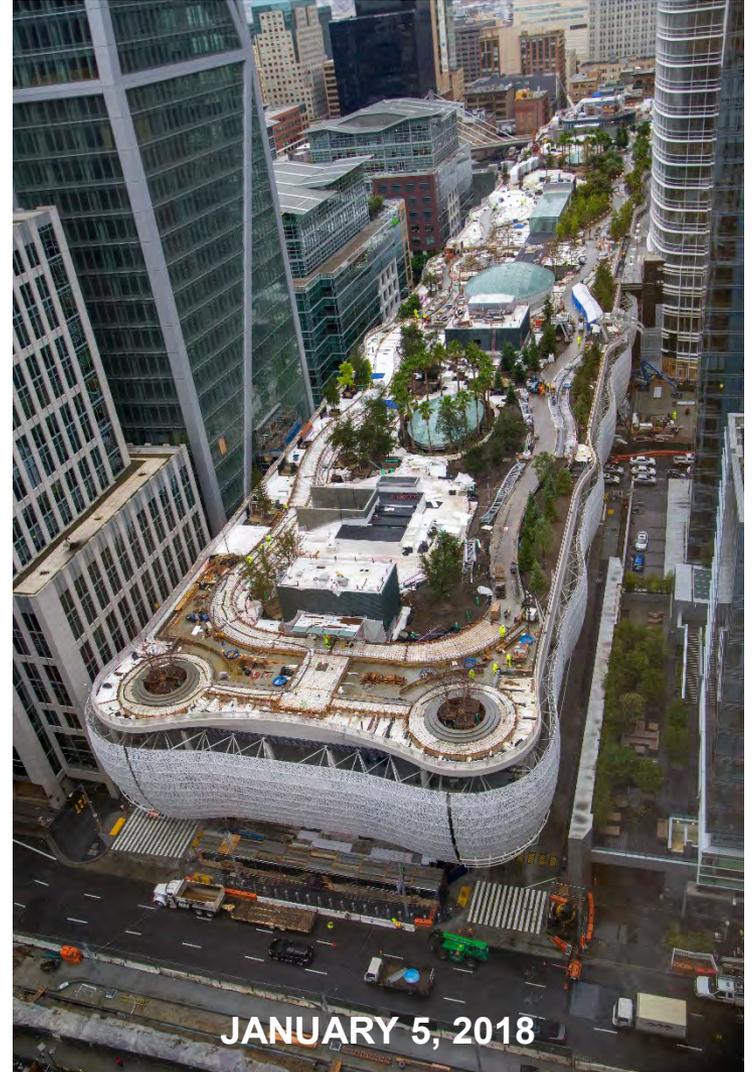
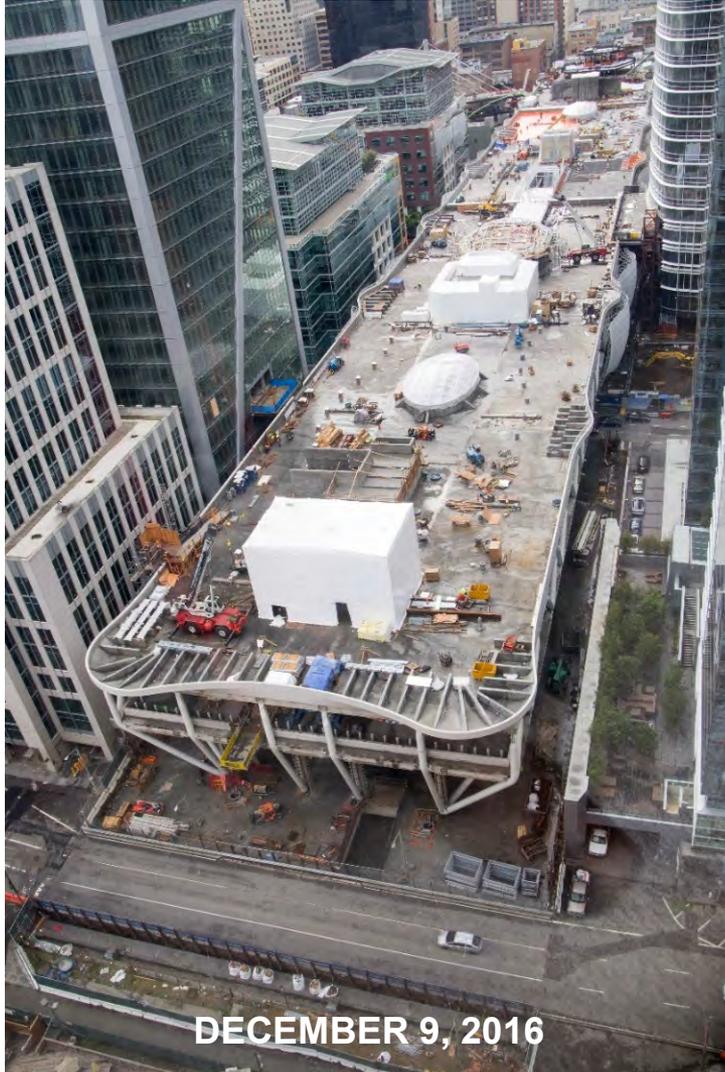
-  In Progress
-  New Work Completed
-  Complete



Phase 1

Salesforce Transit Center

CONSTRUCTION



Phase 1

Salesforce Transit Center

CONSTRUCTION

- All topping slabs were completed at lower concourse, ground and bus deck levels by 3rd quarter 2017
- Doors, frames and hardware installs are in progress with many rooms completed at lower concourse, ground and bus deck levels by 3rd quarter 2017
- Bus deck drive aisle and commuter island area floor coating systems were completed
- Grand hall radiant heating system and terrazzo flooring installation were completed

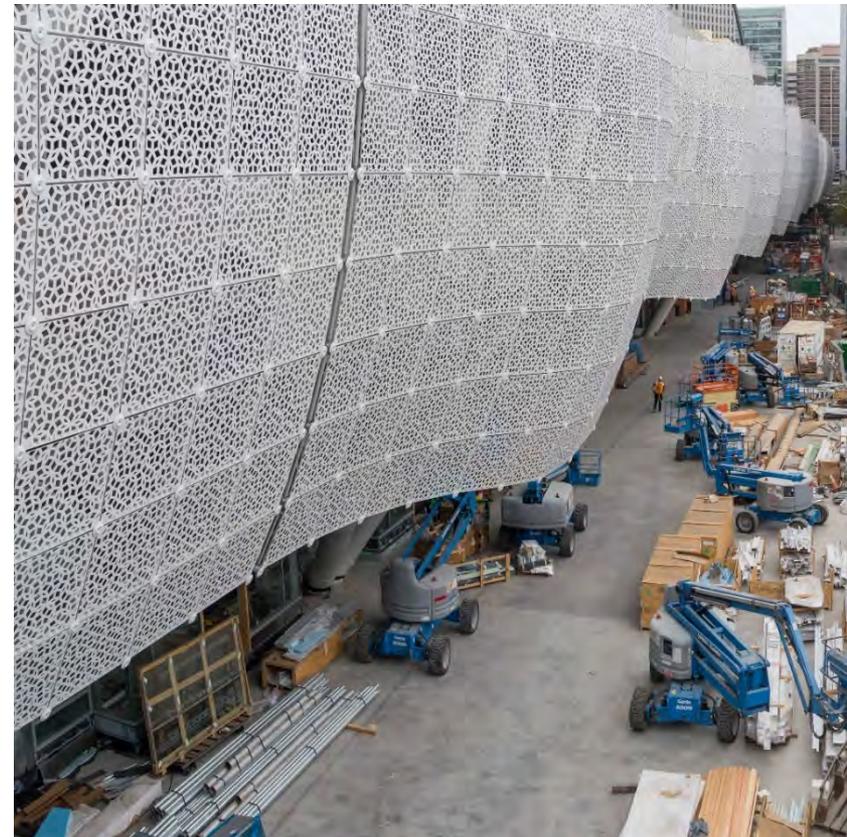


Phase 1

Salesforce Transit Center

CONSTRUCTION

- Exterior awning installation was completed in late 2017
- W-2 and W-3 glass curtain wall installations made good progress and are nearing completion
- W-4 glass curtain wall installation at the rooftop oculus and bus deck was completed
- W-8 rooftop canopy glazing at the main escalator was completed
- Installation and leak testing of the W-10 glass skylights and W-12 glass floor on the rooftop was completed



Phase 1

Salesforce Transit Center

CONSTRUCTION

- Rooftop landscaping began in early 2017 and continued throughout 2017
- Rooftop trees were delivered throughout 2017 and are 76% installed
- Boston Properties' gondola coordination and installation of main components began in November
- Rooftop hardscaping pathways and landscape soils placement are well underway



Phase 1

Salesforce Transit Center

CONSTRUCTION

- AC Transit bus deck testing commenced in mid-December
- Muni bus plaza north opened to 5-Fulton service on December 26



Phase 1

Salesforce Transit Center

CONSTRUCTION

- Plumbing and HVAC installation made great progress throughout 2017 with all pumps and other equipment delivered and installed
- Electrical power distribution progressed throughout 2017 with all transformers and switchgear equipment delivered and installed
- Elevators and escalators installation was in progress throughout 2017
- PG&E Permanent Power “green tag” was achieved on September 23
- Permanent water was connected by San Francisco Public Utilities Commission on December 16



Phase 1

Bus Ramp

CONSTRUCTION

- Substantial Completion achieved:
 - Completed all concrete and the cable-stayed bridge by mid-2017
 - Completed all profilograph and grinding of roadways by mid-2017
 - Completed AC Transit bus testing in April with lane striping completed in May
 - Completed all mechanically stabilized earth and retaining wall backfill and under-ramp parcel asphalt and fencing by late November
- Bus ramp electrical and security systems testing was underway in late 2017



Phase 1

Salesforce Transit Center

OUTREACH TO VETERANS

- Webcor/Obayashi Joint Venture (Webcor) continued to work with “Helmets to Hardhats” and other organizations to help veterans obtain work on the Transbay Program and with other contractors
- Turner and Webcor hosted the annual Veterans Day appreciation lunch for more than 50 veterans employed on the Transbay Program
- Attended the following veteran/on-base career fairs:
 - Naval Base Ventura County Spring and Fall Career Fairs
 - HIRE GI Veterans Career Fair – Fairfield, San Diego, Oceanside
 - Hiring Our Heroes Veterans Career Fair – San Francisco
 - V3 Hopfest – San Ramon
 - Marine Corps Camp Pendleton Career Fair

Phase 1

Salesforce Transit Center

LABOR		
	Through December 31, 2017	
Location	Total Hours Completed	Percent of Total
East Bay (Alameda, Contra Costa, Solano)	1,891,275	42.2%
North Bay (Marin, Napa, Sonoma)	241,102	5.4%
South Bay (San Mateo, Santa Clara)	466,334	10.4%
San Francisco	657,906	14.7%
Other*	1,224,703	27.3%
Totals	4,481,320**	100%

- Other includes workers from throughout California including the Central Valley as well as workers from out of state who are on site for specific tasks
- Total hours are for the transit center construction work and do not include the initial demolition work represented by a total of approximately 55,000 craft hours

Phase 1

Salesforce Transit Center

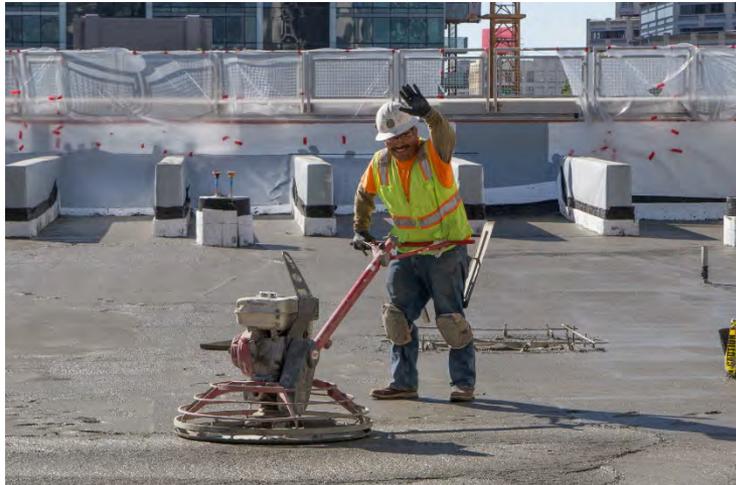
SAFETY

Recordable Incidents this Quarter:	3	Lost Time Incidents this Quarter:	0
Total Recordable Incidents – Year 2017:	11	Total Lost Time Incidents – Year 2017:	3
WOJV Average Annual Recordable Incident Rate 2011 through 2016	2.99	WOJV Average Annual Lost Time Incident Rate 2011 through 2016:	0.33
Nat'l/ State Annual Average Recordable Incident Rate – Public Works 2011 through 2016:	2.90	Nat'l/ State Annual Average Lost Time Incident Rate 2011 through 2016:	1.36
Total Transit Center Craft Hours 2011 – YTD 2017 :	Total Craft Hours Dec. 31, 2017:	Total Transit Center Craft Hours YTD 2017 :	
4,481,320	151,950	1,635,404	

Phase 1

Salesforce Transit Center

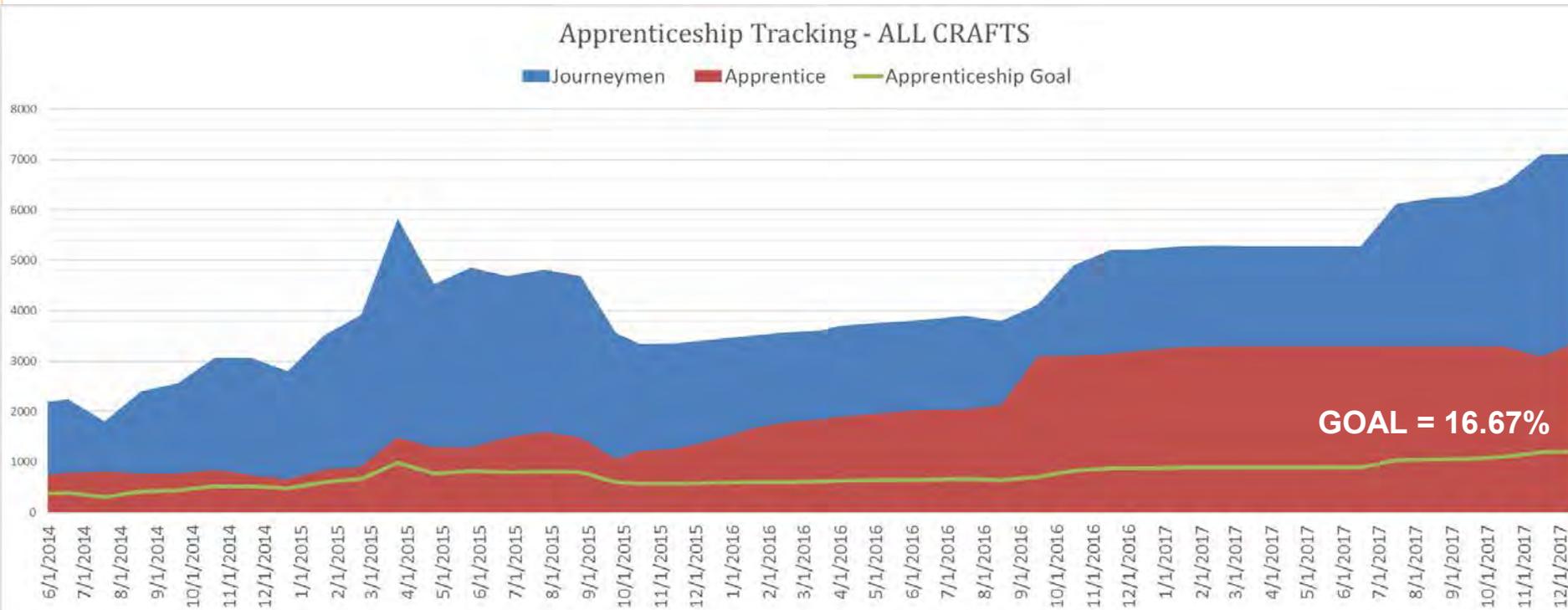
LABOR & SAFETY



Phase 1

Salesforce Transit Center

APPRENTICES THRU DECEMBER 12, 2017



- To date, apprenticeship goal surpassed by approximately 15%

Phase 1

Bus Storage

DESIGN, PROCUREMENT, PRECONSTRUCTION

- Obtained approval of the plans from the State Division of Architect and the State Fire Marshal
- Executed airspace lease with Caltrans
- Executed sub-lease with AC Transit
- Awarded construction contract to Ghilotti Construction in March 2017
- Completed archaeological field work in advance of construction



Phase 1

Bus Storage

CONSTRUCTION

- Construction commenced in May 2017
- Completed off haul of all contaminated soil
- Retaining and sound wall footing excavation and concrete pours are well underway
- Bridge deck was poured for structure over Second Street
- Obtained Cal Fire permit for administration offices
- Held schedule throughout 2017

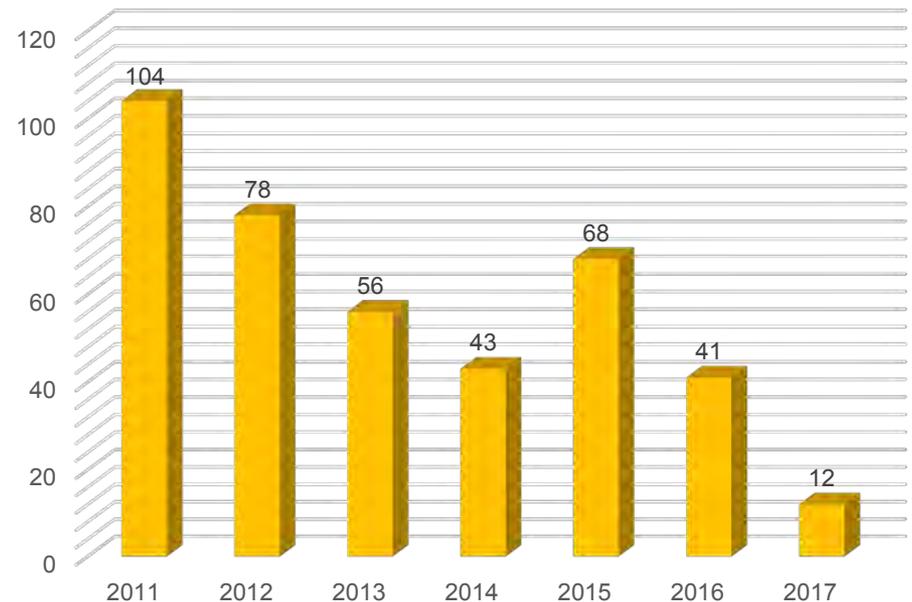


Phase 1

Community Outreach

- Hosted regular community meetings at TJPA office
- 10-day look-ahead email updates to neighbors on a weekly basis
- Continued with regular newsletters and social media to highlight project components and milestones
- Faces of Transbay: New videos featuring TJPA's 2017 summer interns
- Staffed 24-hour construction hotline
- Continued outreach to mitigate impacts to neighbors, resulting in fewest complaints since construction began

NUMBER OF COMPLAINTS



Phase 1

Student Internships



Transit Center Jobs Across the United States of America

As of November 2017

Washington

Thompson Metal, Vancouver
Steel Columns & Transfer Girders
Insulform, Puyallup
Insulation
McClean Iron Works, Everett
Steel Frames

Oregon

Marks Metal Tech, Clackamas
Rolling & Metal Forming
Oregon Sandblasting, Tualatin
Metal Prep & Coating
Oregon Iron Works, Clackamas
Girders, Basket Columns
American Steel/Lampros Steel, Portland
Supply Steel Plates

California

Gerdau, Napa /San Diego/Long Beach
Reinforcing Bars
XKT Engineering, Vallejo
Cruciform SLRS Vertical Members
Bratton Masonry Inc., Fresno
Masonry
Mageba, San Jose
Pendulum Bearings
ISAT, La Mirada
Seismic Anchors
TWI, Los Angeles
Curtain Wall Steel Frames
Harris Rebar, Livermore
Reinforcing Bars
Pacific Erectors, Rocklin
Metal Wall Panel System
The Herrick Corp, San Bernardino
WF Shape, SLRS Steel Members
DYWIDAG-Systems, Long Beach
Reinforcing Bars/HS Rods
NMI Industrial, Sacramento
Steel for Stairs
Desert Mechanical, Sylmar
HVAC, Plumbing
Mason Industries Inc, Anaheim
Seismic bracing and Isolation
Tiger Tanks, Bakersfield
Fuel Tanks

North Dakota

GPk Products, Fargo
PVC Pipe Fittings

Nebraska

G4S Technology, Omaha
Security Systems
Diamond Plastic, Grand Island
PVC Pipe

Kansas

Bradken, Atchison
Large Steel Shapes
Viega, Wichita
Pipe Fittings



Nevada

Performance Pipe, Reno
Geothermal System
Southwest Specialty, Las Vegas
Metal Ceilings

Colorado

Rail Service Corp, Lakewood
Transit Communications Systems
Johns Manville, Denver
Insulation Systems

Arizona

Stinger Bridge & Iron, Coolidge
Cable Stay Steel Plates
Coyote Steel, Fountain Hills
Steel Beams for Falsework
Clayton National, Scottsdale
Fireproofing
Vinyltech Corp, Phoenix
PVC Pipes

Montana

MicroLab, Bozeman
Power Splitter/Couplers

Idaho

Base Line Irrigation, Boise
Irrigation Products

Missouri

Bradken, St. Joseph
Cast Nodes
Architectural Systems, Monett
Metal Panels
Carboline, St. Louis
Performance Coatings
H.E. Williams, Carthage
Light Mountings
Bull Moose Tube, Chesterfield
Mechanical & Structural Tubing

Minnesota

Innovent, Minneapolis
Indoor Air Handling Unit
Valspar, Minneapolis
Extrusion Coatings
Twin City Hose, Rogers
Flexible Metal Hose

Iowa

EFCO Corp, Des Moines
Concrete Forms
Eko Const., Decora
Metal Fasteners, Anchors
Viking Pump, Cedar Falls
Pumps

Illinois

Delta Structures Inc, Addison
Space Frame Design & Fab
Scot Forge, Spring Grove
Forged Pins
Circle Metal Specialties, Alsip
Custom Steel Design & Fab
Allied Tube & Conduit, Harvey
Rigid Steel
Larson Engineering, Chicago
Curtain Wall Engineering

Kentucky

General Cable, Highland Heights
Electrical Cable
Republic Conduit, Louisville
Electrical Conduit

Michigan

Williams Form Eng, Belmont
Supply HS Rods
Ward Connector, Holland
HVAC Components
Indiana
Crown Corr, Gary
Curtain Walls/Awning
RACO, South Bend
EMT Fittings
Nilbo, Elkhart
Flow Control Products
Thermafiber, Wabash
Mineral Wool Insulation

Wisconsin

Wisconsin Centrifugal, Waukesha
Spun Cast Pipes
Weil Pump Co, Cedarburg
Water Heaters/Controls

Ohio

Lincoln Electric, Euclid
Welding Wire & Machines
Metal Tek, Sandusky
Spun Cast Pipe
Artco, Hannibal
Steel Plates
The Dyson Corp, Painesville
HS Rods
Picoma Industries, Cambridge
EMT Elbows, Steel Conduit
Columbia Eng. Rubber, Vandalia
Rubber Bellows
ClarkDietrich, West Chester
Steel Framing

Maine

Woods End Labs, Mt Vernon
Analytical Soil Testing

New Hampshire

Pipe Compression Connections

New York

Hohmann & Barnard, Hauppauge
Waterproofing
Watson Bowman Acme, Amherst
Structural Sealing Joint System

Massachusetts

Karp Assoc Inc, Melville
Access Doors
Garlock, Palmyra
Pipe Fittings/Gaskets

Rhode Island

Berry Plastics, Franklin
Waterproofing
Sarnafi, Canton
Waterproofing

Connecticut

APC, West Kingston
Uninterrupted Power Supply
Elevator Roller Guides

Delaware

Evanz Claymont, Claymont
Steel Plates
United Tech. Co., Farmington
Systems

West Virginia

Belimo, Sanbury
Actuators

Pennsylvania

Hapco Pale, Abingdon
Light Poles
Koster, Virginia Beach
Waterproofing
Schindler, Clinton
Escalators
Nucor, Cofield
Steel Plates
Galvan Ind., Inc, Harrisburg
Grounding Rods
Austin Elec., Yadkinville
Grounding Rods

S. Carolina

Otis, Florence
Escalators
Apollo Valves, Pageland
Valves
Wheatland Tube Co., Scranton
Conduit Locknuts, Bushings
PPG Industries, Pittsburgh
Industrial Coatings

Total Jobs Created

Local: 14,136* | Beyond SF Bay Area: 8,330

Off-site Jobs Created

500 200 100

* Jobs created in the San Francisco Bay Area from demolition of the old Transbay Terminal, construction of the Temporary Terminal, Transit Center and Bus Ramp.

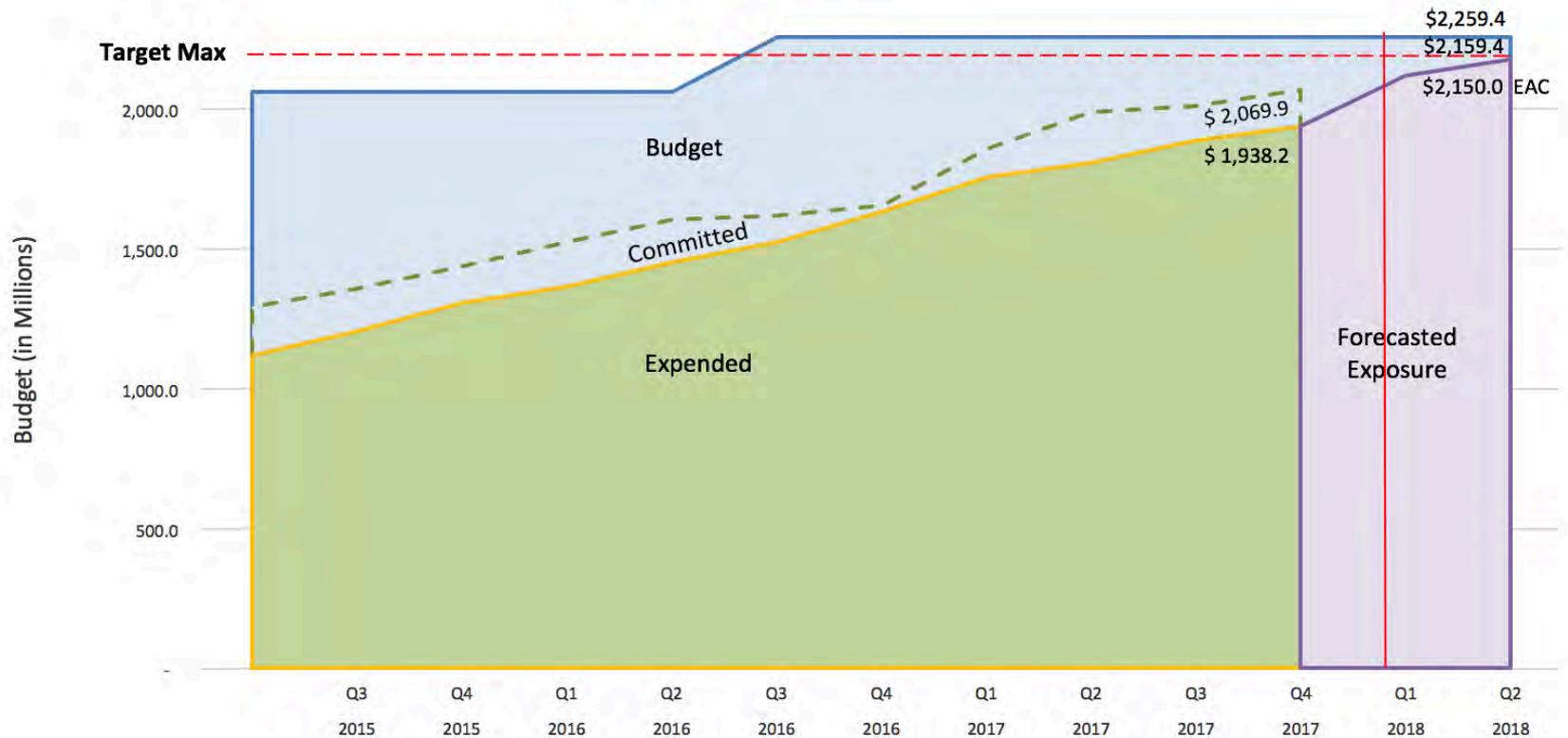
Phase 1

Salesforce Transit Center

BUDGET

Phase 1 - Transbay Program

Data thru: November '17



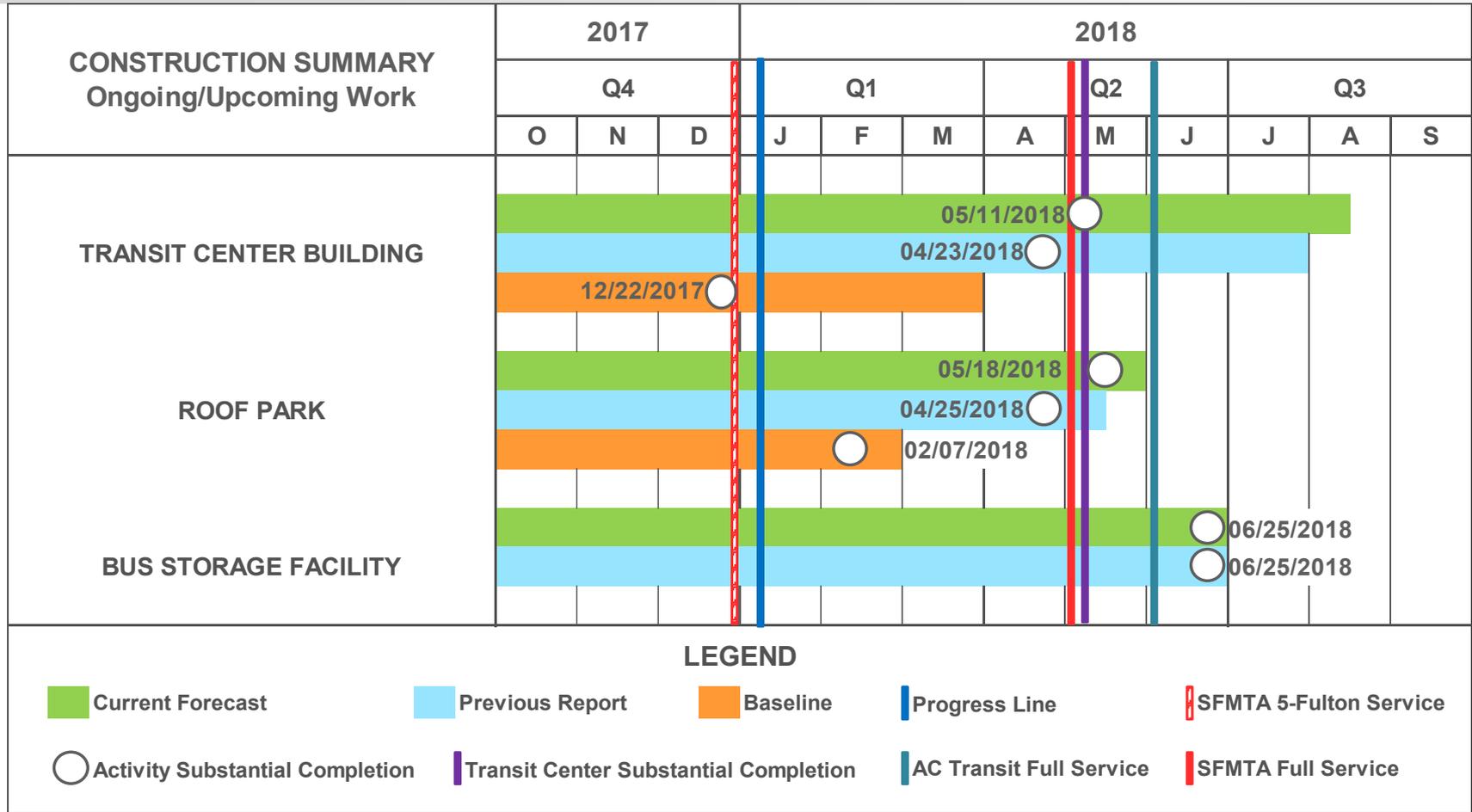
■ 86% Program Budget

■ 99% Contract Time

Phase 1

Salesforce Transit Center

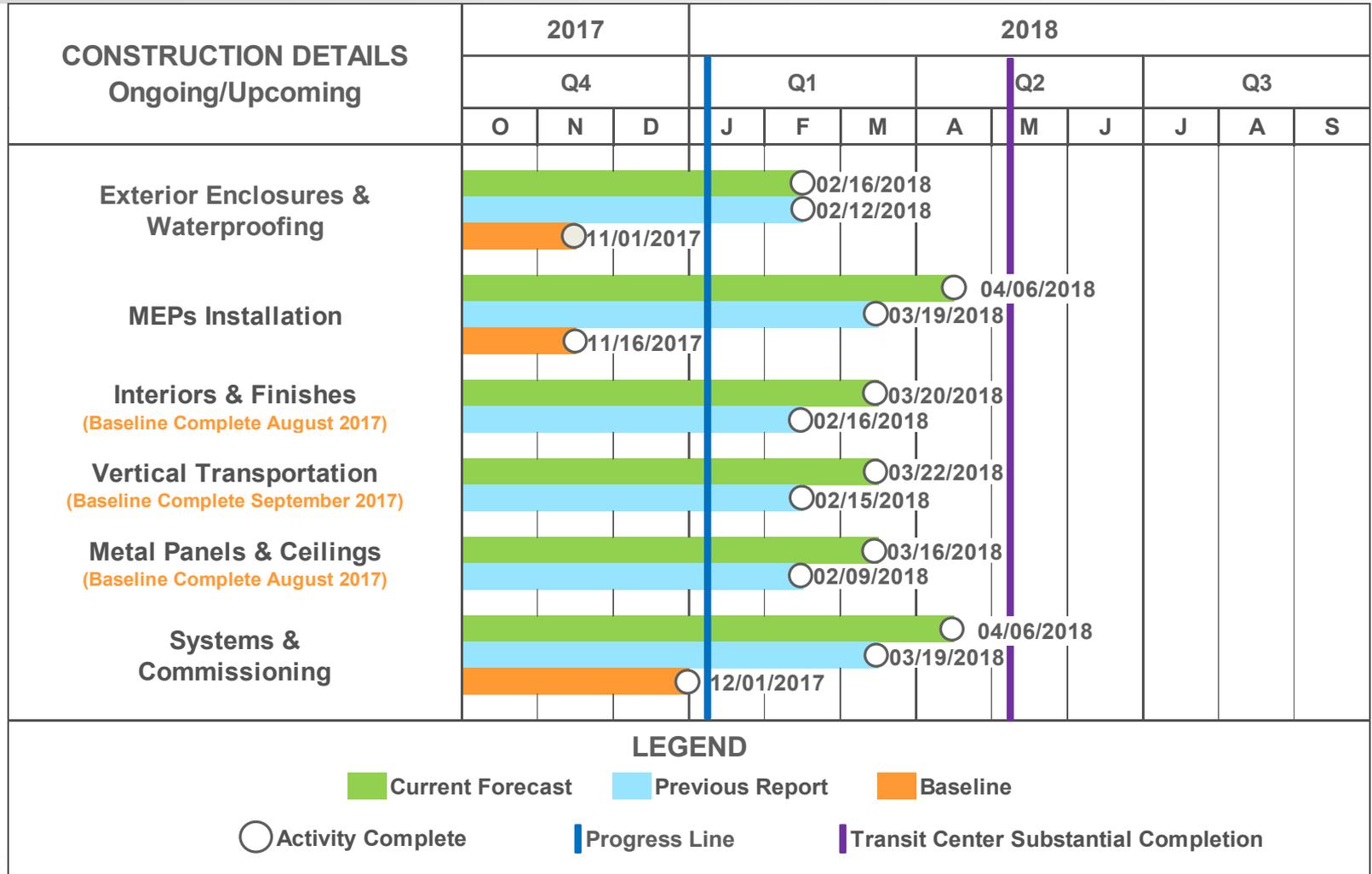
SCHEDULE



Phase 1

Salesforce Transit Center

SCHEDULE



Phase 1

Salesforce Transit Center

RISKS

- Eroded confidence in Webcor's ability to provide partial Schedule Recovery
- Reliability of Webcor's schedule reporting is diminished by Fisk Electric's lack of scheduling participation
- Fisk Electric's production rates in both normal voltage and low voltage distribution continue to have negative schedule impacts
- Webcor's limited mitigation success to date
- Webcor's late Substantial Completion milestone is impairing planned bus training or the start of transit operations

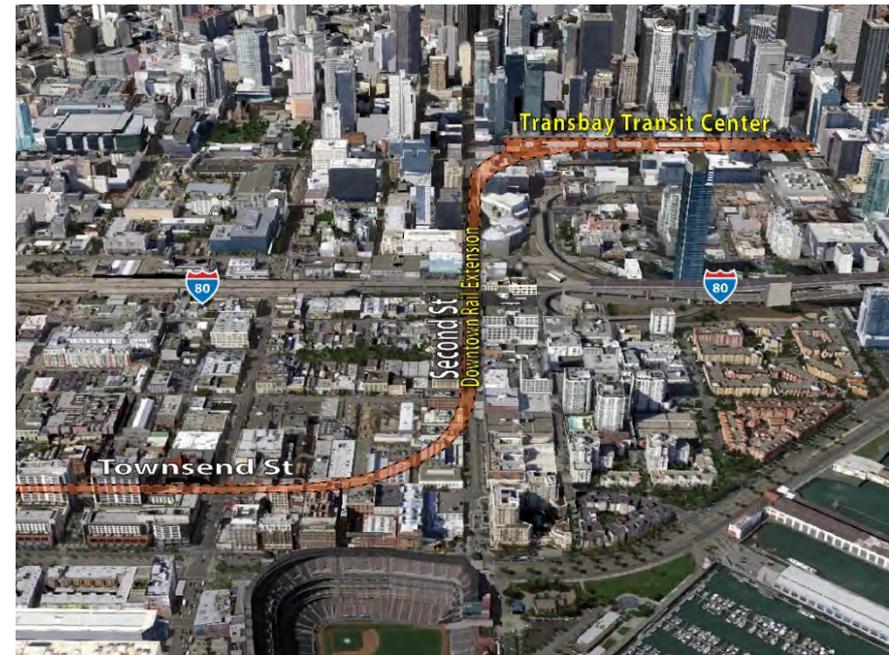
ENHANCED MITIGATION MEASURES

- Continue strategic acceleration
- Further replacement or augmentation of underperforming subcontractors
- Webcor to increase reporting details and transparency of subcontractor intermediate key milestones, especially related to electrical progress
- Webcor to provide TJPA with weekly greater detailed State of Completion reports indicating milestone misses, makes, and forecast
- Contractual remedies implemented including assessment of Liquidated Damages

Phase 2

Phase 2

- Secured Prop K funds to continue design
- Initiated 30% design on elements common to both the Downtown Rail Extension and alternative alignments being studied by the City
- Completed tunnel options study
- Completed rail operations study & initiated a peer review with SFCTA
- Submitted Draft Supplemental Environmental Impact Study/ Environmental Impact Report (SEIS/EIR) to Federal Transit Administration (FTA) for final review
- Completed Phase 2 ridership analysis
- Continued to work closely with the City to progress the Railyard Alternatives and I-280 Boulevard Feasibility (RAB) Study toward conclusion
- Continued close coordination with CHSRA, Caltrain, SFCTA, and the City



Operations

Asset Management

Transit Operations

Security

Operations

Asset Management – Lincoln

FACILITY OPERATIONS

- Executed Asset Management Agreement with Lincoln Property Company whose team includes Biederman Redevelopment Ventures (BRV), Colliers International and Pearl Media
- Major contracts awarded by Lincoln:
 - MBH Architects: tenant improvement architectural services
 - Turner Construction Company, Interiors Division: tenant improvement general contractor
 - Pro Resources, Inc: retail pop-up consultant
 - Township Building Services: janitorial
 - Township Engineering, Inc: engineering & maintenance
 - Landmark Industries: waste and recycling

LINCOLN
PROPERTY
COMPANY

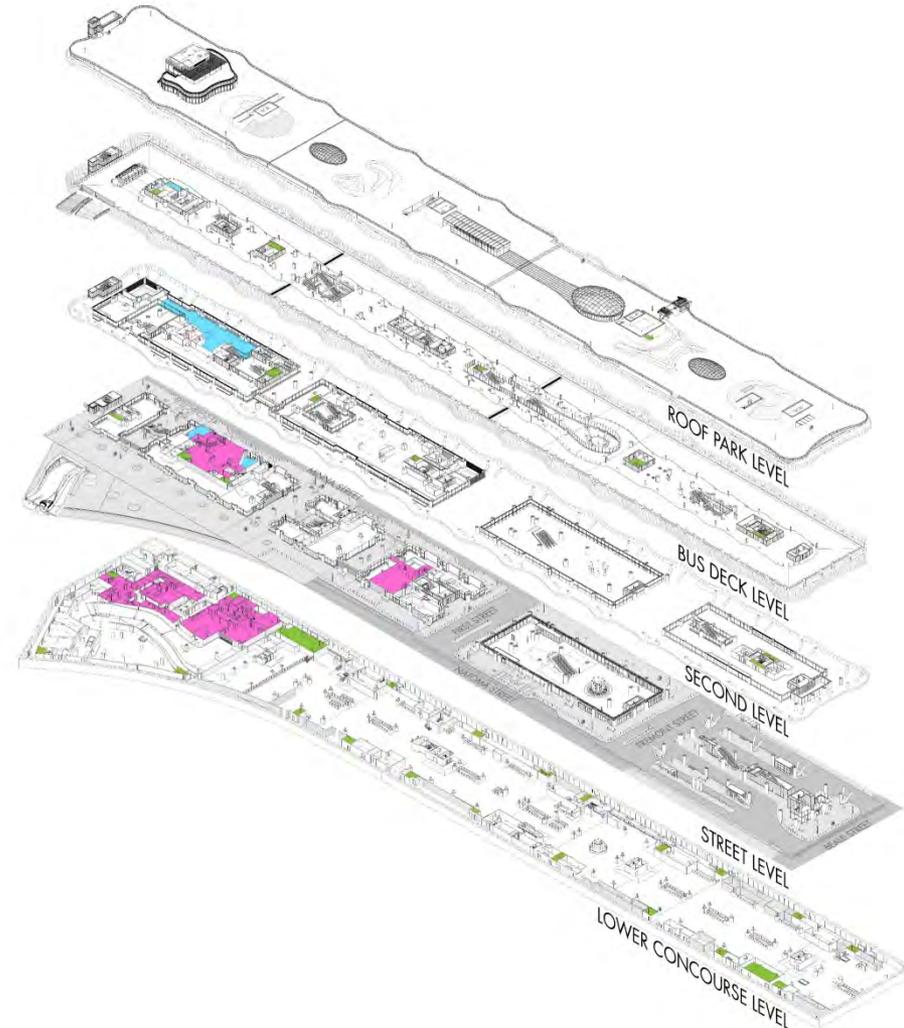


Operations

Asset Management – Lincoln

FACILITY OPERATIONS

- Developed management framework for transition activities
- Issued 28 of about 50 requests for proposals (RFP) for service contractors
- Submitted Amtrak/Greyhound office plans to Department of Building Inspection for permitting
- Ordered furniture for Security Operations Center and building engineering and janitorial workrooms
- Purchased salesforcetransitcenter URLs

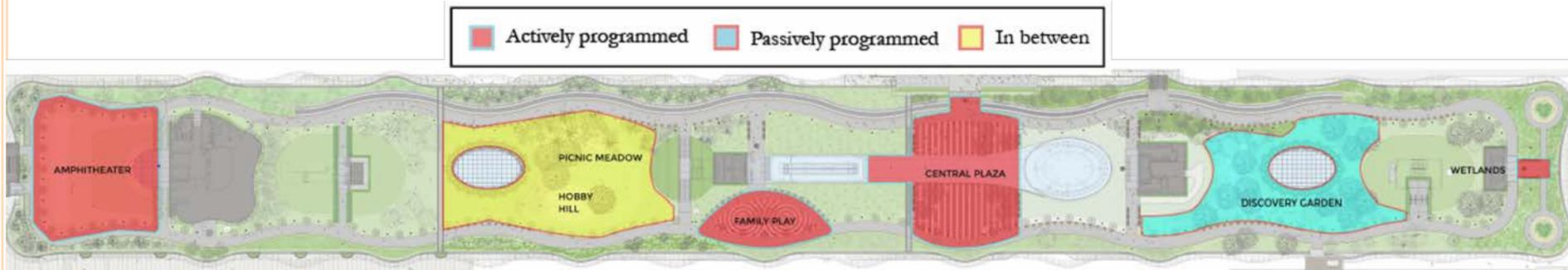


Operations

Asset Management – BRV

SALESFORCE PARK

- Conducted interviews, outreach, and focus groups with key stakeholders to form an understanding of park users
- Identified and met with over 100 potential programming, event, and sponsorship partners
- Defined park activity zones
- Defined park programming & event schedule, policies, staffing, and budget needs
- Created park marketing materials and established initial contact with brands
- Defined park maintenance and operations policies

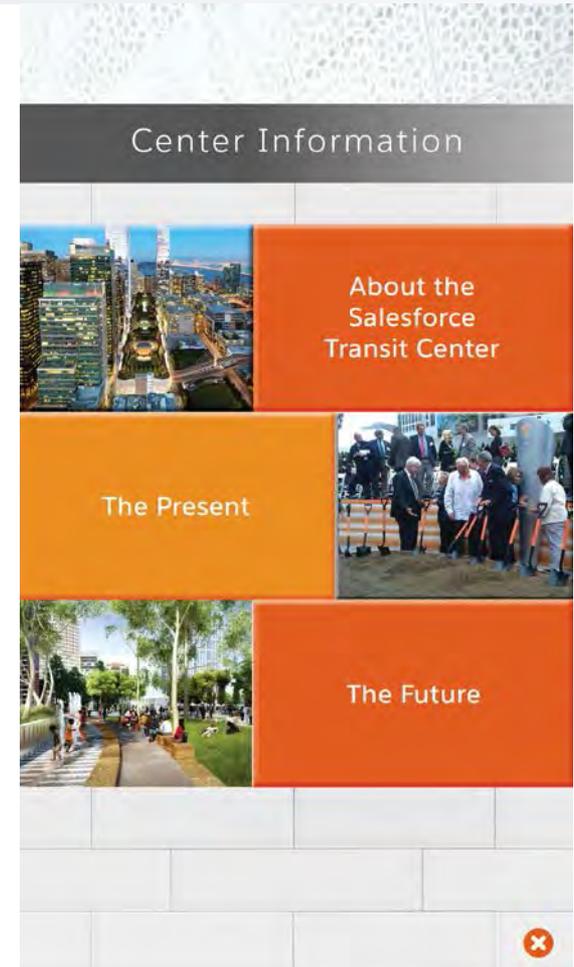


Operations

Asset Management – Pearl

DIGITAL MEDIA

- Conducted technical analysis of digital display system components and configurations
- Completed scoping and layout of the content management system (CMS) and provided a live technical demonstration of its capabilities
- Created visual standards for the digital display of transit information
- Designed and implemented sales presentation package
- Created framework for advertising pricing packages to include BRV
- Commenced outreach to potential advertisers



Operations

Asset Management – Colliers

RETAIL PROGRAM

- Approved retail merchandising plan
- Approved retail/commercial leasing policy including lease agreement and letter of intent templates
- Launched marketing campaign:
 - Developed lease outline drawings (LODs) for each retail location
 - Created interactive website including marketing video, LODs, prospective tenant application, lease template, tour information
 - Implemented database application for tracking tenant inquiries and producing weekly reports to TJPA
 - Placed ads and sent e-mail blasts
- Developed financial retail pro forma in accordance with market trends



Operations

Asset Management – PRI

POP-UP RETAIL PROGRAM

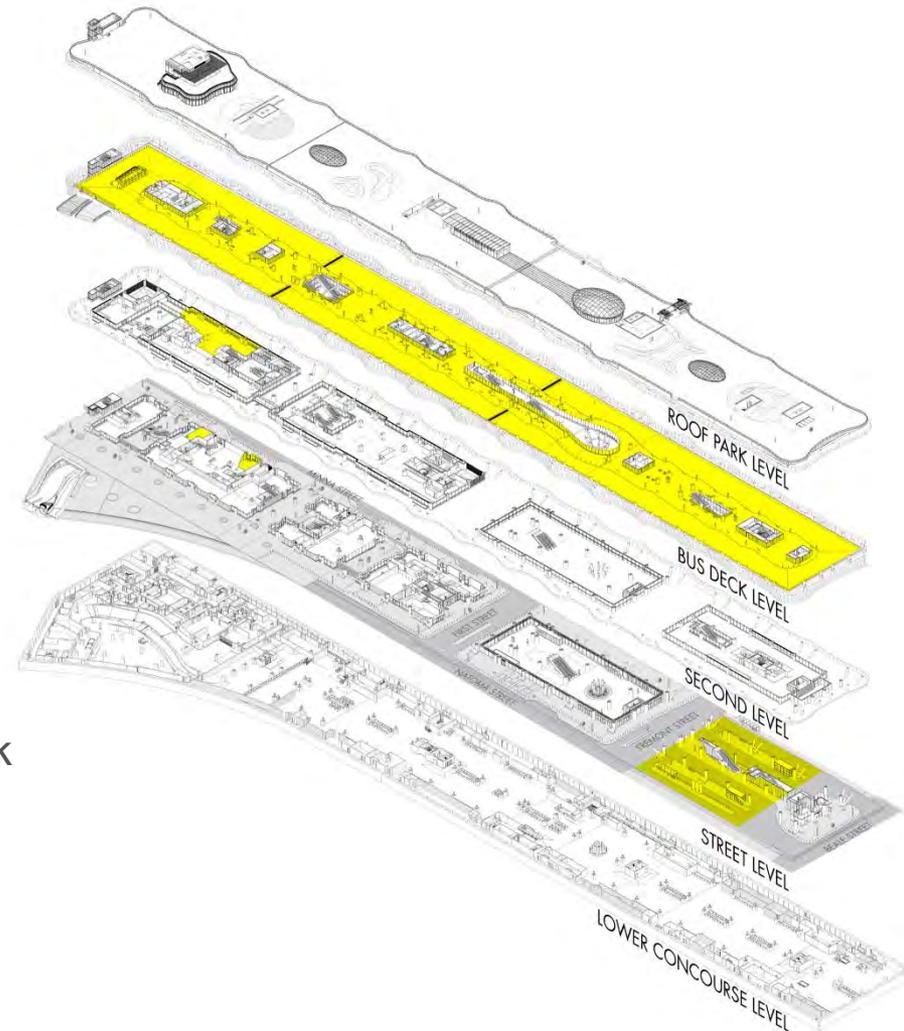
- Developed retail pop-up vision
- Added the Salesforce Transit Center pop-up program to PRI website to facilitate interactive applications
- Began canvassing for pop-up retailers at Northern California artisan markets, holiday markets & events, and shopping locations
- Formulated preliminary plans for farmers market, food trucks, and pop-up locations throughout the transit center
- Developed license agreement template



Operations

Transit Operations

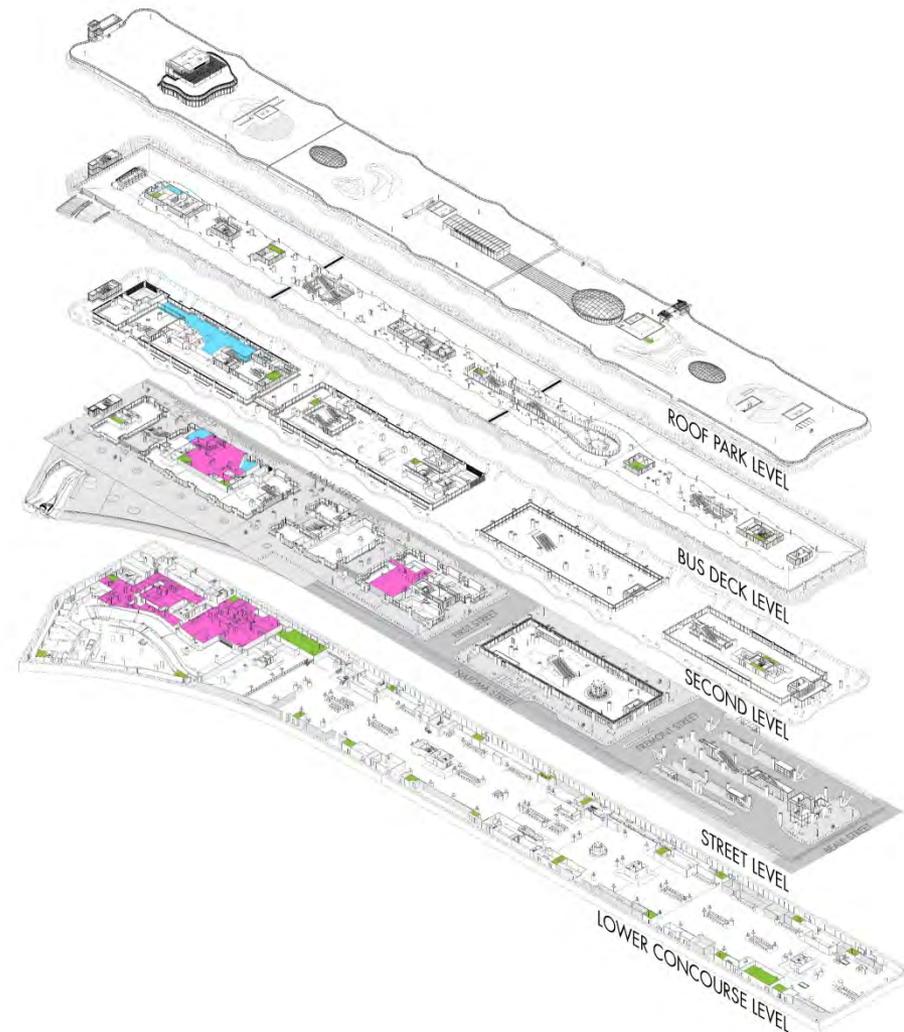
- Developed and presented operating projections to transit operators
- Established transition planning framework with transit operators
- Approved Greyhound office lease
- Negotiated San Francisco Municipal Transportation Agency (SFMTA) lease for the bus plaza, to be presented to Board in early 2018
- Negotiated Amtrak office lease for second floor space
- Completed bus testing on the bus ramp, and conducted bus testing on the bus deck and bus plaza
- Approved right-of-entry agreement with SFMTA and began service for Muni #5-Fulton at the bus plaza



Operations

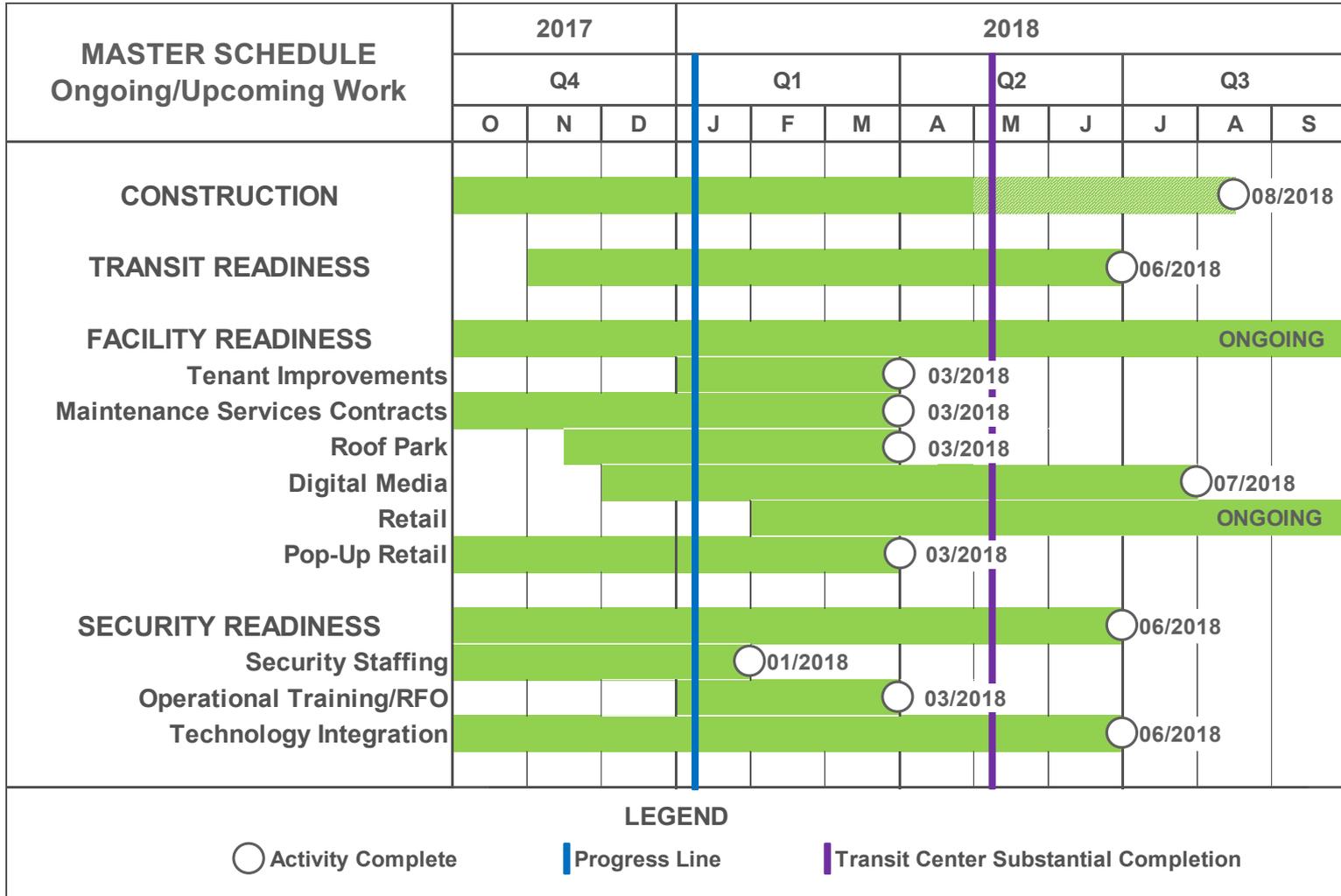
Security

- Completed peer review of security staffing plan by American Public Transportation Association (APTA)
- Negotiated contract with Allied Universal Security for on-site security guards
- Negotiated memorandum of understanding (MOU) with San Francisco Police Department (SFPD) for on-site law enforcement officers
- Conducted multi-agency panel discussion of quality of life issues at transit center during December TJPA Citizens Advisory Committee meeting
- Issued RFP for information security/cybersecurity services
- Developed park rules & regulations; approved by the TJPA Board



Operations

Master Schedule





PLAN FOR 2018

Programwide

Funding

- Submit application for \$275 million in funding for Phase 2 under the State's Transit and Intercity Rail Capital Program (TIRCP)
- Boingo to sign cellular carriers, generating additional revenue of up to \$1.75 million (with 4th carrier signed) in addition to a minimum of \$125,000 annually
- Support RM-3 ballot measure –Transbay Program would receive \$325 million for Phase 2 and an additional \$5 million per year for operations
- Seek funding for Phase 2 under the Senate Bill 1 Road Repair and Accountability Act, signed into law in April 2017
- Seek federal infrastructure funding



Phase 1

Construction – Salesforce Transit Center

- Achieve Substantial Completion:
 - Begin system start-up, testing and commissioning of critical systems in early 2018
 - Complete installation and integration of data network and systems
 - Complete installation of Neutral Host DAS
 - Complete installation and integration of audio visual equipment
 - Complete installation of wayfinding and digital signage
 - Complete installation of artwork
 - Complete rooftop park landscaping in Spring 2018



Phase 1

Construction – Bus Storage

- Substantial Completion expected June 26, 2018:
 - Complete bus link ramp over Second Street in 1st quarter 2018
 - Complete exterior sound walls in 2nd quarter 2018
 - Complete site grading/paving in 2nd quarter 2018
 - Install AC Transit administration building in 2nd quarter 2018



Phase 2

- Complete Final SEIS/EIR and present to TJPA Board for approval
- Support issuance of Record of Decision by FTA
- Support SFCTA's peer review of operations study results
- Address the recommendations of the RAB Study
- Secure funding to update remaining preliminary engineering design
- Complete 30% design & update cost estimate
- Continue development of funding plan
- Enter the New Starts federal grant program



Operations

Asset Management – Lincoln

FACILITY OPERATIONS

- Open the Salesforce Transit Center:
 - Provision building engineer & custodial staff
 - Implement all service contracts
 - Issue RFP and award contract for IT operations management
 - Implement computerized maintenance management system infrastructure
 - Participate in building commissioning and train building engineers on systems
 - Develop and implement transit center marketing plan to include interactive website as point of entry for Lincoln, BRV, Colliers, Pearl & PRI
- Complete base building construction improvements to prepare for retail tenant construction



Operations

Asset Management – BRV

SALESFORCE PARK

- Activate Salesforce Park:
 - Implement all operational procedures and protocols
 - Implement and begin marketing calendar of events and programs with programming, event & community partners
- Finalize and execute first year of sponsorships in collaboration with Pearl Media
- Continue to seek out sponsorship partners and other revenue generating strategies

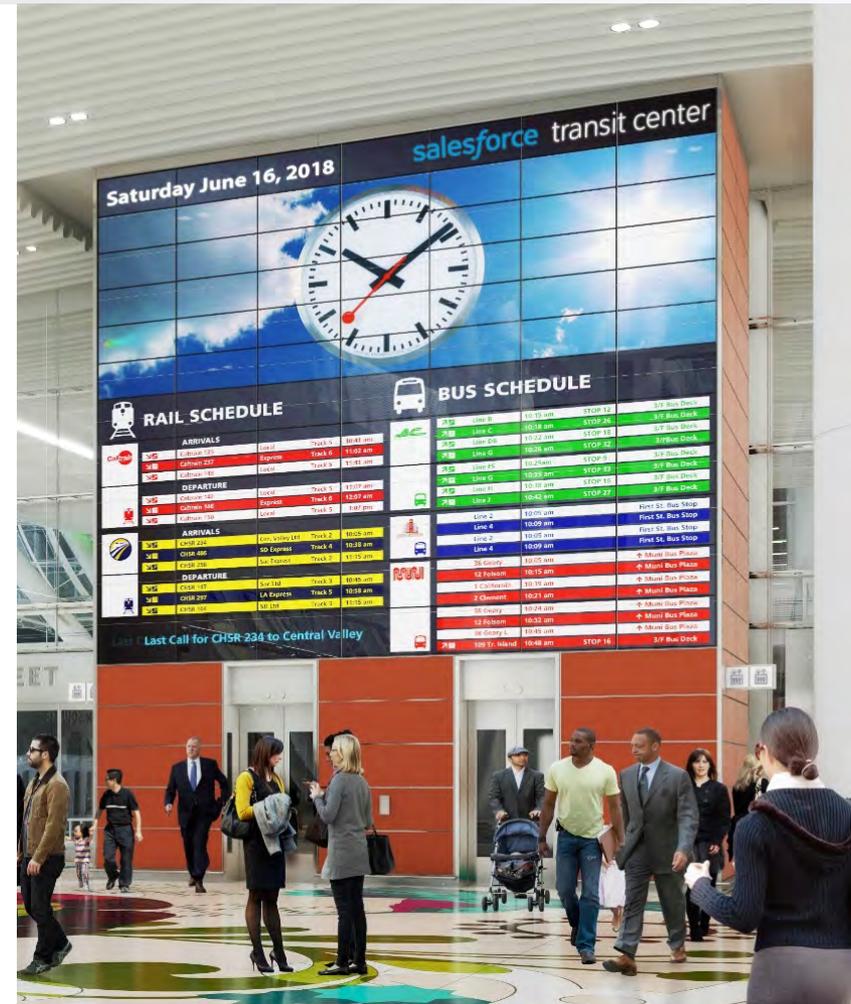


Operations

Asset Management – Pearl

DIGITAL MEDIA

- Activate digital media:
 - Complete installation and integration of data network and audio visual equipment & systems
 - Complete testing and integration of the CMS design and programming
 - Complete requirements and specific content for the CMS
 - Complete programming of wayfinding and digital signage
- Activate sponsorships and partner packages on the promotional platform



Operations

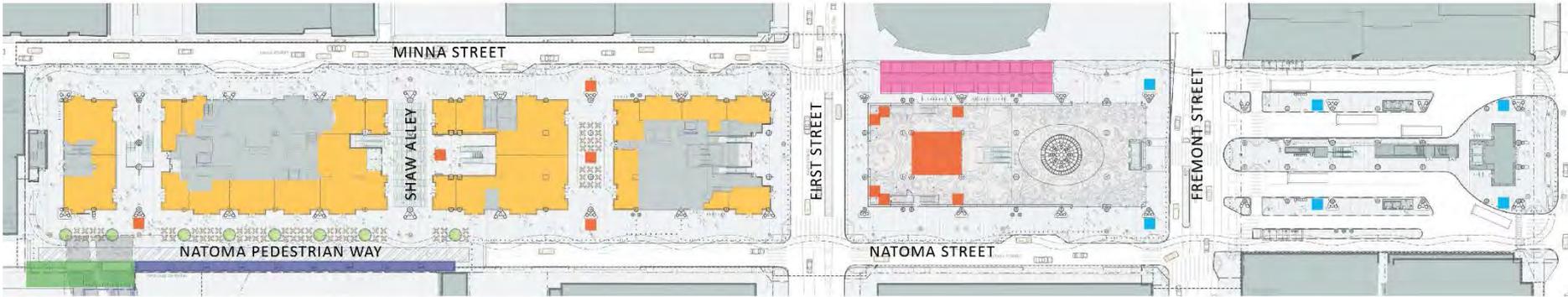
Asset Management – Colliers & PRI

RETAIL PROGRAM

- Activate pop-up program for opening
 - Finalize pop-up business locations and plan
- Continue to market all retail spaces, respond to inquiries and qualify prospective tenants in a consistent manner across desired merchandise categories in accordance with the merchandising plan
- Identify and launch negotiations with anchor tenants (large spaces plus flagship restaurant) as well as specialty tenants



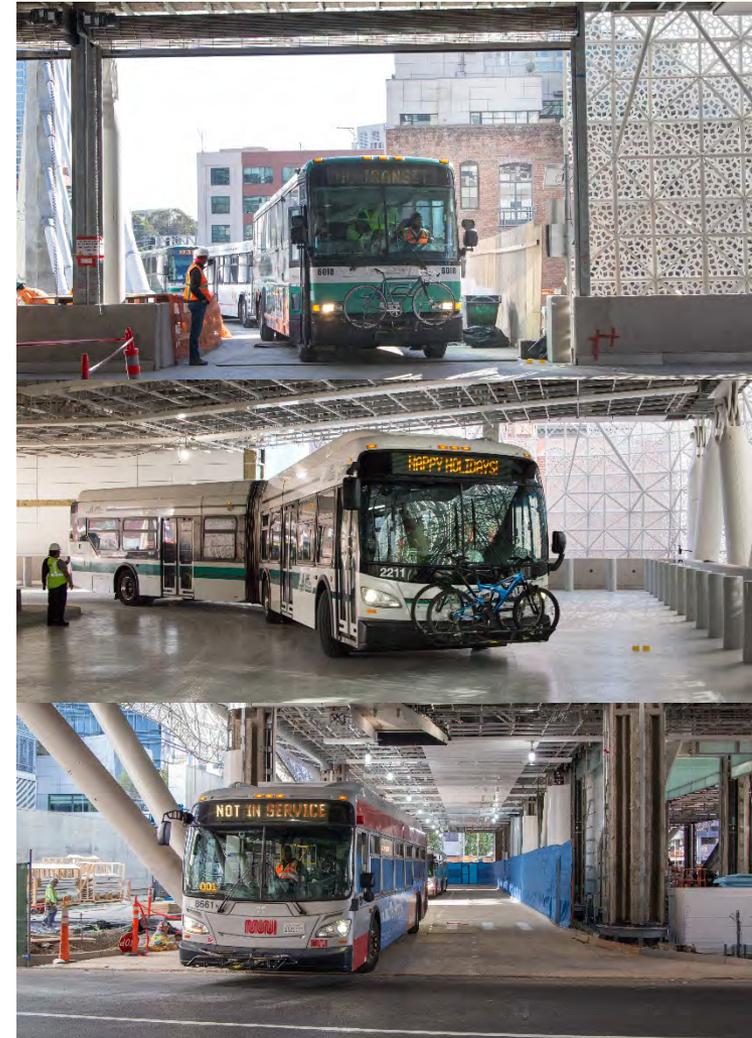
- POP-UP RETAIL
- TI RETAIL SPACES
- FARMERS MARKET
- VENDING MACHINES
- BEER GARDEN
- FOOD TRUCK



Operations

Transit Operations

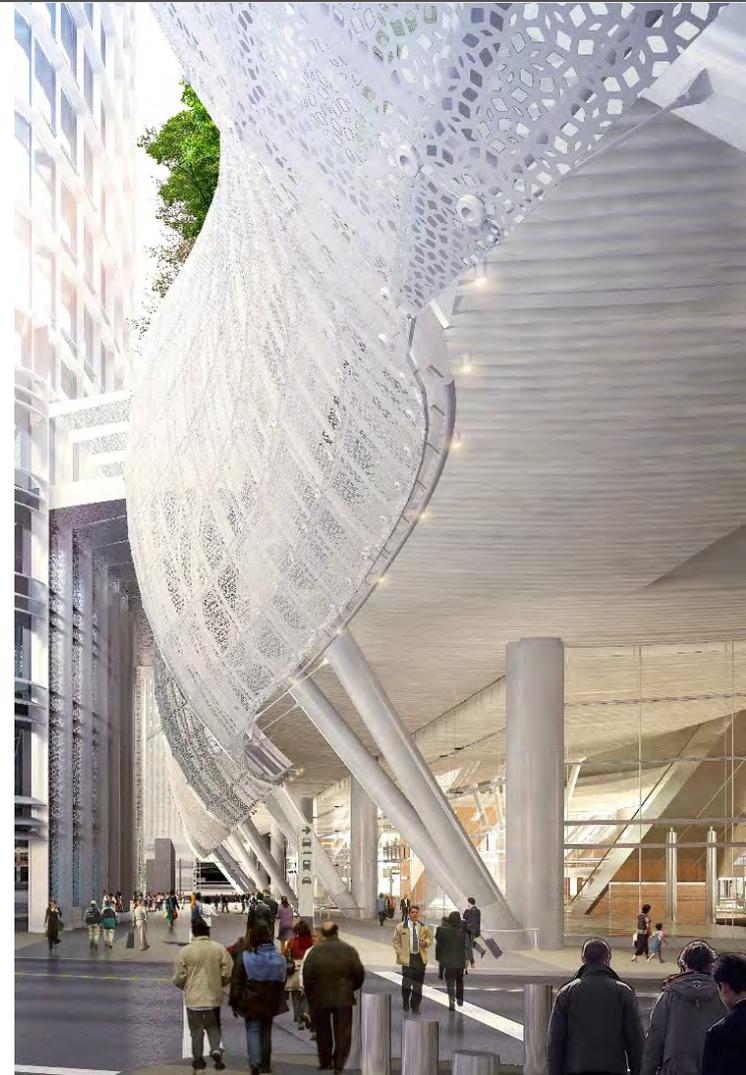
- Begin full bus service:
 - Complete bus testing at the bus deck
 - Complete bus driver training:
 - Bus Deck: AC Transit, Amtrak, Greyhound, Muni and WestCAT Lynx
 - Bus Plaza: Muni
 - Support AC Transit in completing bus deck license agreements with Amtrak, Greyhound, SFMTA, and WestCAT Lynx
 - Execute agreement with SFMTA for bus operations at the bus plaza
 - Execute office lease with Amtrak for the second floor space
- Operationalize Greyhound Package Express
- Vacate temporary terminal



Operations

Security

- Approve agreement with Allied Universal Security for unarmed security guards and ambassadors
- Approve MOU with SFPD
- Develop standard operating procedures, train staff and run internal tabletop exercises
- Approve agreement for information security/ cybersecurity services
- Approve Salesforce Transit Center Code of Conduct
- Incorporate park rules & regulations into the San Francisco Park Code



Salesforce Transit Center Grand Opening

A Memorable Inclusive Regional Celebration

GOALS

- Build awareness and excitement for Grand Opening through sponsorships, community engagement & multi-media
- Encourage continued use of the Center's transit opportunities, park & pop-up retail
- Provide comprehensive and culturally competent outreach to the entire Region

DELIVERABLES

- Raise funds to offset event costs and promotional materials through Sponsorship Program
- Educate & transition riders from Temporary Terminal
- Host weeklong series of events to celebrate and welcome the Greater Bay Area Community to the new Salesforce Transit Center
- Educate Region about the project, showcasing the project's leadership in transit-oriented development, smart growth, transportation, the environment, economic stimulus, engineering, architecture, etc.



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