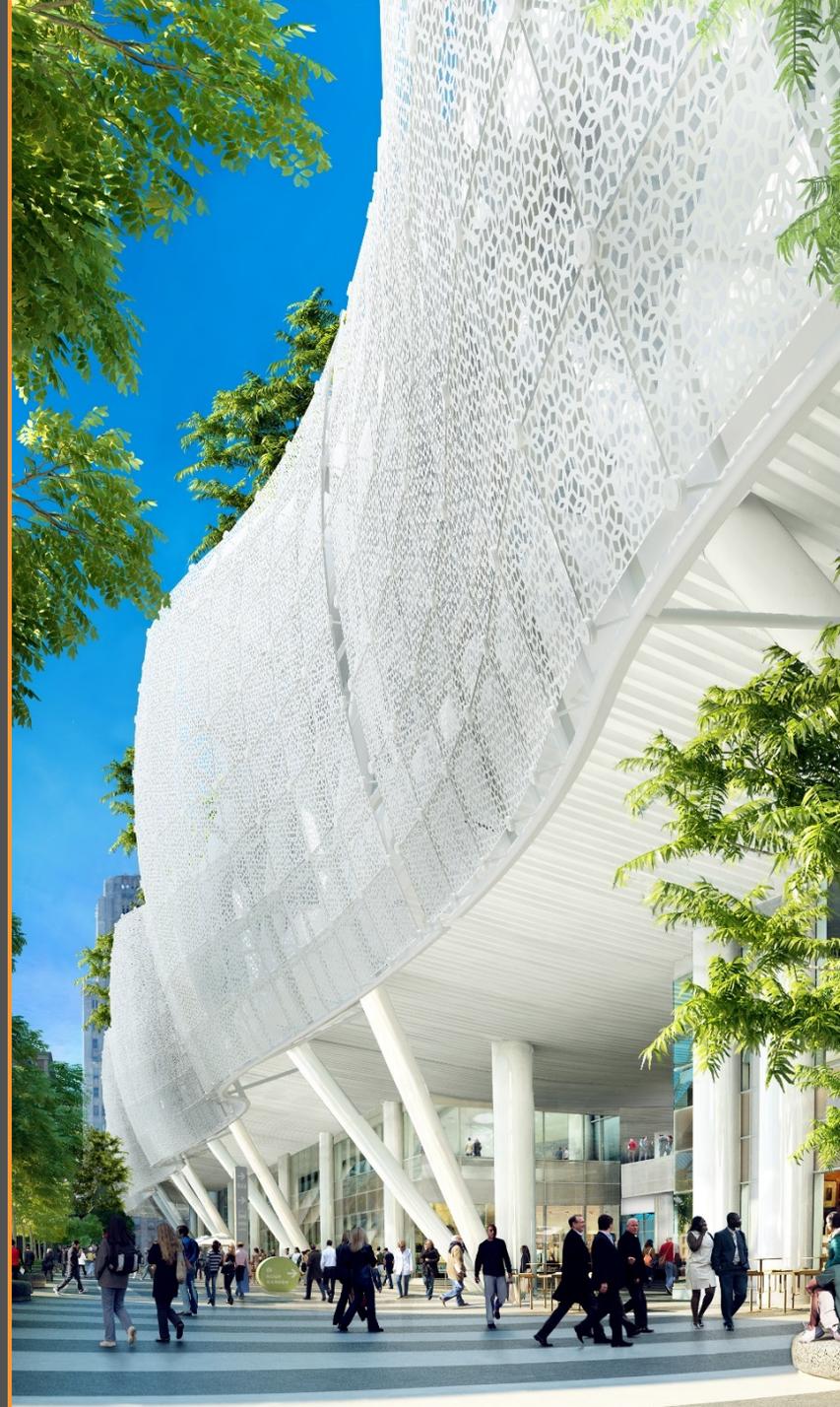


# Grand Opening Update

May 10, 2018



# Salesforce Transit Center Grand Opening

## A memorable Inclusive Regional Celebration

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### ■ Goals

- Educate & Transition Riders & Customers, Build Awareness and Excitement for Opening, Showcase Transit Center's Transportation, Park, Art & Retail

### ■ Deliverables

- Rider Transition Program (June & August)
- Host Series of Events
  - Tours, Symposium, Media Preview Pre-Opening
  - Grand Opening Ribbon Cutting & Neighborhood Block Party
    - Tours
    - Sponsored Give Aways, Food, Entertainment, Activities



# Questions?

**TJPA**  
TRANSBAY JOINT POWERS AUTHORITY

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