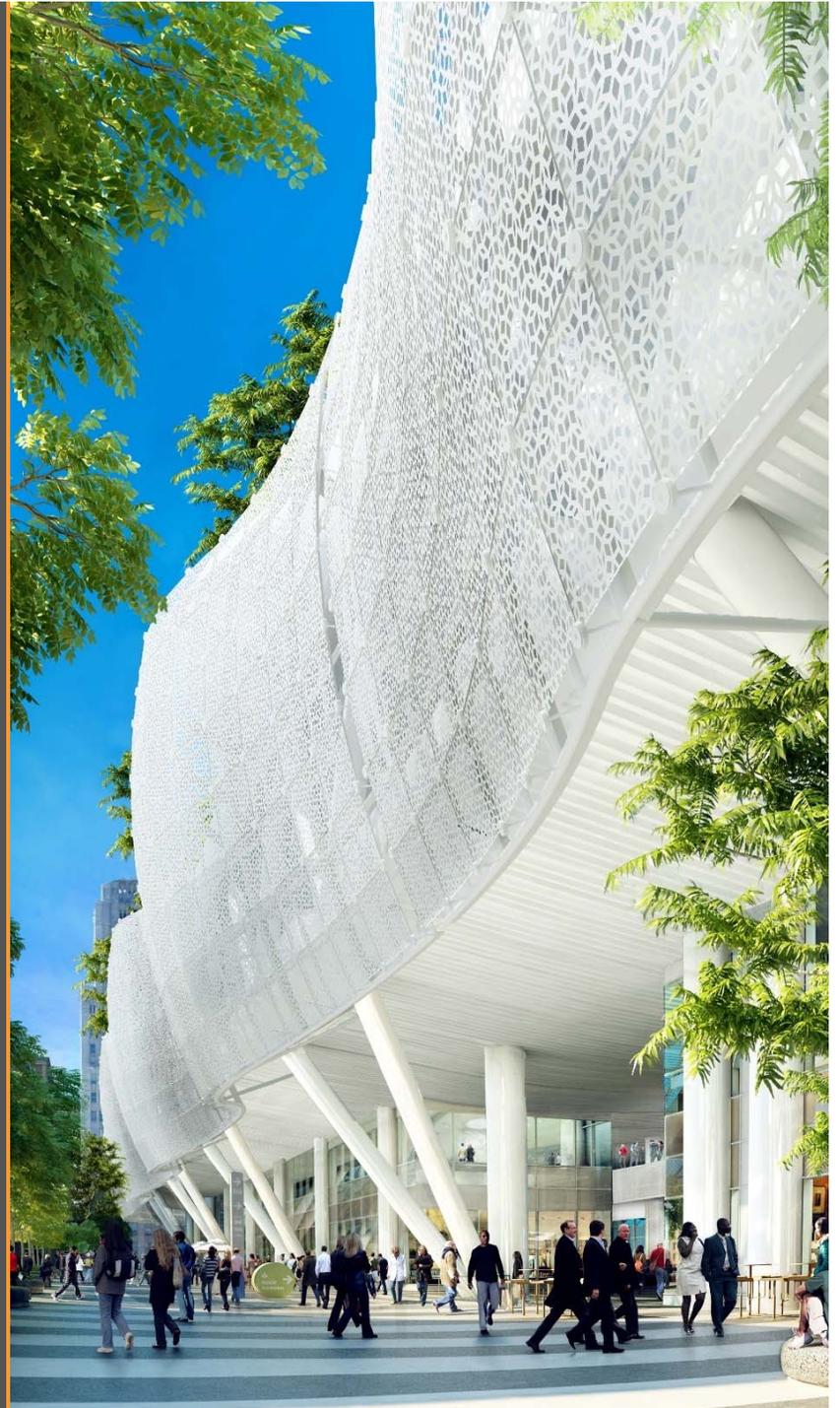


CRC Item No. 7 - May 18, 2018

Grand Opening Update



Salesforce Transit Center Grand Opening

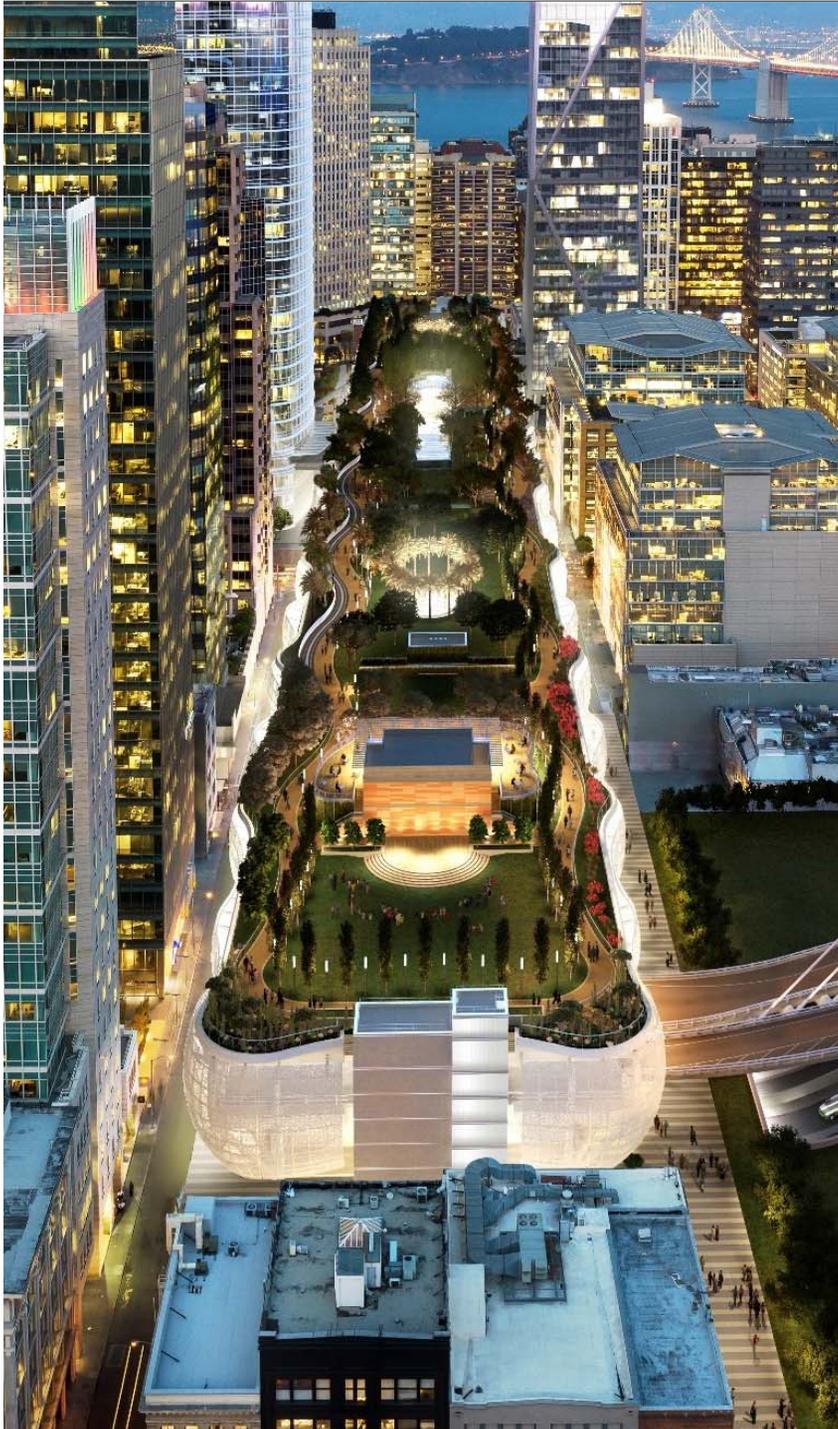
A memorable Inclusive Regional Celebration

■ 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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