

Facility Operations Update

September 2018

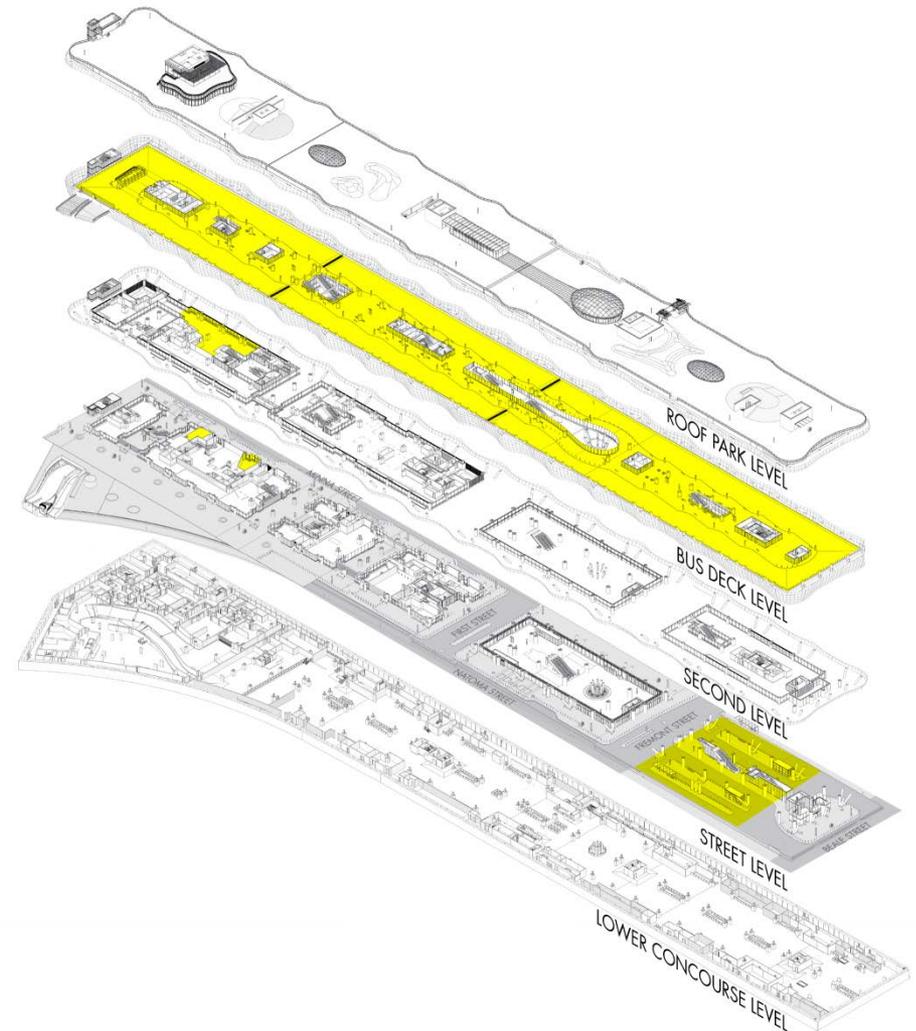


Facility Operations Update Agenda

- Transit
- LPC - Facility Management
- Blocks 2, 3, 4 (temporary terminal)
- Park update by BRV
- Pop Up Retail update by PRI
- Digital Media update by Pearl
- Security

Facility Operations – Transit

- AC Transit ridership increased 7% from week prior to opening which was a 15% increase from the prior year
- AC Transit license agreement negotiations with Amtrak continue impacting Amtrak lease with TJPA for 2nd floor
- Amtrak continues to occupy temporary terminal
- AC Transit bus plaza vending approval letter with AC Transit
- SFMTA agreements bus deck and plaza complete
- Greyhound commenced operations August 15
- Golden Gate Transit commenced operations September 9



Facility Operations - LPC Facility Management

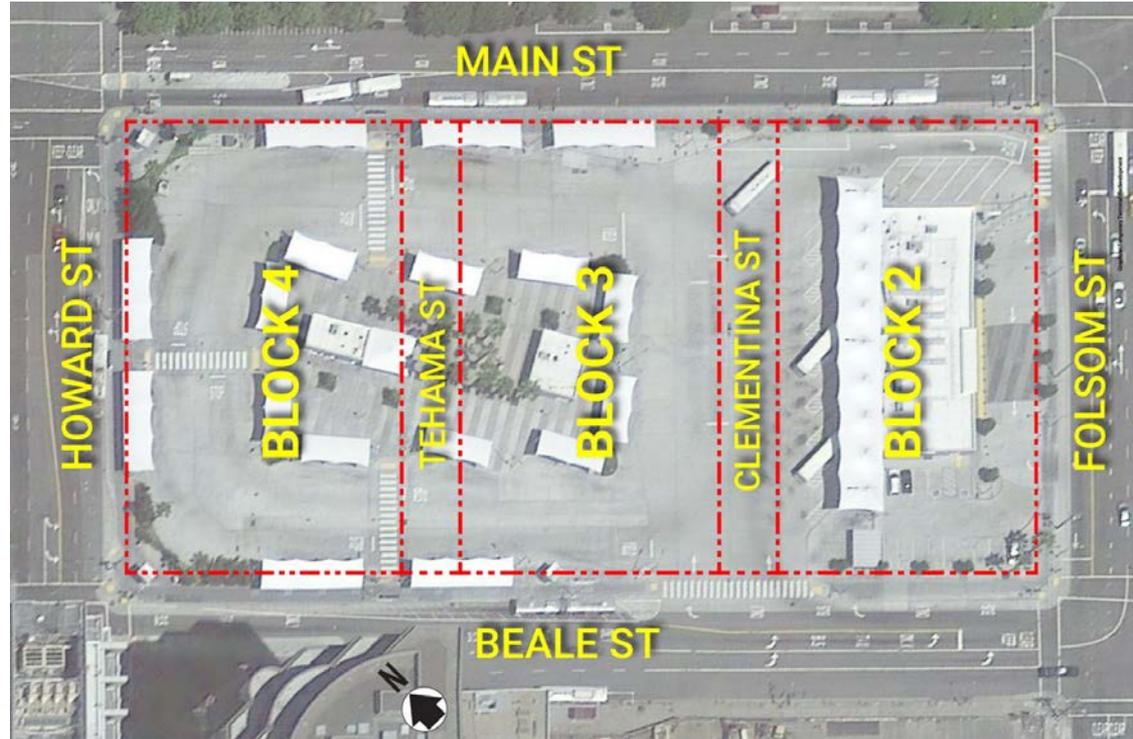


Facility Operations - LPC Facility Management

- LPC has processed and executed nearly 60 service contracts
- CMMS Tracking & Reporting
 - Work-orders, vendor compliance, & other metrics
- Monthly Accounting & Reporting is rolling out
- Janitorial crew fully staffed with zero RR complaints
 - 3-shifts/day, 7days/week
- Engineering-Maintenance crew fully staffed
 - 3-shifts/day, 7days/week
- Net Experts was awarded Tier 1-3 Services
- Tenant improvements will be discussed in detail next month

Facility Operations – Blocks 2, 3, 4

East Cut CBD Partner



Facility Operations

Park
Update by BRV

Facility Operations – Park update by BRV

1. Fitness & Wellness

2. Arts & Culture
3. Children & Families
4. Music, Theater, & Dance

9 free fitness classes weekly:
yoga, meditation, boot camp, tai
chi, cardio dance, urban kick,
family fitness

All provided for free by Fitness SF

Typical attendance: 40-60 ppl



Facility Operations – Park update by BRV

1. Fitness & Wellness
2. **Arts & Culture**
3. Children & Families
4. Music, Theater, & Dance

Variety of programs: Writing Workshops (Wed), Lit quake Lunchbreak (3rd Mon), Monday Night Makers (Mon), Beginner Knitting (Wed)

Partners: Writers Studio, Lit quake Literary Festival, Museum of Craft and Design, SCRAP, GoGo Crafts, ImagiKnit

Typical attendance: 15-30 ppl



Facility Operations – Park update by BRV

1. Fitness & Wellness
2. Arts & Culture
- 3. Children & Families**
4. Music, Theater, & Dance

Variety of programs: Toddler Tuesdays, Kids' Improv & Movement (Thurs), UrbanPlay Family Fitness (Sat), STEAM Saturdays

Partners: Epiphany Dance Theater, Music in Schools Today, Children's Creativity Museum, Bricks 4 Kidz

Typical attendance: 10-30 ppl



Facility Operations – Park update by BRV

1. Fitness & Wellness
2. Arts & Culture
3. Children & Families
4. **Music, Theater, & Dance**

Variety of programs: After work music (Wed), DJs (Thurs), lunch music (Fri), Swing Dancing, Shakespeare, Silent Disco

Partners: People in Plazas, Cold Cutz, Shimmytown, African American Shakespeare Company, HUSHconcerts

Typical attendance: 150-300 ppl



Facility Operations – Park update by BRV

Successful and highly attended programming + clean and safe park leads to success of the entire center in:

- Increased traffic for the pop-up and permanent retail business
- Increased sponsorship opportunities
- Increased advertising sales for digital media center wide



Facility Operations

**Pop Up Retail
Update by PRI**

Facility Operations – Pop Up Retail update by PRI



Kafae Koffee

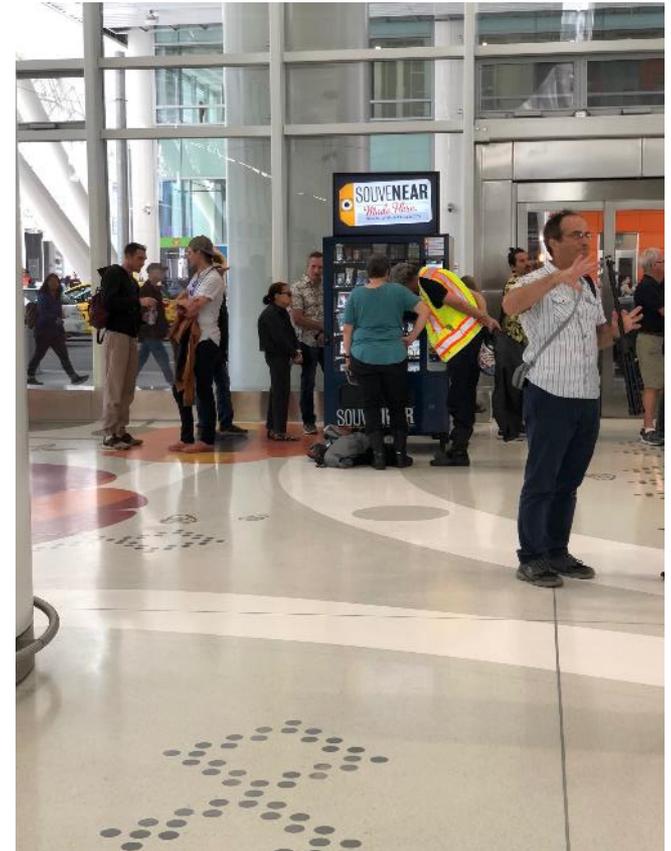
GRAND HALL



Shoe Shine Guild



Rossi & Rovetti Flowers
coming soon



SOUVENEAR

Facility Operations – Pop Up Retail update by PRI

GROUND LEVEL



FOOD TRUCKS
Daily; busiest at lunch



POP UP MARKET
weekly on Wednesdays

Facility Operations – Pop Up Retail update by PRI

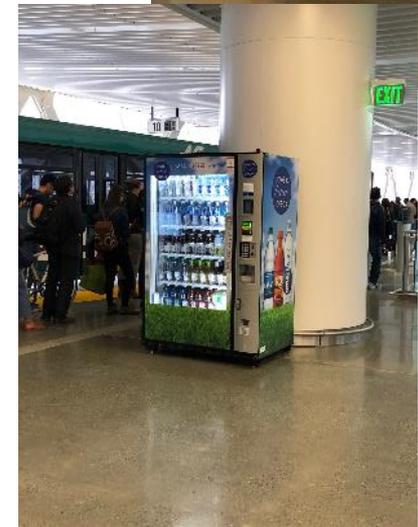
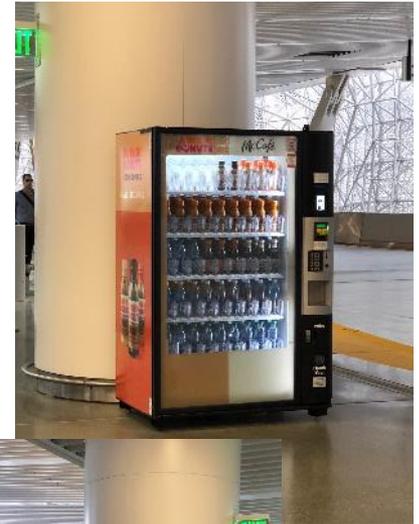


First to Market CVS;
2 Best Buy; 2 CVS

BUS DECK



3 Fuel Rod



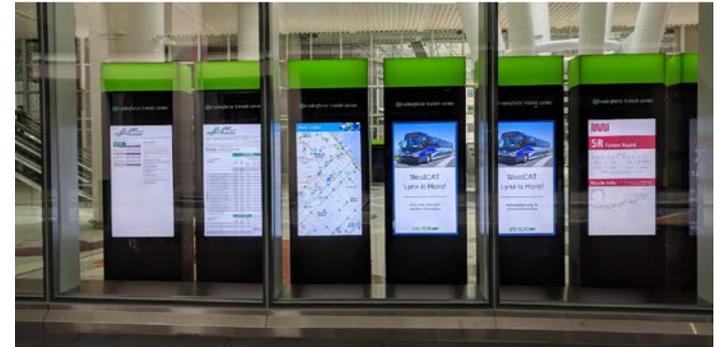
Reyes

Facility Operations

**Digital Media
Update by Pearl**

Facility Operations – Digital Media update by Pearl

- All media players onsite and awaiting install by Webcor/WPCS
- Media player reconfiguration and partner integration ongoing
- Transit content operating and optimizing on average 67% complete
- Grand Hall video wall upgrade complete

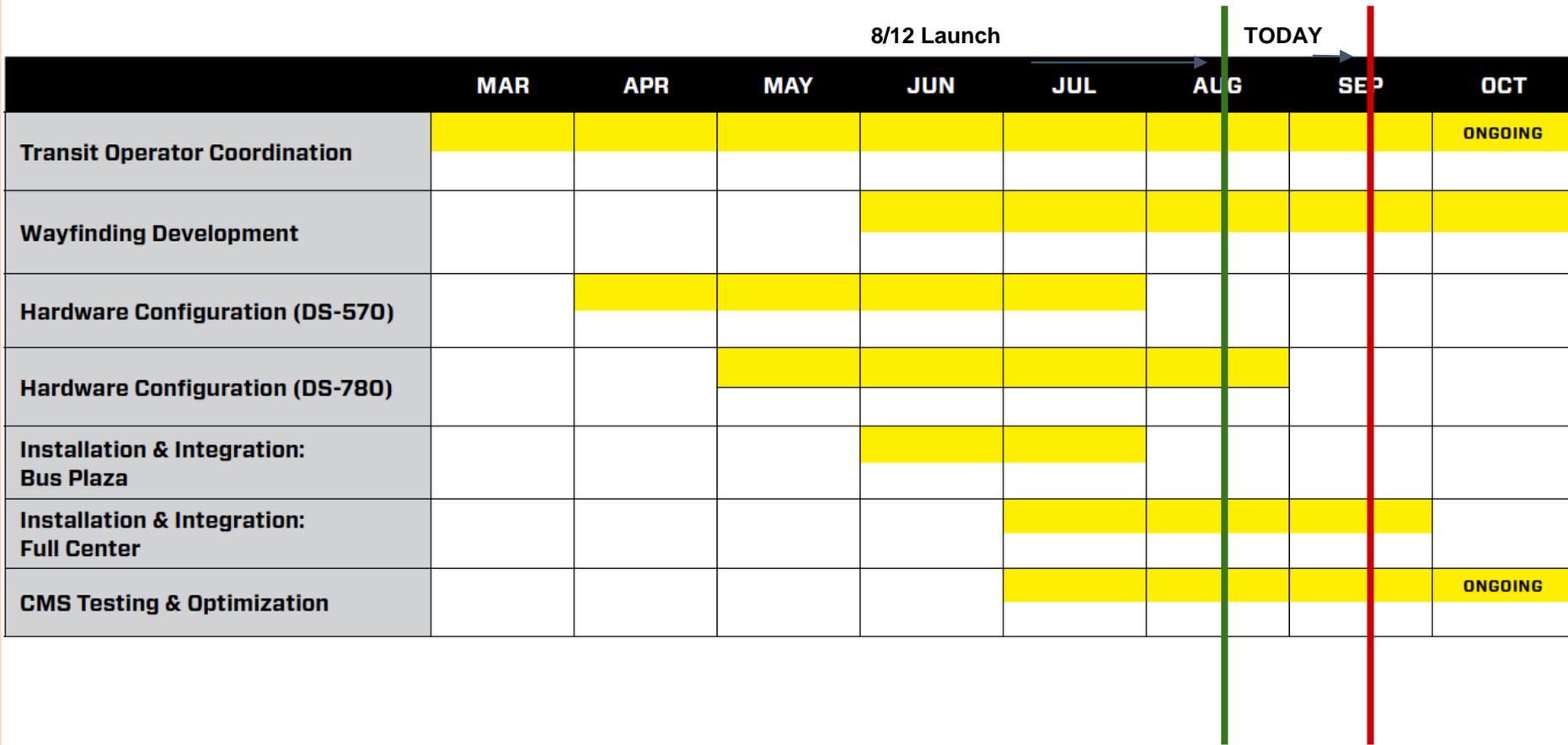


Facility Operations – Digital Media update by Pearl

- Unit activation 68% complete
- Digital wayfinding development in progress
- Major sponsorship commitments continued, “Wait and See”
- **PLANNED ADVERTISING START DATE 9/24; \$500K booked for Q4**



Facility Operations – Digital Media update by Pearl

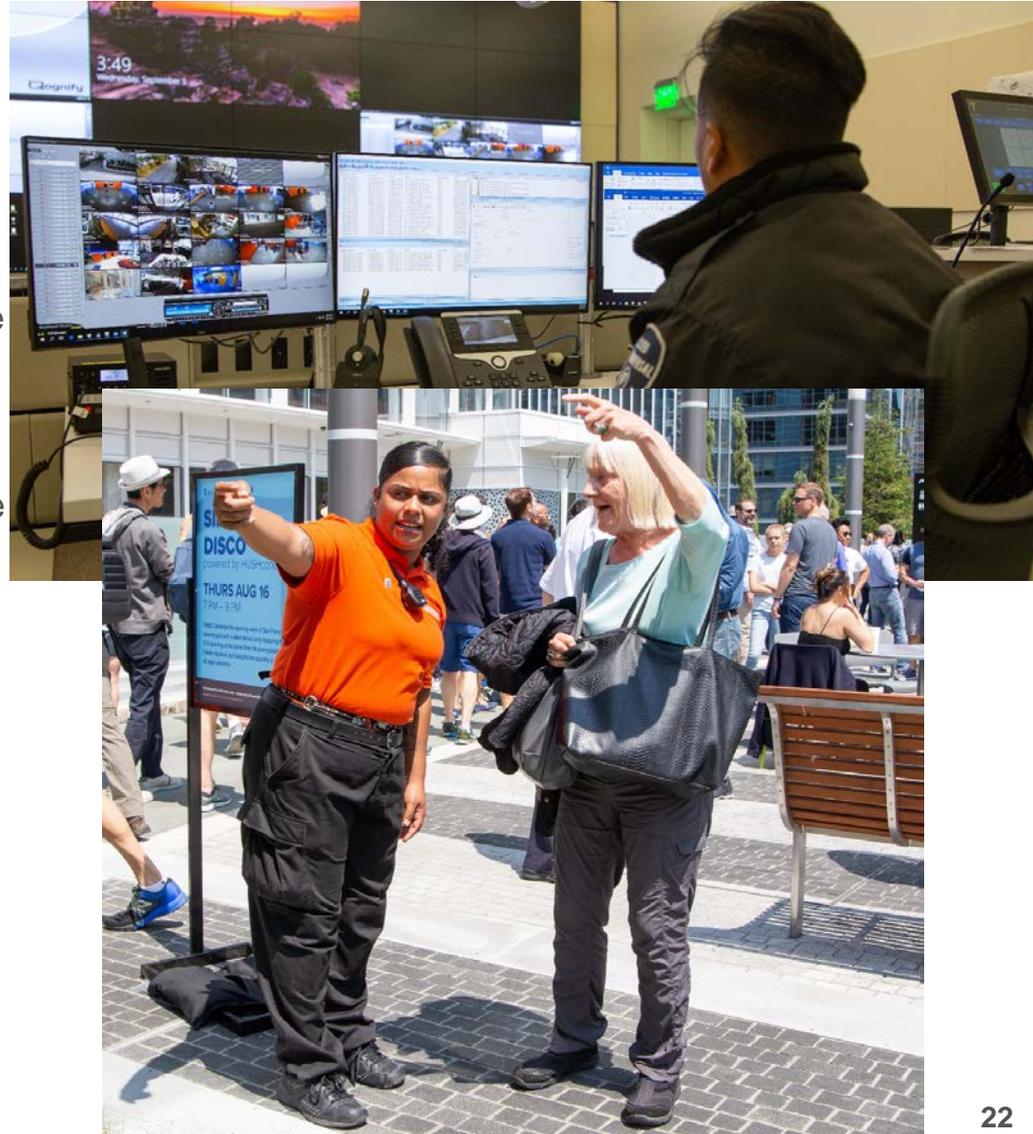


Facility Operations

Security

Facility Operations - Security

- The SOC is operational and providing 24/7 communications & coordination throughout the transit center.
- TJPA's consultants continue integrating security systems into the PSIM.
- SFPD, security officers and Ambassadors are working seamlessly together to secure the transit center.
- Fake service animals have been the most pervasive problem for security staff. TJPA is working with their partners to reduce the impact of fake service dogs on the Park. The community has been supportive of the Park rules and is taking an ownership attitude toward the Park.
- Since opening, the Quality of Life Committee has been meeting weekly in the transit center. We have seen no impacts from homeless and street behaviors at the transit center and on the Park since opening. Going forward the committee is resuming its' standard monthly meetings.





Questions?

TJPA
TRANSBAY JOINT POWERS AUTHORITY

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