

# COMMUNICATIONS PLAN

Welcoming Bay Area  
Transit Riders and Visitors  
Back to the Transit Center



# Goals

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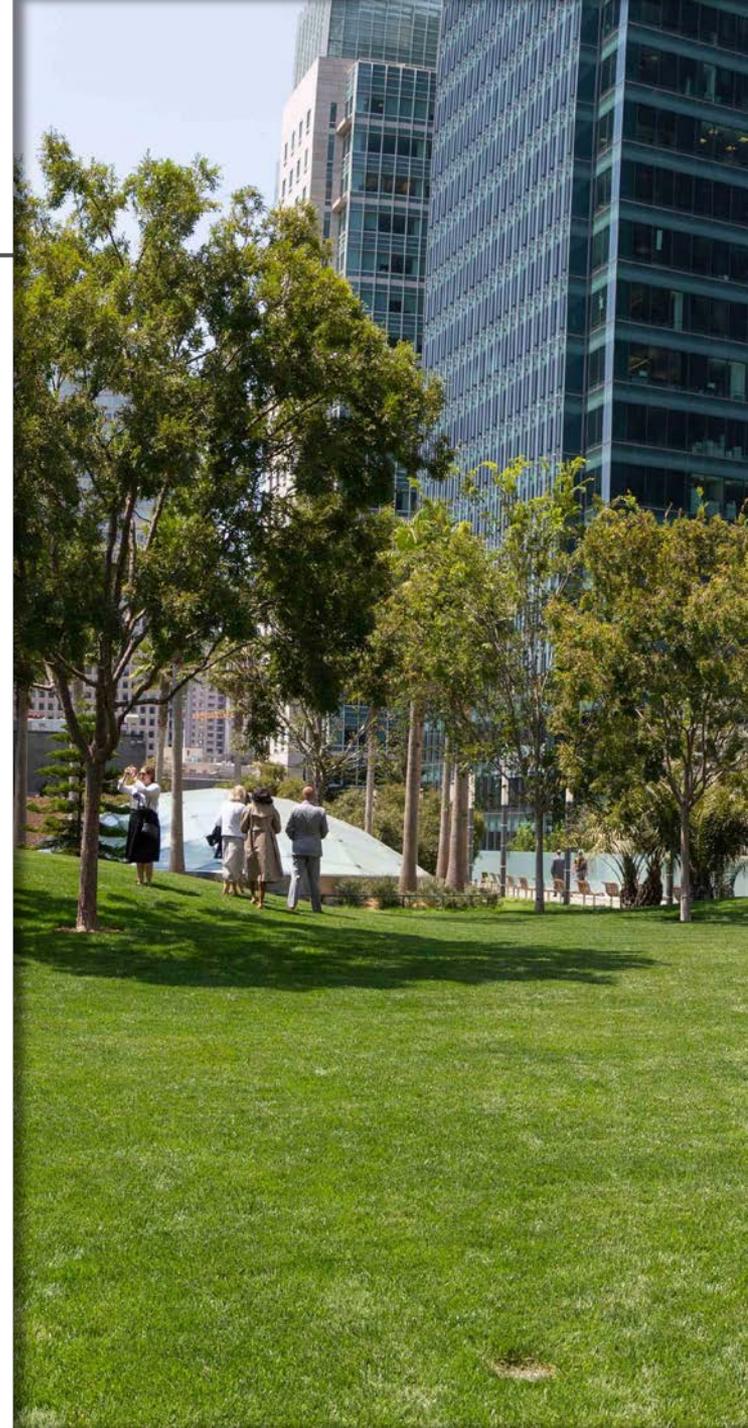
- Reassure transit riders
- Reopen with a high level of public confidence
- Rebuild public trust and support
- Reaffirm the center's value and importance to the region and state



# Objectives

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- Provide comprehensive, multi-lingual outreach to explain temporary closure, rigorous and independent review, and repair and reinforcement, to the public, stakeholders and regional leaders
- Encourage transit and promote neighborhood amenities
- Demonstrate the safe, strong, sustainable features of the center



# Communication Tools & Strategies

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- Earned Media campaign to announce reopening date, and explain comprehensive repairs and independent review.
- Presentations to stakeholder and community groups.
- Relaunch website with infographics and other easy to understand information:  
[salesforcetransitcenter.com](http://salesforcetransitcenter.com)



# Communication Tools & Strategies

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- Sustained Social Media Campaign
- Partner with Transit Agencies. Toolkit to include
  - Background, Updates & Points
  - Facts Sheet & Timeline
  - Content to create social media and blog posts, email marketing, etc.
- Two weeks from reopening audiences will see email blasts, amplified social media activity and signage at transit center and temporary terminal
- Days before reopening TJPA will deploy ambassadors to temporary terminal with appropriate information



# Facility Operations Update

June 2019



# Facility Operations Update - Transit

## Bus Plaza

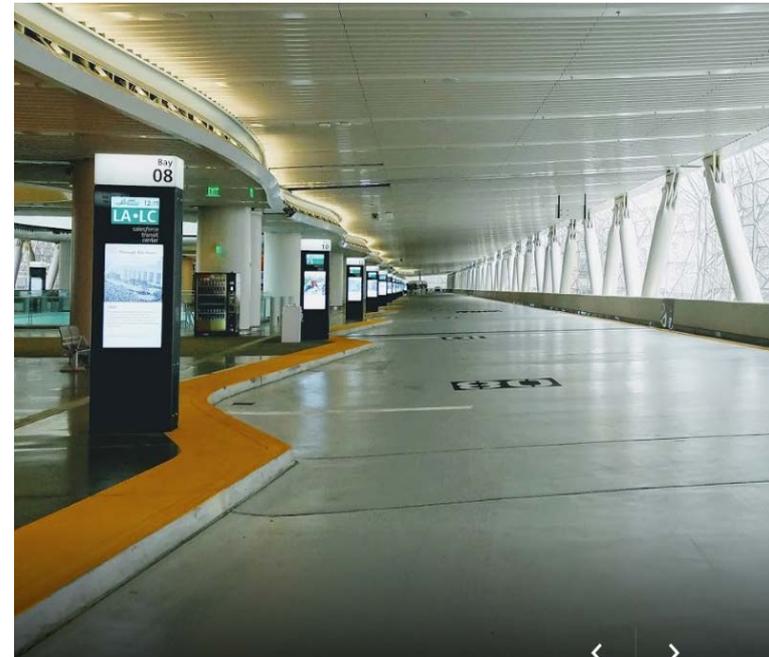
- Available to bus operators the week of June 17th
- Reinstall ceiling tiles removed for TI work
- Clean entire Center to include Muni offices & restrooms
- Vending machines ready



# Facility Operations Update - Transit

## Bus Deck:

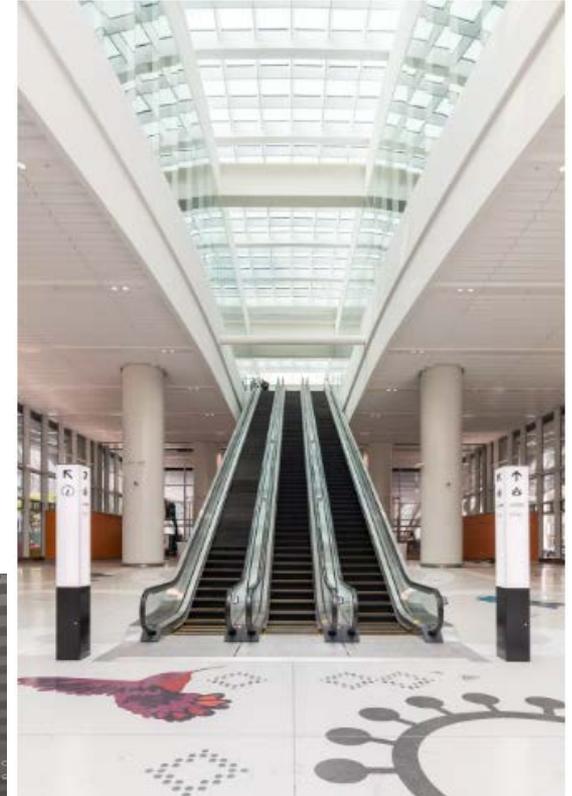
- Ready for training in July
- Bus drive aisles to be cleared
- Ceilings to be reinstalled
- Column covers to be reinstalled
- Cleaning to follow
- Supervisor booth ready
- Entire bus deck available for transit use early August



# Facility Operations Update - Facilities

## Lincoln Administration:

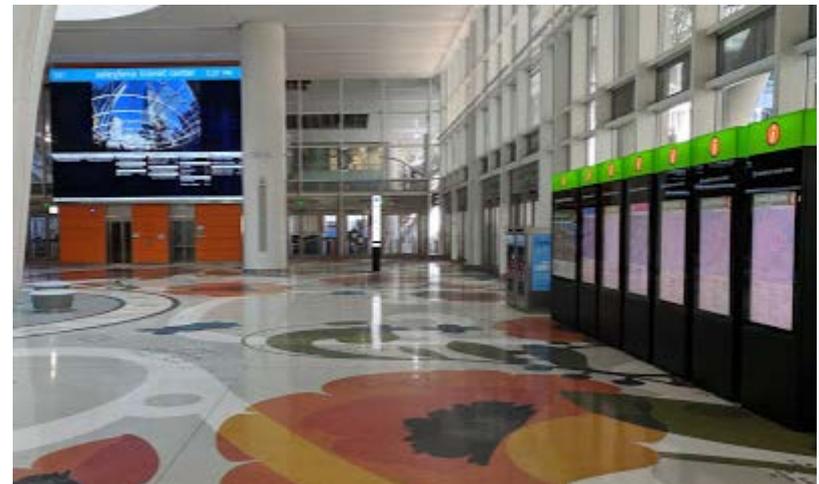
- Re-staffing underway
- Service contracts re-engaged
- Thoroughly clean entire Center
- Website relaunch



# Facility Operations Update - Facilities

## Digital Media:

- 20 out of 222 screens to be recommissioned once stitch back complete
- Transit information content to be activated when bus operations resume



# Facility Operations Update - Facilities

## Park:

- Amenities support re-staffing underway
- Programs reconstituted
- Materials for activities placed
- Rooftop food & beverage install



# Facility Operations Update - Facilities

## Retail / Pop Up Retail:

- Food trucks back July 1st
- Vending machines ready
- When commuters return
  - Activate Grand Hall:
    - Coffee
    - Florist
    - Shoe Shine



# Facility Operations Update - Security

- TJPA's security guard and Ambassador contractor re-staffing and training underway
- Ambassadors will provide public outreach for the transit center reopening

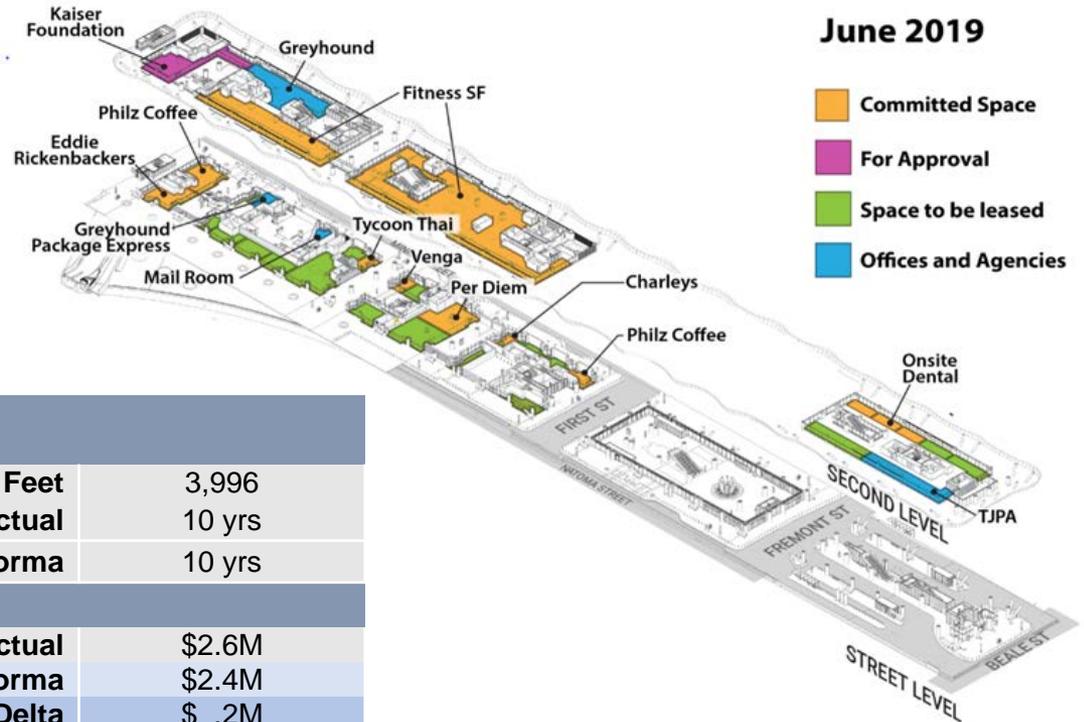


# Retail Leasing Update

June 2019



# Leasing – For Board Approval



Tenant: Kaiser Permanente		
Square Feet		3,996
Lease Term Actual		10 yrs
Lease Term Proforma		10 yrs
Rent Over Term:		
Actual		\$2.6M
Proforma		\$2.4M
Delta		\$ .2M
Storage Rent		N/A
TJPA Costs (T.I. + Shell)		
Actual		\$ 0.7M
Proforma		\$ 1.4M
Delta		\$ 0.7M
<b>Net Proceeds (rent less TJPA costs)</b>		<b>\$1.9M</b>

# Leasing – Summary to Date

	Total	Total Executed	% Executed to Date
Square Feet	91,640*	49,086	55%
# Retail Spaces	36	13 (9 leases)	36%
Annual Rent (AMA v Actual)	\$5.5M	\$3.1M	56%

	Total	Total Executed + New	% Executed + New to Date
Square Feet	91,640*	53,082	59%
# Retail Spaces	36	14 (10 leases)	39%
Annual Rent (AMA v Actual)	\$5.5M	\$3.4M	62%

\*Adjusted from 100K SF to exclude Greyhound/Amtrak/TJPA

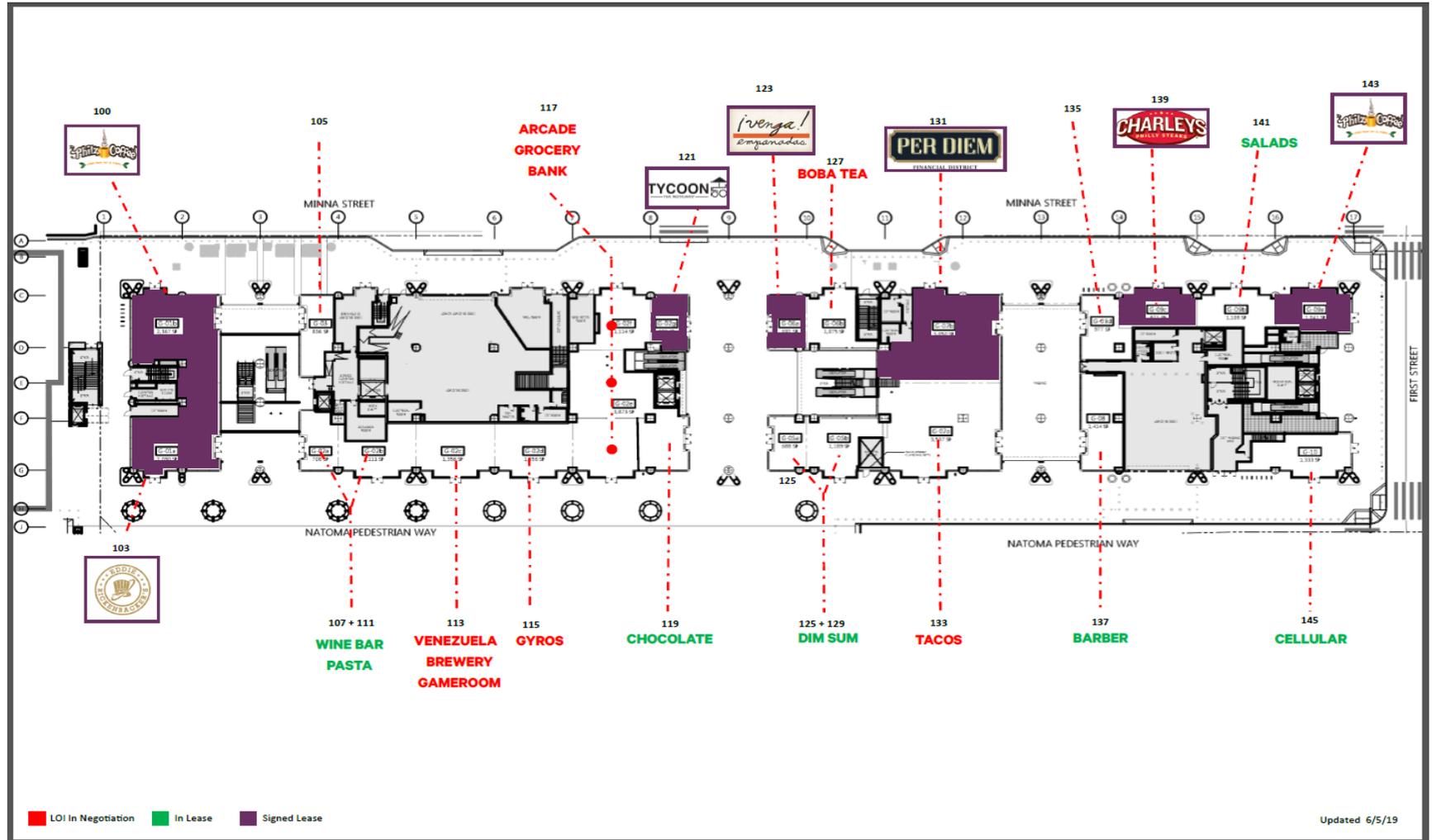
# Leasing – Progress Report

	FY2018 - FY2019				FY2019 - FY2020				Total	
	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020		
	<b>MERCHANDISING PLAN BASELINE</b>									
SF Signed	4,896	24,320	24,109	36,381	89,706	0	0	0	0	89,706*
% Signed	5%	27%	27%	41%	100%	0%	0%	0%	0%	100%
# Spaces Signed	4	14	14	3	35	0	0	0	0	35
	<b>ACTUAL</b>					<b>PROJECTED</b>				
SF Signed	41,872	4,914	2,300	3,996	53,082	12,560	15,077	10,921	0	91,640**
% Signed	47%	5%	3%	4%	59%	14%	17%	12%	0%	103%
# Spaces Signed	9	3	1	1	14	10	10	2	0	36***

Notes:

- \* Prior to remeasure and factoring in common areas
- \*\* Total SF 100,000 Amtrak/Greyhound + TJPA + architect remeasure
- \*\*\*Total Spaces 36 Added former LPC

# Leasing – Progress Report - Ground

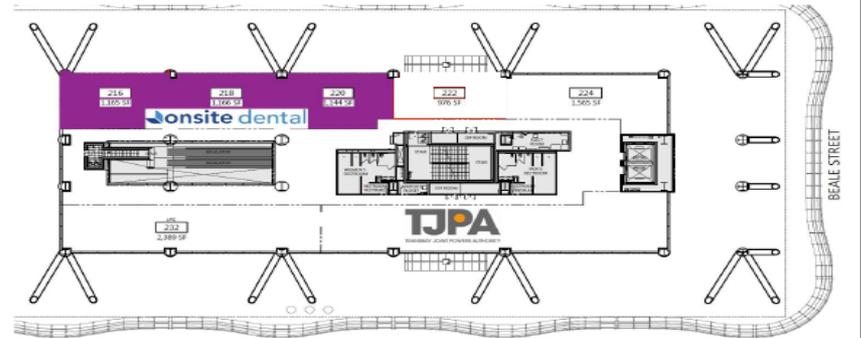
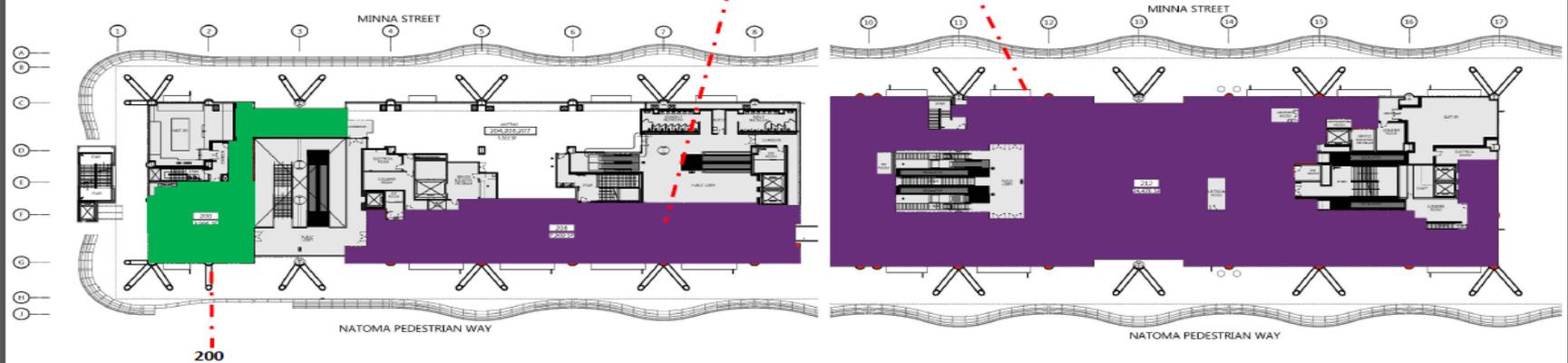


Updated 6/5/19

# Leasing – Progress Report - Second

## SECOND FLOOR

208 + 212

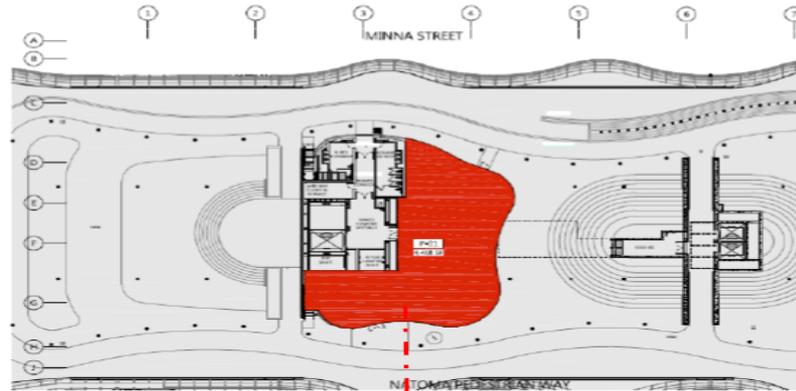


■ LOI in Negotiation
 ■ In Lease
 ■ Signed Lease

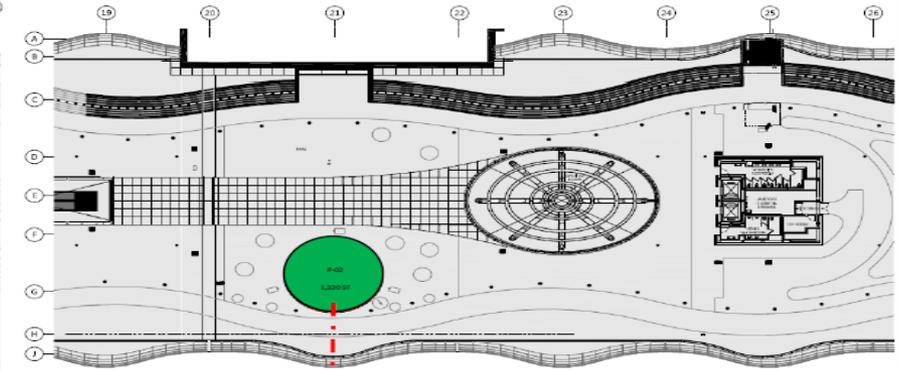
Updated 6/5/19

# Leasing – Progress Report - Park

## PARK LEVEL



**FULL-SERVICE RESTAURANT**



**CASUAL RESTAURANT/BAR**

**Red** LOI In Negotiation   **Green** In Lease   **Purple** Signed Lease

Updated 6/5/19

# Tenant Improvements – Progress Report

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- Primary focus is completion of under-slab work before Muni OCS electrified
- Tranche 1 out to bid February; results March; notice to proceed April; work underway
  - Fitness SF, OnSite Dental, Venga Empanadas, both Philz, Charleys Cheesesteak
  - Topping slabs, demising walls, and heat pumps
- Tranche 2 are Eddie Rickenbacker's, Per Diem, Tycoon Thai
  - In various stages of design
  - Will bid individually



# Questions?

**TJPA**  
TRANSBAY JOINT POWERS AUTHORITY

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