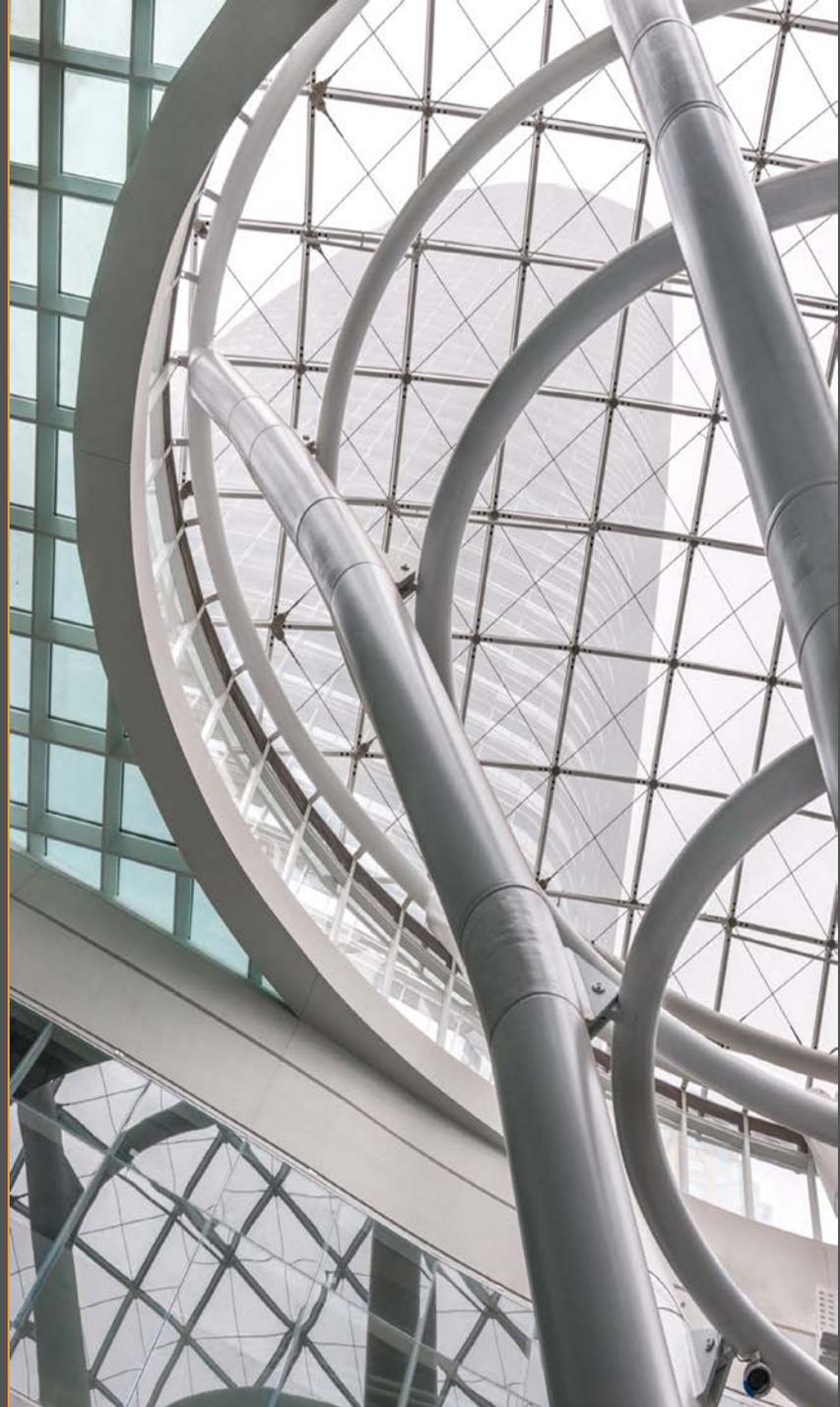


# COMMUNICATIONS PLAN

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



# Goals

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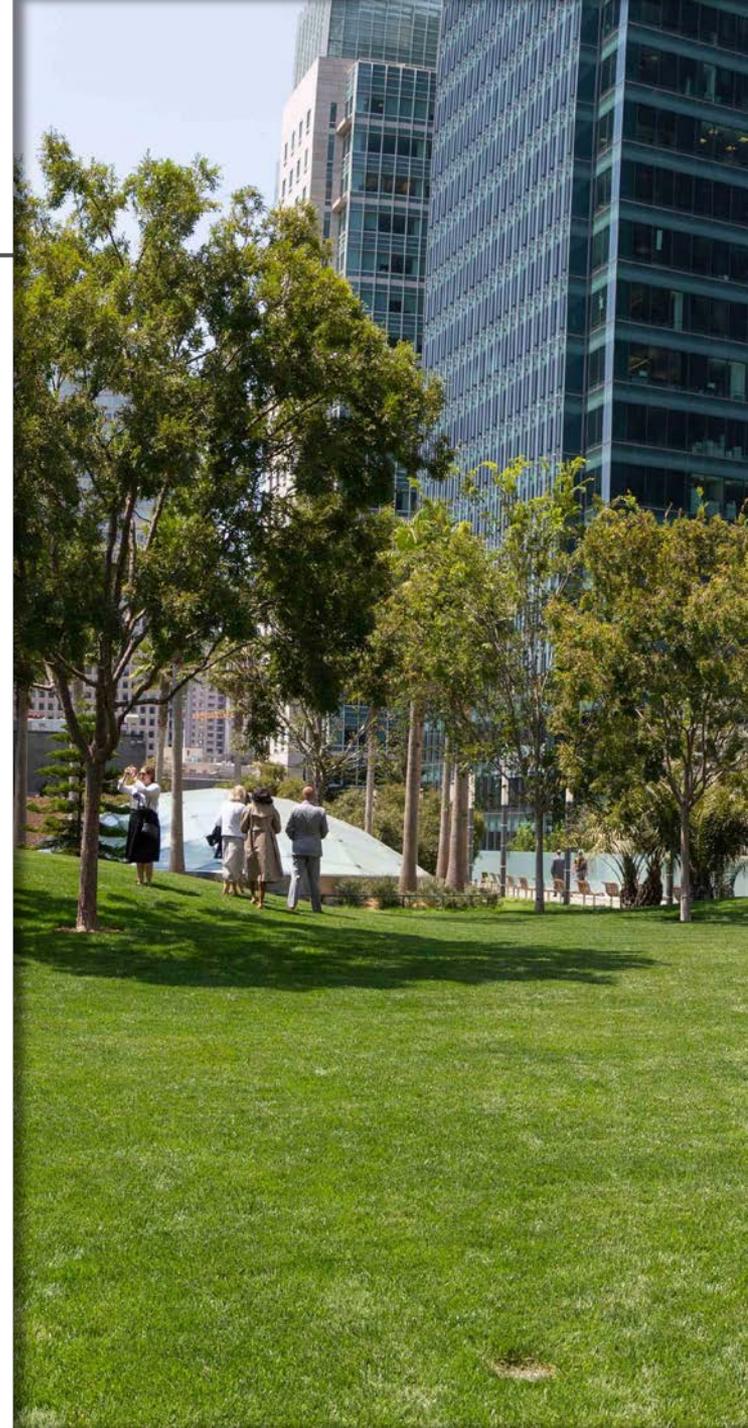
- Reassure transit riders
- Reopen with a high level of public confidence
- Rebuild public trust and support
- Reaffirm the center's value and importance to the region and state



# 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

