

# Transbay Program End of Year 2023 and 2024 Look Ahead

TJPA CAC  
January 9, 2024



# TJPA's Commitment to Downtown Recovery

## Delivering on the Transbay Program vision:

- Provide critical transit connections through the multimodal Salesforce Transit Center
- Create and activate a transit-oriented neighborhood with housing, open space and retail
- Continue working to connect Caltrain and CA High-Speed rail service to Salesforce Transit Center in downtown San Francisco

## Creating a Downtown Destination

- Maintaining a safe and clean Center 365 days, 24/7
- Providing public iconic destination with free programming and activations
- Commitment to downtown SF's economic recovery through retail openings and services

# Transit Center – Providing Transit Connections, Food, and Entertainment

## 2023 Accomplishments

- Hosted 650+ free activities with some special events bringing over 35,000 attendees to Salesforce Park.
- Three new tenants open for business in the Salesforce Transit Center: Per Diem, Tycoon Kitchen, Charley's Cheesesteak.
- More than 1 million visits to the Salesforce Transit Center and Park.
- Wayfinding software update complete.



*Tycoon Kitchen Grand Opening, Feb '23*

## 2024 Goals

- Grow attendance at our free activities.
- Open four new spaces for business.
- Continue to support downtown recovery with pop-ups, community events, and cultural celebrations in underutilized spaces.
- Complete wayfinding hardware update.



*Circus Bella, Summer '23*

# Security – Maintaining a World-Class Destination



## 2023 Accomplishments

- Federal Emergency Management Administration
  - Public Transportation Risk Assessment Module
  - Transit Security Grant Program
- High profile apprehension of a wanted person by SFPD
- Maintained monthly security meetings with our operators

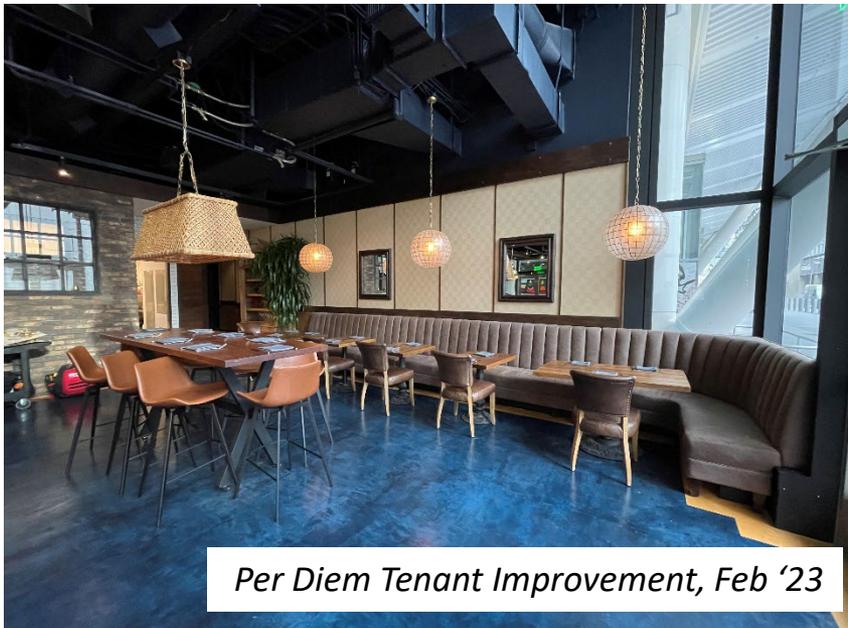
## 2024 Goals

- Transportation Security Administration
  - Intermodal Security Training and Exercise Program
  - Baseline Assessment for Security Enhancements.
  - Transit Security Grants Program
- Safety & Security Plan
- Increase professional development
- Procure security equipment to mitigate risks
- Continue to maintain synergy between the security operations team, SFPD, operators, tenants, and neighbors

# Facility Engineering

## 2023 Accomplishments

- Completed 5-Year Inspections for core building systems
- Support tenant improvement build-outs



*Per Diem Tenant Improvement, Feb '23*

## 2024 Goals

- Optimize maintenance services



*5-year electrical maintenance, Apr '23*

# The Portal – Uniting the Bay. Connecting California.

## 2023 Accomplishments

- Submitted revised FTA cost estimate to include constructed Salesforce Transit Center trainbox
- Completion of 30% Design
- Requested entry into Engineering phase of FTA Capital Investment Grants program
- \$60M funding awarded from California’s Transit and Intercity Rail Capital program
- Developed Construction Procurement documents and conducted Industry Outreach

## 2024 Goals

- Right of Way Program
- Advance Works design completion
- Complete Caltrain Master Cooperative Agreement
- Value Engineering



# Transbay Program: Public Engagement

## 2023 Accomplishments

- Rollout of The Portal Rebranding
- Developed outreach plan for The Portal
- Launched new TJPA website

## Tours

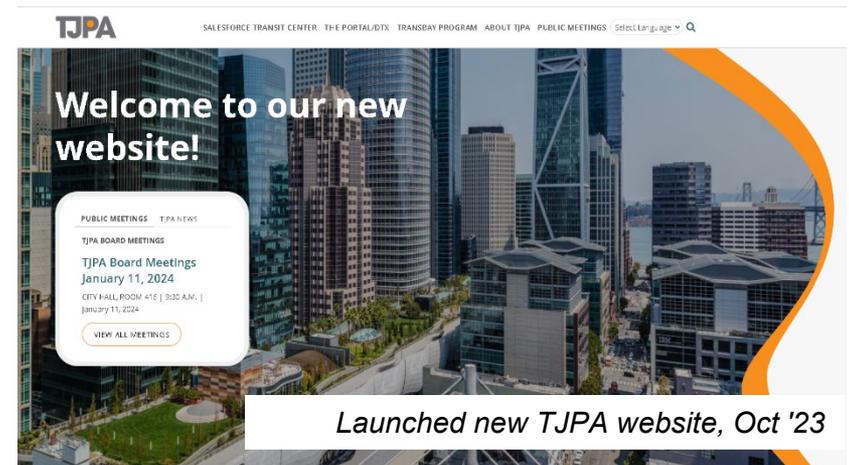
- Hosted over 50 tours with 650 attendees including youth/students during the summer. Tours included:
  - FTA Representatives and Acting US Labor Secretary Julie Su's visit
- Through our SFCityGuides partnership, over 90 public tours were provided with 800 participants.
- Hosted September Transit Month with transit partners and offered tour of Center for top Salesforce Transit Center riders.

## 2024 Goals

- Expand Center branding and marketing
- Increase community engagement on our services and activities, including tours
- Increase The Portal project outreach



*California High-Speed Rail Authority Team, Dec '23*



*Launched new TJPA website, Oct '23*



# Questions?

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**TJPA**  
TRANSBAY JOINT POWERS AUTHORITY

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