



Transbay Program

Summer 2017 Newsletter

TJPA Signs Naming & Signage Rights Agreement with Salesforce.com

The agreement will bring more than \$110 million to the Program over a 25-year term

The TJPA Board of Directors has approved a naming and signage rights agreement with salesforce.com, the San Francisco-based cloud computing company. This unique and exciting public-private partnership will generate more than \$110 million over a 25-year



Rendering of the new Salesforce Transit Center at First Street, looking south. Image courtesy of Pelli Clarke Pelli Architects.



Rendering of the new Salesforce Transit Center at Natoma Street. Image courtesy of Pelli Clarke Pelli Architects.

term to operate and maintain a safe, clean and inviting public transit center.

Board members commended Executive Director Mark Zabaneh and his team for negotiating a strong agreement that maintains the TJPA's commitment to the interests of the public. Like many public agencies across the country that have secured private funding, the TJPA had been seeking a sponsor to help pay for operating the transit center and lessen the financial burden on its partner transit agencies.

Under the agreement, Salesforce will have exclusive rights to name the new transit center, rooftop park and amphitheater, and to include the name on the building's signage. These venues, notably the rooftop park, will remain fully open for the public's use and enjoyment, and Salesforce will be

subject to the same rules of use that apply to everyone.

The agreement's financial terms provide for several early lump-sum payments that will benefit the transit center in its early years of operation, including over \$1 million at the time of signing and over \$9 million after bus operations begin. These funds will be used for retail tenant improvements to build out and lease the retail spaces as soon as possible. A guaranteed payment of over \$3.4 million per year beginning in 2020 will support operations, and will increase by 20 percent when Caltrain service begins in Phase 2 of the Program.

The agreement also allows the TJPA to seek other revenue-generating opportunities through advertising, promotional events and sponsorships, with no restrictions. Having no restrictions on advertising and promotional events will help the TJPA maximize the potential revenue it can generate.

The 25-year term of the agreement will begin when the new Salesforce Transit Center opens to the public in early 2018.

Rooftop Park Takes Shape as Trees Arrive

McGuire and Hester, the TJPA's landscaping contractor, has begun transforming the expansive roof of the transit center into a unique botanical garden and public open space. With over 500 trees, the garden will showcase the variety of plants that grow in California's Mediterranean climate. These include plants from Australia, Chile, Mediterranean Europe and North Africa, and South Africa as well as native species, such as the California live oak and coast redwood.

The largest trees have been arriving on the project site intermittently since January, as installation of the rooftop drainage, piping, and electrical systems is completed. Working at night, crews hoist the crated trees up to the park using a 35-ton crane to place them in their final location. The trees remain in their crates and are supported in place until the park's subsurface material, including geosynthetic fill and soil, is built up around them.



The three monkey puzzle trees above are part of the Chilean garden, one of thirteen themed gardens around the perimeter of the park.

In addition to adding valuable green space to the neighborhood, the park plays an important role in achieving the sustainability goals of the project. The “living” roof acts as insulation for interior spaces, moderating heat build-up in warm weather and retaining heat during cooler weather. Unlike asphalt paving or other dark roofing surfaces, the rooftop planting will cool the surrounding environment. The plants will also capture and filter pollutants and help to improve the air quality of the neighborhood.

Bus Storage Facility Construction is Underway

The facility will help reduce congestion and emissions

Construction of the bus storage facility, the last major project to break ground as part of Phase 1, began in mid-May. The facility will be underneath the elevated west approach to the San Francisco-Oakland Bay Bridge, several blocks southwest of the transit center.

AC Transit will be the primary tenant of the facility, which will include space for 49 buses during off-peak commute hours. A ramp linking the facility to the transit center's elevated bus ramp will allow buses to travel to and from the transit center and the Bay Bridge without using city streets.

The facility will help reduce emissions and alleviate congestion on the Bay Bridge by allowing buses to remain in San Francisco after the peak morning commute, rather than “deadheading” back to the East Bay for storage before the evening commute. Deadheading, which refers to bus trips without paying passengers, adds to traffic congestion, produces excess emissions, and increases the risk of accidents. An estimated 25,000 such trips across the Bay Bridge will be eliminated annually as a result of the new facility.

Contractor Ghilotti Construction Company won the contract to construct the bus storage facility and is expected to complete the project in mid-2018.



The bus storage site is located between Second, Third, Perry and Stillman streets. Excavation (shown above) began in June.

Lincoln Property Company Selected as Asset Manager for the Transit Center

The Lincoln team will oversee operation, maintenance, retail leasing and open space programming



The retail area is concentrated at the west end of the building. The rendering above shows storefronts in the Shaw Alley pedestrian pass-through between Minna and Natoma streets. Image courtesy of Pelli Clarke Pelli Architects.

The TJPA and Lincoln Property Company signed an asset management agreement in May, culminating the TJPA's competitive process to select a partner to manage the transit center's public spaces, retail leasing, open space programming, and promotional platform. The revenue generated by these activities will provide ongoing funding to operate the transit center.

The Lincoln team will oversee the day-to-day operation and management of over 500,000 square feet of public, retail, and transit space within the building and will create a vibrant and inviting environment for the thousands of commuters, area residents, and other visitors who will pass through the building every day.

Colliers International will handle the leasing of 100,000 square feet of retail space. Their goal is to create a retail mix that will appeal to the diverse population using the transit center, and they expect that a large part of the retail mix will be local businesses.

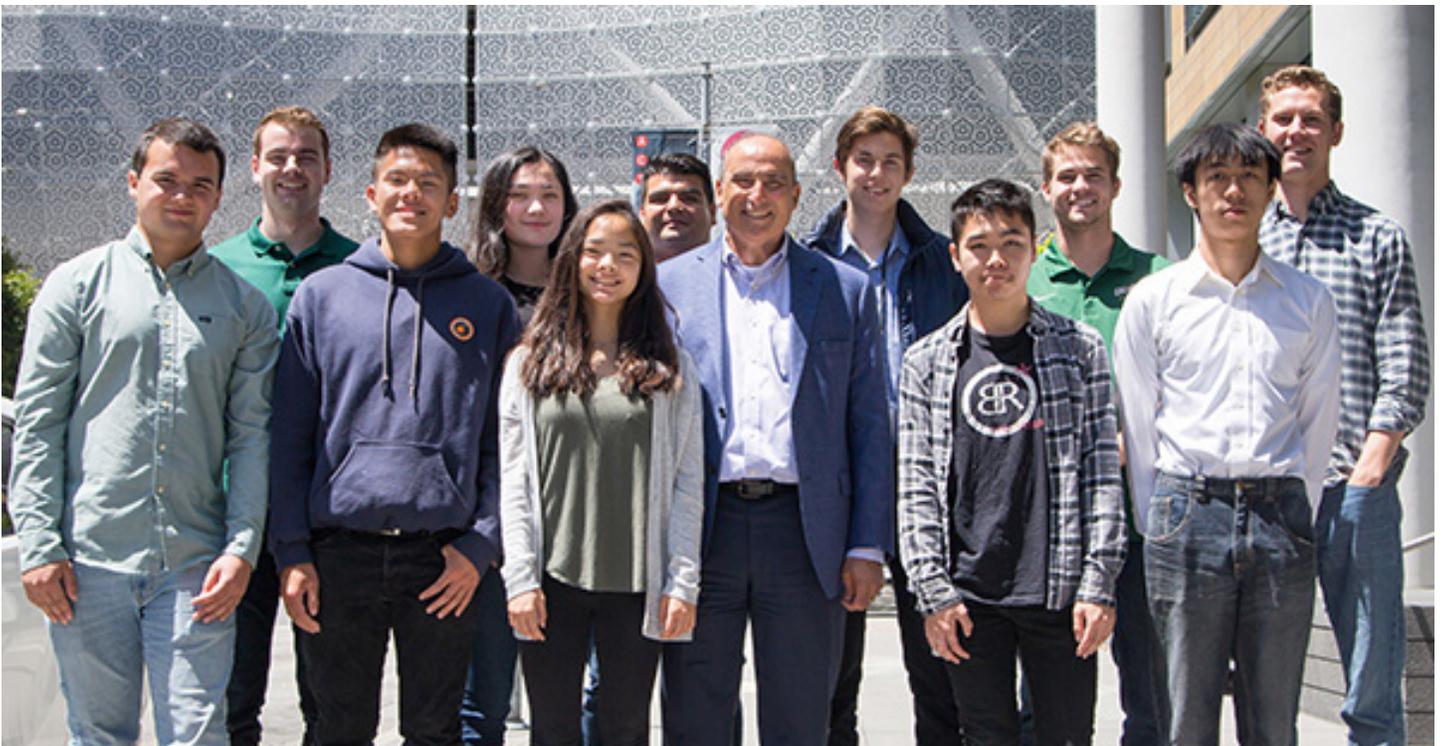
Lincoln's other partners are Biederman Redevelopment Ventures and Pearl Media. Biederman develops and operates public spaces nationwide and oversaw the turnaround of Bryant Park in New York City into a dynamic urban green space. They will be bringing events and programs to the rooftop park, emphasizing daily activities that appeal to a wide audience and reflect local culture and talent.

Pearl Media will manage the transit center's promotional platform, including the sale of advertising and sponsorships. They will also create and manage a content management system for transit information, wayfinding, and advertising that will run on the over 270 digital displays throughout the building.

The 2017 Transbay Interns

The TJPA is proud to be in its ninth year of offering meaningful internships to students. In June, we welcomed twelve students from local high schools and universities as part of our paid summer internship program.

With construction in full swing, the college students, mainly engineering and construction management majors, gained practical experience working with our general contractor, Webcor/Obayashi.



The 2017 summer interns with Executive Director Mark Zabaneh

The rising 11th and 12th grade high school students worked in our offices and with our program and construction management staff on a variety of projects, such as updating

the TJPA website, tracking tree delivery, creating progress graphics, and calculating the value of work at off-site manufacturing plants for our “Jobs Across America” map.

In addition to the hands-on work, the interns attended our “PMPC 101” series of lunchtime talks, which exposed them to the different types of jobs on the program management team—from cost engineering to environmental planning. In July, they attended the TJPA Board of Directors meeting and introduced themselves to the Board. They also honed their presentation skills, each giving a brief talk about the work they completed during the internship at a team lunch. Visit our website to learn more about the TJPA’s internship program and to hear what the interns had to say about their experience. www.transbaycenter.org



Interns Danielle Lei, Morgan Mosqueda and Nathan Zhou visit the main switchgear room with electrical engineer Patty Polpattana.

Follow Transbay on Social Media!

As we make progress on the Transbay Program, we continue to share the latest project developments, facts, photos and other information about the impressive work being done every day at the Transbay site. You can find us on

- Twitter at @TransbayCenter
- Facebook at Transbay Transit Center Project
- Instagram at @thetransbayproject

Please consider following our progress by taking a moment to “like” and “follow” Transbay on Instagram, Facebook and Twitter.

We encourage you to explore opportunities to participate in the shaping of this project through our TJPA Board meetings, Citizens Advisory Committee meetings, monthly community meetings, or one of many presentations we make throughout the community. For regular updates, including a weekly 10-day construction outlook, please visit our website at <http://www.transbaycenter.org>.

Thank you for your support of this innovative model for transit-oriented development.

Sincerely,
Mark Zabaneh
Executive Director