

MAKING THE MOVE TO THE  
TRANSBAY TEMPORARY TERMINAL

TRANSBAY  
TRANSITION

# Temporary Terminal Outreach Update





## Transition to Temporary Terminal

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- The TJPA is targeting August 7<sup>th</sup> as the opening date for the Temporary Terminal operations.
- This date will help support a smooth transition period:
  - Allots ample time for drivers to learn new routes to/from terminal
  - Weekend move date ensures transition for operators during non peak commute days/times
  - Accommodates transit agencies' schedules
  - Avoids compounding AC Transit's planned August 22<sup>nd</sup> schedule changes
  - Allows demolition of Howard Street crossing to begin the following weekend (8/14)



## Outreach Program Overview

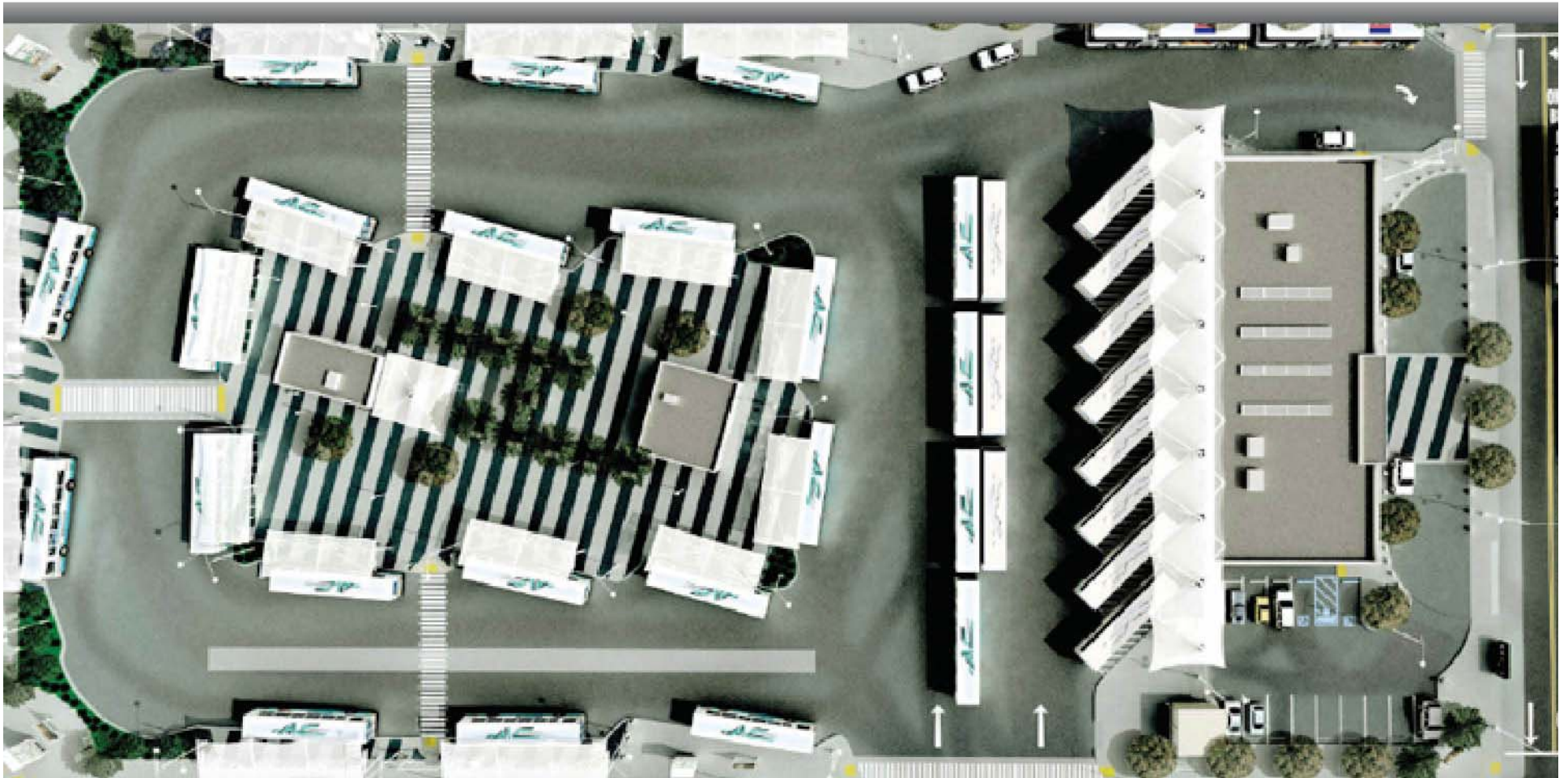
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- In order to support the first phase transition to the Temporary Terminal, we will launch a comprehensive outreach program including:
  - Signage
  - Community Outreach Meetings
  - Outreach Materials & Templates for all transit agencies
  - Ambassador Program

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## Exterior Terminal Signage





# A. Exterior Facade Banner



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### A. Exterior Facade Banner



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## B. Kiosk Sign

# WE'RE MAKING THE MOVE

to the Temporary Terminal

LOCATED AT HOWARD AND MAIN STREETS

## AUGUST 7, 2010



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For more information, visit  
[temporaryterminal.org](http://temporaryterminal.org)

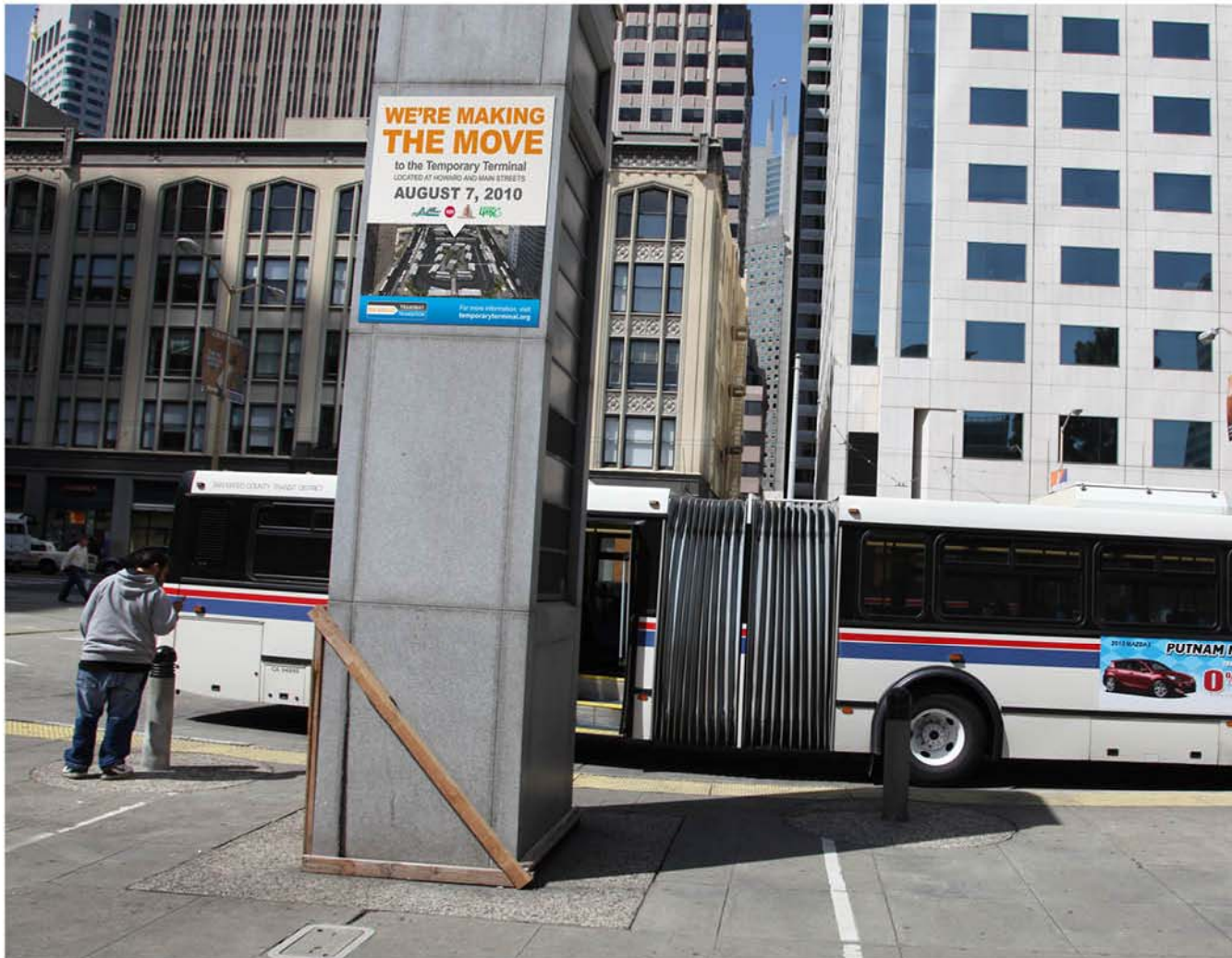
54"

48"

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## B. Kiosk Sign





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## Interior Terminal Signage



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## C. Interior Banner

**WE'RE MAKING THE MOVE**

to the Temporary Terminal  
LOCATED AT HOWARD AND MAIN STREETS **AUGUST 7, 2010**



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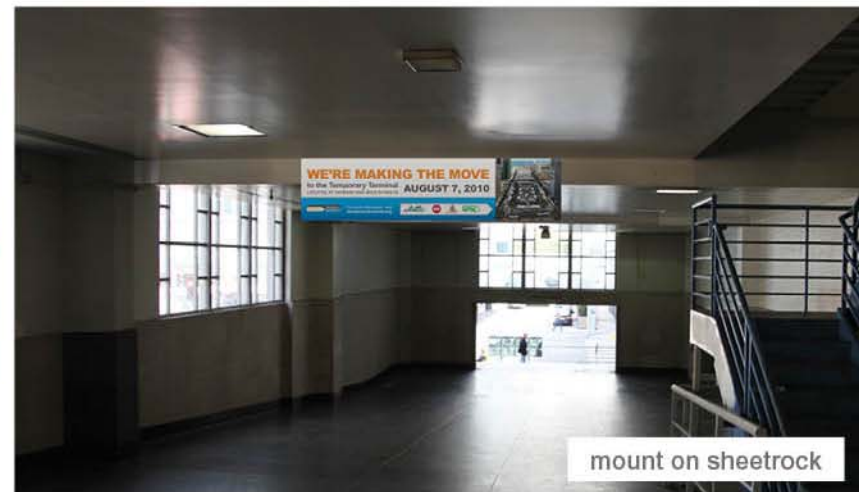
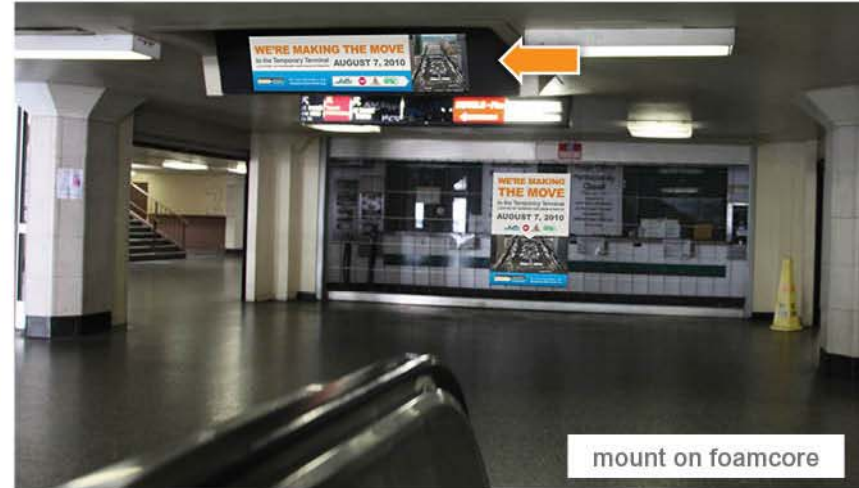
21.5"

87.5"

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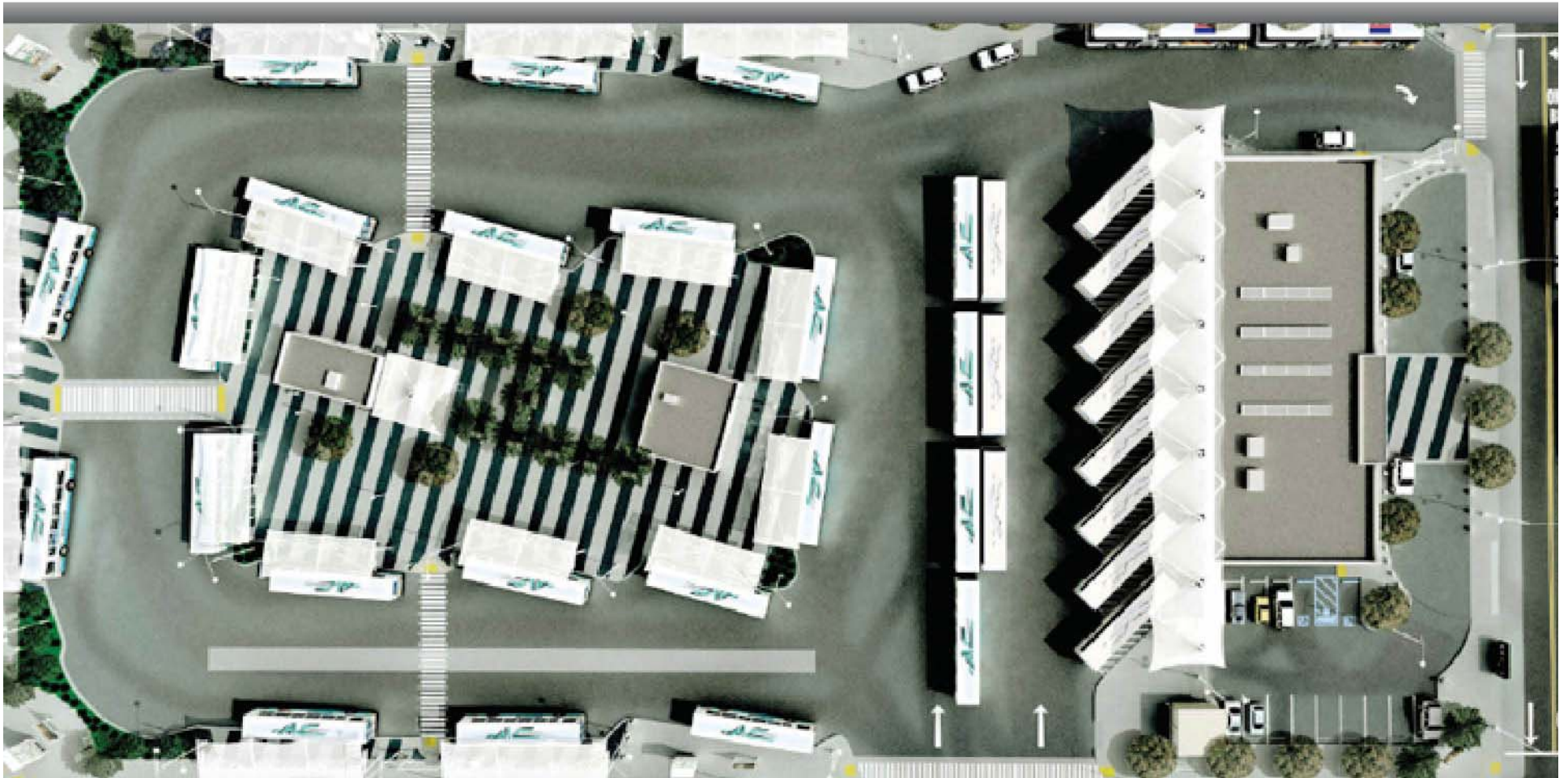
## C. Interior Banner



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## Wayfinding Signage





# F. 24 x 24 Metal Sign



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## G. Sidewalk Decal

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16"

48"

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# TRANSBAY TRANSITION

## Wayfinding Route



Mission St & Fremont St



Mission St



Main St & Howard St



Transbay Temporary Terminal Main St Entrance

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## Wayfinding Signage Map





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# Temporary Terminal Opening Signage



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## H. Canopy Signage



**OPENING AUGUST 2010**  
To make way for the new Transbay Transit Center

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For more information, visit [temporaryterminal.org](http://temporaryterminal.org)

120"

24"

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## I. Fence Signage

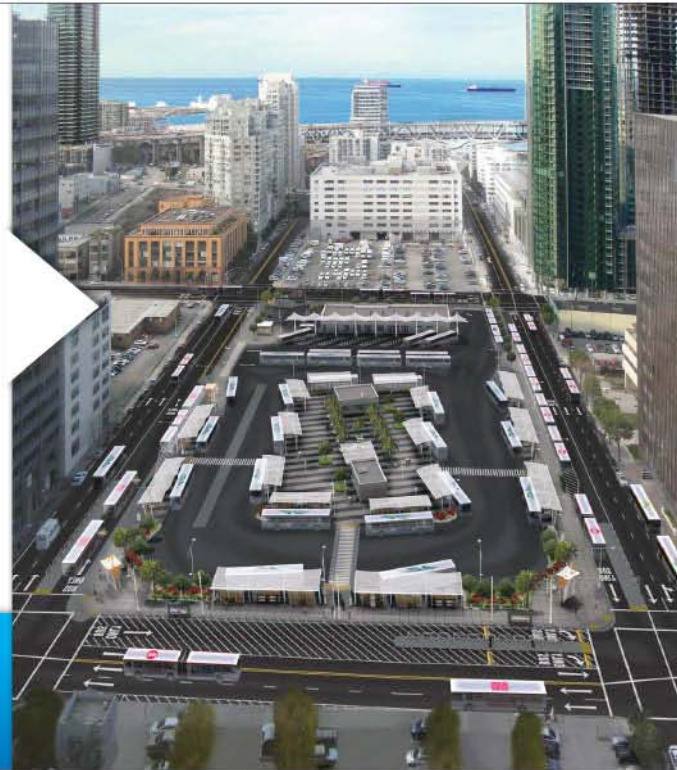
# OPENING AUGUST 2010

To make way for the new Transbay Transit Center

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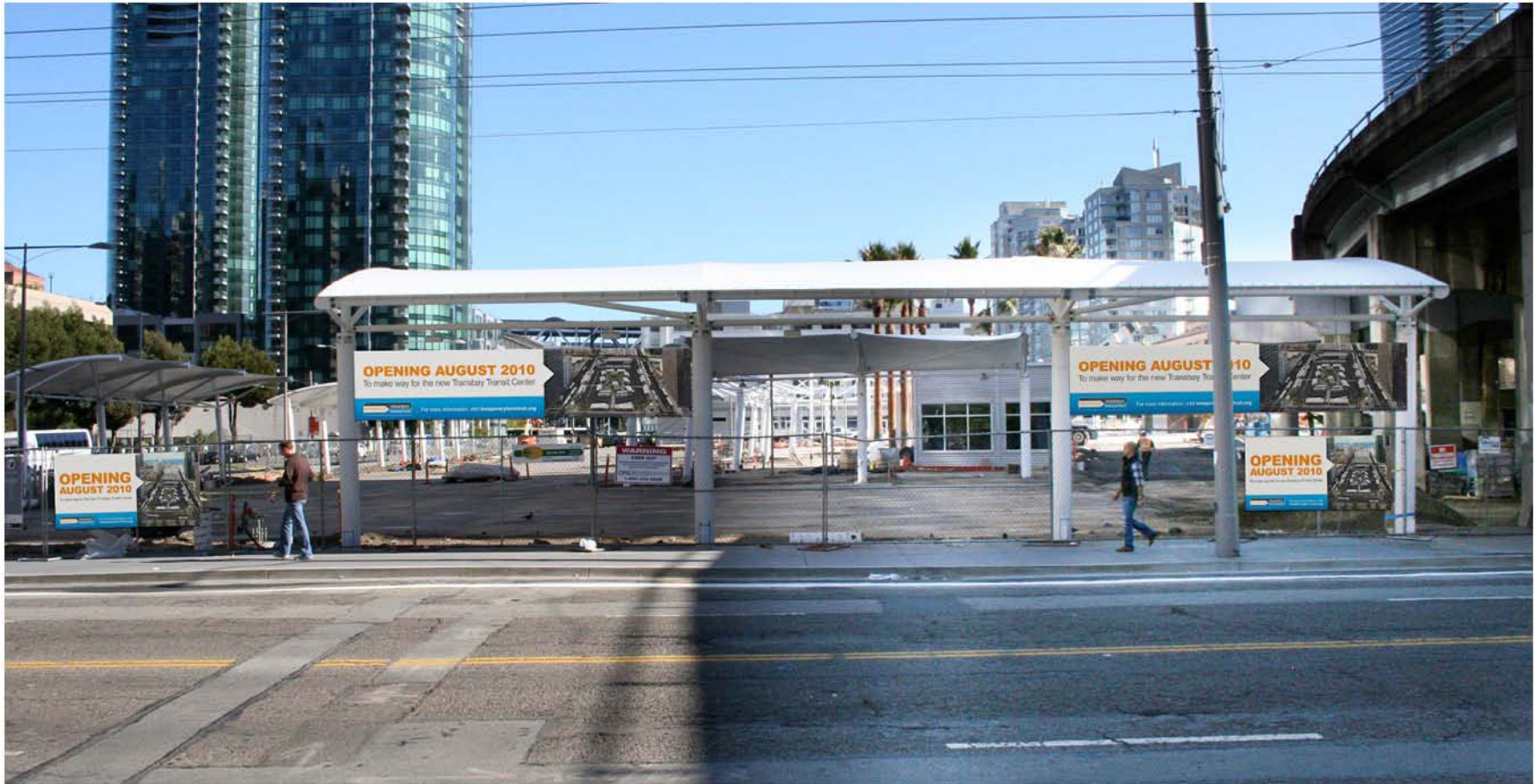
48"

96"

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## Canopy and Fence Signage



Facing Howard St.



## Community Outreach Meetings

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- In addition to our on-site presence at the Transbay Terminal prior to the move, community meetings geared to transit riders will be held at the TJPA in mid/late July
  - Post card mailer
  - E-blast
  - Flyer
  - Project and transit agency websites
- AC Transit July Taskforce meeting
- Open House for transit riders at Temporary Terminal
  - Media tours of site the day before Open House



## Outreach Materials & Templates

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- Outreach materials and templates are being developed and will be shared with all transit agencies participating in the move. Materials include:
  - Map of Temporary Terminal and phase I bus stops
  - Tri-fold brochure
  - Fact sheet
- Update [www.temporaryterminal.org](http://www.temporaryterminal.org) targeted to educating transit riders how to use the Temporary Terminal.



## Ambassador Program

- The Ambassador program will consist of a team of individuals who are trained on the Temporary Terminal operations and will greet riders at the Transbay Terminal during different periods of time in the weeks leading up to the move and on Opening Day.
  - Fact sheet, talking points and FAQs will be developed for Ambassadors
- Ambassadors will inform riders about move dates for the different agencies and how the Temporary Terminal will operate.
- Staffing plans are currently underway in consultation with other transit agencies.